

**Annual EEO Public File Report Form**

WXLV & WUPN

**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 & WUPN, 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 8/1/03 to and including 7/23/04 (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 sources 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" whether he or she was interviewed in person.

## Appendix 1 to

## Sample Annual EEO Public File Report Form

Covering the Period from 8/1/03 to 7/23/04

Stations Comprising Station Employment Unit: WXLV &amp; WUPN

## 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	Promotions Logging Asst. (WXLV)	Former Employee	7
2	Sales Assistant (WXLV/WUPN)	Newspaper	8
3	Chief Photographer (WXLV/WUPN)	Employee Referral	2
4	Billing Clerk (WXLV/WUPN)	SBG Website	5
5	Traffic Asst. (WUPN)	Employee Referral	5
6	Transmitter Engineer (WXLV/WUPN)	Former Employee	3
7	Production Photographer (WXLV/WUPN)	SBG Website	10
8	Traffic Asst. (WXLV)	SBG Website	5
9	Reporter/Production (WXLV/WUPN)	SBG Website	5
10	Master Control Operator (WXLV/WUPN)	Former Employee	3
11	Producer/Reporter (WXLV/WUPN)	Current Employee Referral	2
12	Promotion Producer	SBG Website	9
13	Master Control Operator (WXLV/WUPN)	Current Employee Referral	3
14	Production Photographer (WXLV/WUPN)	SBG Website	5
15	Chief Engineer (WXLV/WUPN)	Current Employee	1
16	Asst. Chief Engineer (WXLV/WUPN)	Current Employee	2
17	General Manager (WXLV/WUPN)	Employee Referral	4
18	Manager of Information Systems (WXLV/WUPN)	Newspaper	5
19	Account Executive 1 (WUPN)	Current Employee Referral	Total for 7 positions: 28
20	Account Executive 2 (WUPN)	Newspaper	
21	Account Executive 3 (WUPN)	Newspaper	
22	Account Executive 4 (WUPN)	On-air advertisement on WXLV/WUPN	
23	Account Executive 5 (WUPN)	On-air advertisement on WXLV/WUPN	
24	Account Executive 6 (WUPN)	SBG Website	
25	Account Executive 7 (WUPN)	On-air advertisement on WXLV/WUPN	

26	Account Executive 1 (WXLV)	Employee Referral	Total for 9 positions: 28
27	Account Executive 2 (WXLV)	Newspaper ad	
28	Account Executive 3 (WXLV)	Newspaper ad	
29	Account Executive 4 (WXLV)	Current Employee Referral	
30	Account Executive 5 (WXLV)	Current Employee Referral	
31	Account Executive 6 (WXLV)	Current Employee Referral	
32	Account Executive 7 (WXLV)	Current Employee Referral	
33	Account Executive 8 (WXLV)	Current Employee Referral	
34	Account Executive 9 (WXLV)	SBG Website	

Total Number of Persons Interviewed During Applicable Period: 112

**ATTACHMENT C**

Appendix 2 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/03 to 7/23/04

Stations Comprising Station Employment Unit: WXLV & WUPN

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
A	Bennett College 900 E. Washington St. Greensboro, NC 27401	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV)
B	Brookstone College 7815 National Service Rd. Greensboro, NC 27409	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV)
C	Carolina School of Broadcasting 3435 Performance Rd. Charlotte, NC 28217	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); Chief Photographer; (2) Production Photographers; Reporter/Production; Producer/Reporter; Chief Engineer; Asst. Chief Engineer
D	Elon University 2700 Campus Box Elon College, NC 27244-2010	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); Chief Photographer; (2) Production Photographers; Reporter/Production; Producer/Reporter; Chief Engineer; Asst. Chief Engineer

E	Employment Security Commission of NC 630 W. 6 <sup>th</sup> St. Winston-Salem, NC 27101	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); Chief Photographer; (2) Production Photographers; Reporter/Production; Producer/Reporter; Chief Engineer; Asst. Chief Engineer
F	Forsyth Technical Comm. College 2100 Silas Creek Parkway Winston-Salem, NC 27103	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); Chief Photographer; (2) Production Photographers; Reporter/Production; Producer/Reporter; Chief Engineer; Asst. Chief Engineer
G	Greensboro College Office of Human Resources 815 W. Market St. Greensboro, NC 27401	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); Chief Photographer; (2) Production Photographers; Reporter/Production; Producer/Reporter; Chief Engineer; Asst. Chief Engineer
H	Guilford College Office of Human Resources 5800 W. Friendly Ave. Greensboro, NC 27410	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); Chief Photographer; (2) Production Photographers; Reporter/Production; Producer/Reporter; Chief Engineer; Asst. Chief Engineer
I	Guilford Technical Comm. College 601 High Point Rd. Jamestown, NC 27282	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); Chief Photographer; (2) Production Photographers; Reporter/Production; Producer/Reporter; Chief Engineer; Asst. Chief Engineer
J	NAACP	0 for all positions	Promotions Logging Asst; Sales Asst;

	1200 E. Market St. Greensboro, NC 27401		Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); Chief Photographer; (2) Production Photographers; Reporter/Production; Producer/Reporter; Chief Engineer; Asst. Chief Engineer
K	NAACP 1225 E. 5 <sup>th</sup> St. Winston-Salem, NC 27101	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); Chief Photographer; (2) Production Photographers; Reporter/Production; Producer/Reporter; Chief Engineer; Asst. Chief Engineer
L	NC School of the Arts Director of Admissions 200 Waughtown St. Winston-Salem, NC 27117-2189	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); Chief Photographer; (2) Production Photographers; Reporter/Production; Producer/Reporter; Chief Engineer; Asst. Chief Engineer
M	Nat'l Assoc. of Black Journalists Career Services Co-ordinator 8701-A Adelphi Rd. Adelphi, MD 20783-1716	0 for all positions	Reporter/Production; Producer/Reporter; Chief Photographer; (2) Production Photographers
N	Salem College Dept. of Communications P.O. Box 10548 Winston-Salem, NC 27108	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV)
O	UNC-Chapel Hill School of Journalism & Mass Comm. Campus Box 3365 Chapel Hill, NC 27599-3365	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); (2) Production Photographers
P	UNC-Greensboro Dept. of Communications 1000 Spring Garden St.	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst

	Greensboro, NC 27412		(WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); (2) Production Photographers
Q	Wake Forest University Office of Human Resources P.O. Box 7347 Winston-Salem, NC 27109	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); (2) Production Photographers
R	Winston-Salem State University 601 Martin Luther King Jr. Dr. Winston-Salem, NC 27110	0 for all positions	Promotions Logging Asst; Sales Asst; Billing Clerk; Traffic Asst (WUPN); Transmitter Engineer; Traffic Asst (WXLV); (2) Master Control Operators; Promotion Producer; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV); (2) Production Photographers
S	Winston-Salem Journal 418 N. Marshall St. Winston-Salem, NC 27101	4  0 for all other positions	(2) Account Executives (WUPN) (2) Account Executives (WXLV)  Promotions Logging Asst.; Sales Asst.; Billing Clerk; (2) Traffic Assts.; (2) Production Photographers; (2) Master Control Operators; Manager of Information Systems
T	The Chronicle 617 N. Liberty St. Winston-Salem, NC 27101	1  0 for all other positions	Sales Asst.  Promotions Logging Asst.; Billing Clerk; (2) Traffic Assts.; (2) Production Photographers; (2) Master Control Operators; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV)
U	Greensboro News & Record 200 E. Market St. Greensboro, NC 27401	1  0 for all other positions	Manager of Information Systems  Promotions Logging Asst.; Sales Asst.; Billing Clerk; (2) Traffic Assts.; (2) Production Photographers; (2) Master Control Operators; (7) Account Executives (WUPN); (9) Account Executives (WXLV)
V	Carolina Peacemaker 400 Summit Ave. Greensboro, NC 27405	0 for all positions	Promotions Logging Asst.; Sales Asst.; Billing Clerk; (2) Traffic Assts.; (2) Production Photographers; (2) Master Control Operators; Manager of Information Systems; (7) Account Executives (WUPN); (9) Account Executives (WXLV)



W	Sinclair Website	1 2 1 1 1 1 1	Billing Clerk Production Photographer Traffic Asst. (WXLV) Reporter/Production Promotion Producer (1) Account Executive (WUPN) (1) Account Executive (WXLV)
X	Former/Current Employees	1 1 1 1 2 1 1 6 1	Promotions Logging Asst. Chief Photographer Traffic Asst. (WUPN) Transmitter Engineer (2) Master Control Operators Producer/Reporter (1) Account Executive (WUPN) (6) Account Executives (WXLV) General Manager
Y	In-house Candidate	1 1	Chief Engineer Asst. Chief Engineer
Z	"Job Tracks": on-air announcement	3	(3) Account Executives (WUPN)
AA	Broadcasting & Cable	0 for all positions	General Manager Account Executives
BB	Charlotte Observer 600 S. Tryon St. Charlotte, NC 28202	0	Account Executives
CC	Sun News P.O. Box 406 Myrtle Beach, SC 29578	0	Account Executives
DD	Star News P.O. Box 840 Wilmington, NC 28402	0	Account Executives
EE	Job Fairs	0	Account Executives

\* Indicates sources that have requested notification of job openings. No one has requested such notification.



Appendix 3 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/03 to 7/23/04

Stations Comprising Station Employment Unit WXLV & WUPN

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

**EDUCATIONAL EVENT**

Date of Station Participation: November 18, 2003

Participating Employee: Frank Fraboni, Main News Anchor

Host of Activity: Summerfield Elementary School

Brief Description: Frank Fraboni, Main News Anchor for WXLV & WUPN, attended Career Day at Summerfield Elementary School. He spoke to the students about the various daily activities at a News station. He also answered their questions concerning education and training that is required to work in a television station.

**EDUCATIONAL EVENT**

Date of Station Participation: December 10, 2004

Participating Employee: Denise Jackson, Producer/Reporter

Host of Activity: Wake Forest University

Brief Description: Denise Jackson, Producer/Reporter for WXLV & WUPN spoke to college students at the Ethics and News Leadership in the Media Conference held at Wake Forest University in Winston-Salem. Denise discussed career opportunities in the broadcast industry, education required, and the earnings potential.

**EDUCATIONAL EVENT**

Date of Station Participation: January 12, 2004

Participating Employee: Frank Fraboni, Main News Anchor

Host of Activity: WXLV/WUPN Newsroom employees

Brief Description: Frank Fraboni gave a tour of the newsroom facilities to the Walkertown Boy Scout Group. He gave them a brief description of the equipment and how a newscast comes together.

### **EDUCATIONAL EVENT**

Date of Station Participation: April 30, 2004

Participating Employee: Pam Cook, WXLV/WUPN News Director

Host of Activity: North Carolina A&T University

Brief Description: Pam Cook, News Director, attended Career Day at North Carolina A&T University in Greensboro to discuss both career and internship possibilities in the broadcast industry with the students. She gave them information on the variety of jobs in the television industry, the education required, and the earnings potential.

### **JOB FAIR**

Date of Participation: September 17, 2003

Participating Employees: Bob Nemenz, Local Sales Manager WXLV, Jimmy O'Brien, Local Sales Manager, WUPN

Sponsor of Job Fair: Greensboro Chamber of Commerce

Brief Description: The Job Fair was open to the public to allow them to meet with area companies for career opportunities. Bob and Jimmy are both Sales Managers for our stations, and they were there to speak with the public primarily about sales positions that were available at that time. We collected 124 job fair applications.

### **JOB FAIR**

Date of Participation: January 28, 2004

Participating Employees: Bob Nemenz, Local Sales Manager WXLV, Jimmy O'Brien, Local Sales Manager, WUPN

Sponsor of Job Fair: Wake Forest University

Brief Description: This Job Fair was held for graduating seniors to allow them the opportunity to meet with area companies for full-time and part-time positions available. Job opportunities, as well as internships within our company were discussed with the students.

### **JOB FAIR**

Date of Participation: March 24, 2004

Participating Employees: Jeanette Pruitt, Program Co-ordinator, Dave Farshing, National Sales Manager

Sponsor of Job Fair: University of North Carolina at Greensboro

Brief Description: This Job Fair was held for graduating seniors to allow them the opportunity to meet with area companies for full-time and part-time positions available. Job opportunities, as well as internships within our company were discussed with the students. Resumes were collected and we spoke with students about career opportunities not only at our local stations, but within Sinclair Broadcast Group.

### **INTERNSHIP PROGRAM**

WXLV & WUPN have an internship program as defined below. From 8/1/03 to 7/23/04, we have utilized the talents of nine local college students in our production and news departments. Two of our interns came to us from Elon College in Elon, NC. The other seven interns were from NC A&T University in Greensboro, NC.

#### **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 & WUPN as prospective employers.
- Create a symbiotic relationship between interns and station 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.

Any person interested in internship opportunities should contact the station for more details.

### **POSTING UPPER LEVEL POSITIONS**

WXLV & WUPN, as well as the Parent Broadcast Company, SBG Inc., is dedicated to posting all upper level job opportunities in trade magazines. When such positions become available the Stations and the Company advertise positions in:

Broadcasting & Cable  
Electronic Media

The following WXLV/WUPN positions were posted in Broadcasting & Cable:

General Manager  
Account Executive

## **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.

On April 6, 2004 Sinclair Broadcast Group provided satellite management training for WXLV/WUPN entitled "Personal Styles: Working Well With Almost Anyone". This training was to instruct us in the various personality types of all individuals and how to work well with each type of personality in our departments.