

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 8/1/09 to and including 7/31/10 (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 applicant accepted the job offer and started in the position. A person was deemed "interviewed" when he or she was interviewed in person or on the phone.

Appendix 1 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/09 to 7/31/10

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	Commercial Videographer	TV Jobs.com	5
2	Local Sales Assistant	ABC45 website	10
3	Account Executive	UNC Chapel Hill	7
4	Local Sales Assistant/Research	Sbgi.net	1
5	Promotions Manager	Sbgi.net	9
6			
7			
8			
9			
10			

Total Number of Persons Interviewed During Applicable Period: 32

Appendix 2 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/09 to 7/31/10

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 Achonhoa 1182 Market St. Suite 320 San Francisco, CA 94102 (415)346-2051 <a href="http://www.aaaja.org">www.aaaja.org</a>	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
2	Averett University Ms. Katlin Hecox Director of Career Services 420 W. Main Street Danville, VA 24541	0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
3	Barber-Scotia College Ms. Carolyn Bost 145 Cabarrus Ave., West Concord, NC 28025 (704)789-2900	0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
4	Bennett College Career Services Ms. Yolanda Johnson 900 E. Washington St. Greensboro, NC 27401 (336)273-4431	0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
5	Bishop State Community College Juliette F. Womack Coordinator Career Planning & Placement 351 N. Broad Street Mobile, AL 36603-5898 (251)662-5371 <a href="http://www.bishop.edu">www.bishop.edu</a> <a href="mailto:jwomack@bishop.edu">jwomack@bishop.edu</a>	0 0 0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
6	Brookstone College Ms. Bridget Handley 7815 National Service Rd.	0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive

	Greensboro, NC 27409 (336)668-2627	0 0	WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
7	Careerbuilder.com Brian Maggio 8401 Greensboro Dr, Ste 250 McLean, VA 22102	0 3 0 0 1 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
8	Carolina School of Broadcasting Ms. Alyson Young 3435 Performance Rd. F Charlotte, NC 28217 (704)395-9272	0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
9	East Carolina University Lee Brown Asst Director-Career Services College of Business 3016 Bate Building Greenville, NC 27858 <a href="mailto:Brownjo@ecu.edu">Brownjo@ecu.edu</a> Started using 4/19/2010	0	WXLV WMYV Promotions Manager
10	Elizabeth City State University Ms. Sandra Gibson Director of Career Services 1704 Weeksville Rd. Campus Box #804 Elizabeth City, NC 27909 (252)335-3400	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
11	Elon University Ms. Debbie Wall 2700 Campus Box Elon College, NC 27244-2010 (336)278-3566	0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
12	Employment Security Commission of NC ATTN: Job Bank 630 W. 6 <sup>th</sup> St. Winston-Salem, NC 27101 (336)761-1700	0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
13	Fayetteville State University Ms. Daisy Osborn Advisement & Career Services Center 1200 Murchison Rd. Fayetteville, NC 28301 (910)672-1111	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
14	Forsyth Technical Comm. College Career Services Ms. Darlene Jarrett 2100 Silas Creek Parkway Winston-Salem, NC 27103 (336)734-7343	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
15	Greensboro College Career Services	0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst

	Kellie McLeod 815 W. Market St. Greensboro, NC 27401 (336)272-7102	0 0 0 0	WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
16	Guilford College Career Development Ms. Emily Fitch 5800 W. Friendly Ave. Greensboro, NC 27410 (336)316-2187 Fax #: (336)316-2464	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
17	Guilford Technical Comm. College Ms. Arimental Moseley Job Placement Center P.O. Box 309 Jamestown, NC 27282 (336)334-4822	0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
18	Hispanic Link News Service Hector Erickson-Mendoza 1420 N St. NW Washington, DC 20005 (202)234-0280 <a href="http://www.hispaniclink.org">www.hispaniclink.org</a>	0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
19	Internal Applicants Belinda Reid 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545	1 0 0 0 0 3	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
20	Johnson C. Smith University Mr. Theodore Stowe <a href="mailto:tstowe@jcsu.edu">tstowe@jcsu.edu</a> 100 Beatties Ford Rd. Charlotte, NC 28216 (704)378-1000	0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
21	Livingstone College Vicki Gray Director of Career Services 701 W. Monroe St. Salisbury, NC 28144 704-216-6222	0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
22	LuWin Sanchez Career Services Advisor The Art Institute of Fort Lauderdale 1799 SE 17th Street Fort Lauderdale, FL 33316 800-275-7603 ext. 2615 Began 3/31/09	0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Promotions Manager
23	NAACP Lashunda Booker OR Steve Hairston 4130 Oak Ridge Dr. Winston-Salem, NC 27105 (336)767-3470 Fax #: (336)767-3440	0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
24	Native American Journalists Assoc. Christina Wells	0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst

	555 Dakota St. Al Neuharth Media Center Vermillion, SD 57069 (605)677-5282 <a href="http://www.naja.com">www.naja.com</a>	0 0 0 0 0	WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
25	Native American Public Telecommunications Rosebud Sioux 1800 No. 33 <sup>rd</sup> St. Lincoln, NE 68583 (402)472-3522 <a href="http://www.nativetelecom.org">www.nativetelecom.org</a>	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
26	Nat'l Assoc. of Black Journalists Lisa Goodnight 8701-A Adelphi Rd. Adelphi, MD 20783 (301)445-7100 <a href="http://www.nabj.org">www.nabj.org</a>	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
27	National Assoc. of Hispanic Journalists Kevin Olivias 1000 National Press Building 529 14 <sup>th</sup> St. NW Washington, DC 20045 (202)662-7145 <a href="http://www.nahj.org">www.nahj.org</a>	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
28	National Black MBA Assoc. Jetaun Mallett 180 N. Michigan Ave., Suite 1515 Chicago, IL 60601 (312)236-2622 <a href="http://www.nbmbaa.org">www.nbmbaa.org</a>	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
29	National Hispanic Media Coalition Alex Nogales 2514 S. Grand Ave. Los Angeles, CA 90007 (213)746-6988 <a href="http://www.nhmc.org">www.nhmc.org</a>	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
30	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 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
31	North Carolina Central University Brenda Sexton 1801 Fayetteville St. Durham, NC 27707 (919)560-6100	0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
32	North Carolina Broadcast.com <a href="mailto:gsummerville@ncbroadcast.com">gsummerville@ncbroadcast.com</a>	0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
33	NC School of the Arts	0	WXLV WMYV Commercial Videographer

	Dept. of Human Resources Mr. Bob Roberts 1533 S. Main St. Winston-Salem, NC 27127 (336)770-1451	0 0 0 0 0	WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
34	Referral	2 1 1 0	WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV Promotions Manager
35	Salem College Career Development Ms. Katie Bawden bawden@salem.edu P.O. Box 10548 Winston-Salem, NC 27108 (336)721-2625	0 0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
36	Shaw University Career Development Ms. Thai Marc-Charles 118 E. South St. Raleigh, NC 27601 (919)546-8200	0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
37	Sinclair Website 10706 Beaver Dam Rd. Cockeysville, MD 21030 Ms. Sharon Pickeral (410)568-1517 <a href="http://www.sbg.net">www.sbg.net</a>	0 3 1 1 2 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
38	Spots 'N Dots Patrick Kelley 167 Oakdale Rd. Johnson City, NY 13790 (888)884-2630 <a href="mailto:spotsndots@stny.rr.com">spotsndots@stny.rr.com</a>	0 0	
39	St. Augustine's College Sandra Clemons White Career Services 1315 Oakwood Avenue Raleigh, NC 27610 (919)516-4242	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
40	Station Website <a href="http://www.abc45.com">www.abc45.com</a> <a href="http://www.upn48.com">www.upn48.com</a> Belinda Reid 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545	1 1 1 0 1 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
41	The Chronicle Amanda Miller 617 N. Liberty St. Winston-Salem, NC 27101	0 0 0 0	WXLV WMYV Commercial Videographer

	(336)722-8628 Fax #: (336)723-9173 <a href="mailto:admin@wschronicle.com">admin@wschronicle.com</a>	0 0	
42	<a href="http://www.tvjobs.com">www.tvjobs.com</a> Broadcast Employment Services Mark Holloway P.O. Box 4116 Oceanside, CA 92052 (877)988-9808	3 0 0 0 1	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
43	UNC-Chapel Hill Ms. Julie Pendergraph University Career Services The Wendy P. & Dean E. Painter, Jr. Career Center CB #5140, Hanes Hall Chapel Hill, NC 27599-5140	0 0 2 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
44	UNC-Greensboro Gretchen Pugh Career Services 1000 Spring Garden St. Greensboro, NC 27412 <a href="mailto:uncg.edu/csc">uncg.edu/csc</a> (336)334-5454	0 0 0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
45	Wake Forest University Dana Hutchens 1834 Wake Forest Rd. Winston-Salem, NC 27106 (336)758-5246 Fax #: (336)758-1971 <a href="mailto:hutchens@wfu.edu">hutchens@wfu.edu</a>	0 0 2 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
46	Winston-Salem Journal Charlene Williams 418 N. Marshall St. Winston-Salem, NC 27101 (336)727-7425 <a href="mailto:cawilliams@wsjournal.com">cawilliams@wsjournal.com</a>	0 0	
47	Winston-Salem State University Carmen Berrier <a href="mailto:berriect@wssu.edu">berriect@wssu.edu</a> 601 Martin Luther King Jr. Dr. Winston-Salem, NC 27110 (336)750-2000	0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
48	Winston-Salem Urban League Mr. Steve Jones 201 W. 5 <sup>th</sup> St. Winston-Salem, NC 27101 (336)725-5614	0 0 0 0 0	WXLV WMYV Commercial Videographer WXLV WMYV Local Sales Asst WXLV WMYV Account Executive WXLV WMYV LSA/Research WXLV WMYV Promotions Manager
49	<a href="http://www.indeed.com">www.indeed.com</a>	1	WXLV WMYV Local Sales Asst



\* WXLV and WMYV broadcasts and publishes notices asking organizations that would like to be notified of job vacancies to contact us.

Appendix 3 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/09 to 7/31/10

Stations Comprising Station Employment Unit WXLV & WMYV

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

**EDUCATIONAL EVENT**

Date of Station Participation: November 16, 2009

Participating Employee: Francis McRae, General Sales Manager

Host of Activity: WXLV WMYV TV

Brief Description: Fran McRae, General Sales Manager, conducted a station tour with Tiger Cub Scouts from Pack 16. The troop was earning their communications badge and chose to visit our station for a tour and discussed their career futures and possible opportunities within Sinclair Broadcast Group and WXLV/WMYV in communications.

**CAREER FAIR CO- SPONSORSHIP**

Date of Participation: September 18, 2009; 10:00am-2pm

Participating Employees: Ron Inman, General Manager; Belinda Reid Accounting/Human Resources Manager

Sponsors of Career Fair: Winston-Salem Urban League and WXLV/WMYV

Brief Description: 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. We had no open positions, but directed them to the Sinclair Website for all open positions within our company.

**JOB FAIR**

Date of Participation: September 24, 2009; 10m-2pm

Participating Employees: Belinda Reid, Accounting Manager/Human Resources Coordinator; Ron Inman, General Manager

Sponsor of Job Fair: Winston Salem State University

Brief Description: 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 no open positions but directed them to the Sinclair Website for all open positions within our company.

### **JOB FAIR**

Date of Participation: February 18, 2010; 9am-2pm

Participating Employees: Belinda Reid, Accounting Manager/Human Resources Coordinator

Sponsor of Job Fair: North Carolina A&T State University

Brief Description: 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 no open positions but directed them to the Sinclair Website for all open positions within our company.

### **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: 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: Training Session: "Achieving Your Personal Best" : Nolls & Associates(Satellite Training)**

Date of Training: August 13, 2009

Presenter: Tim Daniels

Participating Employees: Ron Inman, General Manager; Jeanette Pruitt, Programming, Fran McRae, General Sales Manager; Jay Paul, Production Manager; Belinda Reid, Accounting/HR Manager, Diane Normandin, Credit Mgr, Eric Gabriel, Promotions Manager, Jim Hartline, Chief Engineer, Dana Baker, Traffic Mgr, John McDuffie, Traffic Mgr. and Jonas Lawrence, Local Sls Mgr.

Description of Activity: Station managers participated in the Sinclair sponsored training on "Achieving Your Personal Best" Topics included Two Kinds of Stress, A Peak Experience, Defying Gravity and What 2009 calls for.

## **INTERNSHIP PROGRAM**

WXLV & WMYV have an internship program as defined below. From 8/27/09 to 8/30/10, we have utilized the talents of fifteen local college students in our production and sales departments. six students attended NC A&T State University and four came from Wake Forest University and two from University of North Carolina at Greensboro and one from Salem College that interned in the Sales Department and one attended Wake Forest University and one from Winston Salem State Univ that interned in the Production Department.

### 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 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.