

Annual EEO Public File Report Form
WXLV & WMYV
Annual EEO Public File Report

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WXLV & WMYV, Winston-Salem, NC and is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning 8/1/11 to and including 7/31/12 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c) (2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer and started in the position. A person was deemed "interviewed" when he or she was interviewed in person.

Appendix 1 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/11 to 7/31/12

Stations Comprising Station Employment Unit: WXLV & WMYV

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	Local Sales Manager	Referral	5
2	Art Director	SBG Website	1
3	Master Control Operator	Internal Applicant	6
5	Account Executive	Referral	4
6	Promotions Producer	Indeed.com	1
7	Account Executive	Referral	4
8	Account Executive	Referral	5
8	Account Executive	Internal Applicant	1

Total Number of Persons Interviewed During Applicable Period: 27

Appendix 2 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/11 to 7/31/12

Stations Comprising Station Employment Unit: WXLV & WMYV

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
1	Asian American Journalists Assoc. Francis Achondoa 1182 Market St. Suite 320 San Francisco, CA 94102 (415)346-2051 www.aaja.org	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
2	Averett University Ms. Katlin Hecox Director of Career Services 420 W. Main Street Danville, VA 24541	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
3	Barber-Scotia College Ms. Carolyn Bost 145 Cabarrus Ave., West Concord, NC 28025 (704)789-2900	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
4	Bennett College Career Services Ms. Yolanda Johnson 900 E. Washington St. Greensboro, NC 27401 (336)273-4431	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
5	Bennett College Career Fairs Career Services Ms. Yolanda Johnson 900 E. Washington St. Greensboro, NC 27401 (336)273-4431	0 ↓	Account Executive WXLV WMYV Account Executive WXLV WMYV

	Occurred 10/7/2011 Occurred 4/20/2012		
6	Bishop State Community College Juliette F. Womack/Career Services 351 N. Broad Street Mobile, AL 36603-5898 (251)662-5371 www.bishop.edu jwomack@bishop.edu	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
7	Brookstone College Ms. Bridget Handley 7815 National Service Rd. Greensboro, NC 27409 (336)668-2627	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive
8	Careerbuilder.com Brian Maggio 8401 Greensboro Dr, Ste 250 McLean, VA 22102	0 0 2 0 0 1 0 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
9	Carolina School of Broadcasting Ms. Alyson Young 3435 Performance Rd. F Charlotte, NC 28217 (704)395-9272	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
10	Civilianjobs.com 1825 Barrett Lakes Blvd Kennesaw, GA 30144 Account Rep: Don Johnson Started 5/12	0 ↓	
11	East Carolina University Lee Brown/Career Services College of Business 3016 Bate Building Greenville, NC 27858 Brownjo@ecu.edu Started using 4/19/2010	0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
12	Elizabeth City State University Ms. Sandra Gibson/Career Services 1704 Weeksville Rd. Campus Box #804 Elizabeth City, NC 27909 (252)335-3400	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive

13	Employerpartnership.org 2400 Army Pentagon Washington, DC 20310 Account Rep: Crystal Arcilla Started 5/2012	0 ↓	
14	Employment Security Commission/NC ATTN: Job Bank 630 W. 6 th St. Winston-Salem, NC 27101 (336)761-1700	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
15	Fayetteville State University Ms. Daisy Osborn/Career Services 1200 Murchison Rd. Fayetteville, NC 28301 (910)672-1111	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
16	Forsyth Technical Comm. College Ms. Darlene Jarrett/Career Services 2100 Silas Creek Parkway Winston-Salem, NC 27103 (336)734-7343	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
17	Greensboro College Career Services Kellie McLeod 815 W. Market St. Greensboro, NC 27401 (336)272-7102	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
18	Guilford College Ms. Emily Fitch/Career Services 5800 W. Friendly Ave. Greensboro, NC 27410 (336)316-2187 Fax #: (336)316-2464	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
19	Guilford Technical Comm. College Ms. Arimental Moseley Job Placement Center P.O. Box 309 Jamestown, NC 27282 (336)334-4822	0 ↓ 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
20	Hispanic Link News Service	0	Local Sales Manager

	Hector Erickson-Mendoza 1420 N St. NW Washington, DC 20005 (202)234-0280 www.hispaniclink.org	↓	Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
21	Internal Job Posting Station Belinda Reid 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545	2 0 0 1 0 0 1	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
22	Johnson C. Smith University Mr. Theadore Stowe tstowe@jcsu.edu 100 Beatties Ford Rd. Charlotte, NC 28216 (704)378-1000	0 0 0 0 0 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
23	Linkedin Corporate Solutions 2029 Stierlin Ct, Mountain View, CA 94043 Account Manager is: Danielle	0 0 0 0 0 1 0 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
24	Livingstone College Vicki Gray/Career Services 701 W. Monroe St. Salisbury, NC 28144 704-216-6222	0 0 0 0 0 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
25	LuWin Sanchez Career Services Advisor The Art Institute of Fort Lauderdale 1799 SE 17th Street Fort Lauderdale, FL 33316 800-275-7603 ext. 2615 (Source added on 3/31/09)	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
26	NAACP Lashunda Booker OR Steve Hairston 4130 Oak Ridge Dr. Winston-Salem, NC 27105 (336)767-3470 Fax #: (336)767-3440	0 ↓	
27	Native American Journalists Assoc. Christina Wells 555 Dakota St.	0 ↓	Local Sales Manager Art Director Account Executive

	Al Neuharth Media Center Vermillion, SD 57069 (605)677-5282 www.naja.com		Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
28	Native American Public Telecommunications Rosebud Sioux 1800 No. 33 rd St. Lincoln, NE 68583 (402)472-3522 www.nativetelecom.org	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
29	Nat'l Assoc. of Black Journalists Lisa Goodnight 8701-A Adelphi Rd. Adelphi, MD 20783 (301)445-7100 www.nabj.org	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
30	National Assoc. of Hispanic Journalists Kevin Olivas 1000 National Press Building 529 14 th St. NW Washington, DC 20045 (202)662-7145 www.nahj.org	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
31	National Black MBA Assoc. Jetaun Mallett 180 N. Michigan Ave., Suite 1515 Chicago, IL 60601 (312)236-2622 www.nbmbaa.org	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
32	National Hispanic Media Coalition Alex Nogales 2514 S. Grand Ave. Los Angeles, CA 90007 (213)746-6988 www.nhmc.org	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
33	NC A&T State University Ms. Cynthia Downing NC A&T State University Office of Career Services Murphy Hall Room 101 Greensboro, NC 27411 (336)334-7755	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
34	NC A&T State University Job Fair Ms. Cynthia Downing	0 ↓	Local Sales Manager Art Director

	NC A&T State University Office of Career Services Murphy Hall Room 101 Greensboro, NC 27411 (336)334-7755 Occurred on 2/24/2011		Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
35	North Carolina Central University Brenda Sexton 1801 Fayetteville St. Durham, NC 27707 (919)560-6100	0 ↓	
36	North Carolina Broadcast.com gsummerville@ncbroadcast.com	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
37	UNC School of the Arts Mr. Bob Roberts/Human Resources 1533 S. Main St. Winston-Salem, NC 27127 (336)770-1451	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
38	Referral	1 0 1 1 0 3 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
39	Salem College Ms. Katie Bawden/Career Services bawden@salem.edu P.O. Box 10548 Winston-Salem, NC 27108 (336)721-2625	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
40	Shaw University Ms. Thai Marc-Charles/Career Services 118 E. South St. Raleigh, NC 27601 (919)546-8200	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
41	Sinclair Website 10706 Beaver Dam Rd. Cockeysville, MD 21030 Ms.Sharon Pickeral (410)568-1517	2 1 1 3 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer

	www.sbgnet.net	0 0 0	Account Executive Account Executive Account Executive
42	Spots 'N Dots Patrick Kelley 167 Oakdale Rd. Johnson City, NY 13790 (888)884-2630 spotsndots@stny.rr.com	0 ↓	Source not utilized during this filing period.
43	St. Augustine's College Sandra Clemons White/Career Services 1315 Oakwood Avenue Raleigh, NC 27610 (919)516-4242	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
44	Station Website www.abc45.com www.upn48.com Belinda Reid 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
45	The Chronicle Amanda Miller 617 N. Liberty St. Winston-Salem, NC 27101 (336)722-8628 Fax #: (336)723-9173 admin@wschronicle.com	0 ↓	Source not utilized during this filing period
46	TVjobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92052 (877)988-9808 www.tvjobs.com	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
47	UNC-Chapel Hill Ms. Julie Pendergraph/Career Services The Wendy P. & Dean E. Painter, Jr. Career Center CB #5140, Hanes Hall Chapel Hill, NC 27599-5140	0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
48	UNC-Greensboro Gretchen Pugh/Career Services 1000 Spring Garden St. Greensboro, NC 27412 uncg.edu\csc (336)334-5454	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive

			Account Executive
49	UNC-Greensboro Job Fair Gretchen Pugh/Career Services 1000 Spring Garden St. Greensboro, NC 27412 uncg.edu/csc (336)334-5454	0 ↓	
50	Wake Forest University Dana Hutchens 1834 Wake Forest Rd. Winston-Salem, NC 27106 (336)758-5246 Fax #: (336)758-1971 hutchens@wfu.edu	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
51	Winston-Salem State University Carmen Berrier berriect@wssu.edu 601 Martin Luther King Jr. Dr. Winston-Salem, NC 27110 (336)750-2000	0 ↓	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
52	Winston-Salem State University Job Fair Carmen Berrier berriect@wssu.edu 601 Martin Luther King Jr. Dr. Winston-Salem, NC 27110 (336)750-2000 Occurred 9/20/11	0 ↓	Account Executive
53	Winston-Salem Urban League Mr. Steve Jones 201 W. 5 th St. Winston-Salem, NC 27101 (336)725-5614	0 0 0 0 0 0 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
54	Winston-Salem Urban League Job Fair Mr. Steve Jones 201 W. 5 th St. Winston-Salem, NC 27101 (336)725-5614 Occurred 9/30/11	0	Account Executive
55	www.indeed.com	0 0 0 1 1 0 4 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive

56	Newsblues.com	0 0 0 0 0 0 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive
	Media Recruiter.com	0 0 0 0 0 0 0	Local Sales Manager Art Director Account Executive Master Control Operator Promotions Producer Account Executive Account Executive Account Executive

Appendix 3 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/11 to 7/31/12

Stations Comprising Station Employment Unit WXLV & WMYV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WXLV & WMYV

I. Job Fairs

1. Activity: Job/Career Fair

Date of Station Participation: October 20, 2011

Participating Employees: Belinda Reid, Accounting Manager/Human Resources

Host/Sponsor of Activity: Winston Salem State University

Brief Description of Activity and Station Participation: This Job Fair was held for students to allow them the opportunity to meet with area companies to discuss available full-time and part-time positions. Resumes were collected and we spoke with students about career opportunities and internships, not only at our local stations, but within Sinclair Broadcast Group. . Our open positions were for Account Executive and also directed them to the Sinclair Website for all open positions within our company.

2. Activity: Job/Career Fair

Date of Station Participation: October 7, 2011

Participating Employees: Holly May, Promotions Mgr

Host/Sponsor of Activity : Bennett College Fall Career Fair

Brief Description of Activity and Station Participated: This Job Fair was held for students to allow them the opportunity to meet with area companies to discuss available full-time and part-time positions. Resumes were collected and we spoke with students about career opportunities and internships, not only at our local stations, but within Sinclair Broadcast Group. . We had Account Executive Positions open and also directed them to the Sinclair Website for all open positions within our company.

2. Activity: Job/Career Fair

Date of Station Participation: April 20, 2012

Participating Employees: Holly May, Promotions Mgr

Host/Sponsor of Activity : Bennett College Spring Career Fair

Brief Description of Activity and Station Participated: This Job Fair was held for students to allow them the opportunity to meet with area companies to discuss available full-time and part-time positions. Resumes were collected and she spoke with students about career opportunities and internships, not only at our local stations, but within Sinclair Broadcast Group. . We had Account Executive Positions open and also directed them to the Sinclair Website for all open positions within our company.

II. Career Fair Co-Sponsorship

1. Activity: Career Fair Co-Sponsorship

Date of Station Participation: September 30, 2011

Participating Employees: Belinda Reid, Accounting Manager-Human Resources

Host/Sponsor of Activity: Winston-Salem Urban League and WXLV/WMYV

Brief Description of Activity and Station Participated: As co-sponsor of the Urban League career Fair, the Station Employment Unit provided an on-air promotional schedule to encourage public attendance at this event. The Career Fair was open to the public to allow them to meet with area companies. Approximately 500 job seekers attended. We spoke to job seekers about career opportunities in the broadcast industry, specifically with the Station Employment Unit and Sinclair Broadcast Group. Our open positions were Account Executives, but directed them to the Sinclair Website for all open positions within our company.

III Educational Event

1. Activity: Recruitment

John Hayes responded to a recruitment email sent on April 20, 2012 to Lisa Simmons Associate Director, Employer Experience at Wake Forest University. He is reaching out to graduating seniors for applicants for the Koff University class.

INTERNSHIP PROGRAM

The stations also have an internship program as defined below:

Program Goal:

The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry.

Program Objectives:

Develop links with technical schools, universities and colleges to promote WXLV/WMYV as prospective employers.

- Create a symbiotic relationship between interns and WXLV/WMYV employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

Eligibility Requirements:

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.
- The applicant must be at least 18 years of age.
- The applicant must be in good academic standing, as defined by his or her academic institution
- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the station's eligibility requirements.

During this term period of 08/01/11 to 07/31/12, WXLV/WMYV had 2 interns; (1) intern came from High Point University. (1) from Winston Salem State University Applicants can contact the station to get information on how to apply for an internship.

TRAINING

SBG Inc. is an equal opportunity employer. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at SBG and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status,

Acquired-Immune Deficiency Syndrome (AIDS), AIDS-Related Complex (ARC), veteran status or any other category protected by law.

Further, in keeping with this commitment to equal employment opportunity, SBG Inc. offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior, including workplace harassment, to its management.

Activity: Training Session "Interviewing Tips and Questions"

Date of Station Participation: January 25, 2012

Participating Employees: John Hayes, General Manager; Jeanette Pruitt, Programming, Matthew Bowman, General Sales Manager; Jay Paul, Production Manager; Belinda Reid, Accounting/HR Manager, Holly May, Promotions Manager, Jim Hartline, Chief Engineer

Brief Description of Activity and Station Participation: Mary Hager, Regional HR Manager discussed Interviewing Tips and Questions we could ask and Questions we could not ask a candidate during the interviewing process. This was discussed with the department heads.

Activity: Sexual Harassment Training

Date of Station Participation: Ongoing

Participating Employees: All

Brief Description of Activity and Station Participation: All employees participated in web based training on Recognizing and Preventing Sexual Harassment.

Activity: Code of Ethics

Date of Station Participation: Ongoing

Participating Employees: All

Brief Description of Activity and Station Participation: All Department Heads and supervisors participating in a web-based training that covers Illegal Employment Discrimination.

SBG, Inc and its station WXLV/WMYV is an equal opportunity employer. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at SBG and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status, Acquired-Immune Deficiency Syndrome (AIDS), AIDS Related Complex (ARC), veteran status or any other category protected by law.