

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 7/24/04 to and including 7/31/05 (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" when he or she was interviewed in person.

Appendix 1 to

Sample Annual EEO Public File Report Form

Covering the Period from 7/24/04 to 7/31/05

Stations Comprising Station Employment Unit: WXLV & 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	Account Executive 1 (WUPN) Account Executive 2 (WUPN) Account Executive 3 (WUPN) Account Executive 4 (WUPN) Account Executive 5 (WUPN) Account Executive 6 (WUPN) Account Executive 7 (WUPN)	Referral Referral Station Website Station Website SBG Website Referral Referral	Total for 7 positions: 26
2	Account Executive 1 (WXLV) Account Executive 2 (WXLV)	Station Website SBG Website	Total for 2 positions: 4
3	Local Sales Manager-WUPN	Referral	1
4	Photographer/Editor 1 (WXLV/WUPN) Photographer/Editor 2 (WXLV/WUPN)	Internal Applicant (promotion) Referral	1 1
5	Traffic Asst. (WUPN)	SBG Website	6
6	Reporter/Assignment Editor (WXLV/WUPN)	Referral	3
7	Senior Producer (WXLV/WUPN)	Referral	1

Total Number of Persons Interviewed During Applicable Period: 43

Appendix 2 to

Sample Annual EEO Public File Report Form

Covering the Period from 7/24/04 to 7/31/05

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
1	American Women in Radio and TV Maria Brennan 8405 Greensboro Dr., Suite 800 McLean, VA 22102 (703)506-3290 <a href="http://www.awrt.org">www.awrt.org</a> (Source added October, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
2	Asian American Journalists Assoc. Francis Achonhoa 1182 Market St. Suite 320 San Francisco, CA 94102 (415)346-2051 <a href="http://www.aaja.org">www.aaja.org</a> (Source added October, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
3	Barber-Scotia College Ms. Carolyn Bost 145 Cabarrus Ave., West Concord, NC 28025 (704)789-2900 (Source added November, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
4	Bennett College Career Services Ms. Yolanda Johnson 900 E. Washington St. Greensboro, NC 27401 (336)273-4431	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
5	Brookstone College Ms. Bridget Handley 7815 National Service Rd. Greensboro, NC 27409 (336)668-2627	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
6	Careerbuilder.com Corey Epperly	7 0	7 Account Executives (WUPN) 2 Account Executives (WXLV)

	1750 Tyson's Blvd., 4 <sup>th</sup> Floor McLean, VA 22102 (410)998-9740	0 0 3 0 0	Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
7	Carolina Peacemaker Johnnie Little 400 Summit Ave. Greensboro, NC 27405 (336)274-6210 cpadvertising@bellsouth.net	0 for all positions	6 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 1 Photographer/Editor Traffic Assistant
8	Carolina School of Broadcasting Ms. Alyson Young 3435 Performance Rd. F Charlotte, NC 28217 (704)395-9272	0 0 0 0 1 0 0	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
9	Elizabeth City State University Ms. Sandra Gibson Director of Career Services 1704 Weeksville Rd. Campus Box #804 Elizabeth City, NC 27909 (252)335-3400 (Sourced added November, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
10	Elon University Ms. Debbie Wall 2700 Campus Box Elon College, NC 27244-2010 (336)278-3566	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
11	Referral	2 3 1 2 2 1 1	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
12	Employment Security Commission of NC ATTN: Job Bank 630 W. 6 <sup>th</sup> St. Winston-Salem, NC 27101 (336)761-1700	0 1 0 0 0 0 0	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
13	Fayetteville State University Ms. Daisy Osborn Advisement & Career Services Center 1200 Murchison Rd. Fayetteville, NC 28301 (910)672-1111 (Source added November, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
14	Forsyth Technical Comm. College	0 for all positions	7 Account Executives (WUPN)

	Career Services Ms. Darlene Jarrett 2100 Silas Creek Parkway Winston-Salem, NC 27103 (336)734-7343		2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
15	Greensboro College Career Services Kellie McLeod 815 W. Market St. Greensboro, NC 27401 (336)272-7102	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
16	Greensboro News & Record Brenda Edmonds 200 E. Market St. Greensboro, NC 27401 (336)373-7000 <a href="mailto:adtext@news-record.com">adtext@news-record.com</a>	1 0 0 0 0	6 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 1 Photographer/Editor Traffic Assistant
17	Guilford College Career Development Ms. Emily Fitch 5800 W. Friendly Ave. Greensboro, NC 27410 (336)316-2187 Fax #: (336)316-2464	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
18	Guilford Technical Comm. College Ms. Arimental Moseley Job Placement Center P.O. Box 309 Jamestown, NC 27282 (336)334-4822	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
19	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> (Source added October, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
20	Internal Applicants Jeanette Pruitt 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545	1 0 0 1 0 0 0	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
21	"Job Tracks": on-air announcement WXLV-TV/WUPN-TV Jeanette Pruitt 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager
22	Job/Career Fairs Jeanette Pruitt	2	Account Executives (WXLV & WUPN)

	WXLV-TV/WUPN-TV 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545		
23	Johnson C. Smith University Mr. Theadore Stowe <a href="mailto:tstowe@jcsu.edu">tstowe@jcsu.edu</a> 100 Beatties Ford Rd. Charlotte, NC 28216 (704)378-1000 (Source added November, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
24	<a href="http://www.monster.com">www.monster.com</a> Jared Thomas 5 Clock Tower Place, Suite 500 Maynard, MA 01754 (800)666-7837	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV)
25	NAACP Lashunda Booker OR Steve Hairston 4130 Oak Ridge Dr. Winston-Salem, NC 27105 (336)767-3470 Fax #: (336)767-3440	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
26	Native American Journalists Assoc. Christina Wells 555 Dakota St. Al Neuharth Media Center Vermillion, SD 57069 (605)677-5282 <a href="http://www.naja.com">www.naja.com</a> (Source added October, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
27	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> (Source added October, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
28	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> (Source added October, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
29	National Association of Broadcasters Karen Hunter Human Resource Development 1771 North St., NW Washington, DC 20036 (202)429-5499 <a href="http://www.nab.org">www.nab.org</a> (Source added October, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
30	National Assoc. of Hispanic Journalists	0 for all positions	5 Account Executives (WUPN)

	<p>Kevin Olivas  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>  (Source added October, 2004)</p>		<p>1 Account Executive (WXLV)  Local Sales Manager  2 Photographer/Editors  Traffic Assistant  Reporter/Assignment Editor  Executive Producer</p>
31	<p>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>  (Source added October, 2004)</p>	0 for all positions	<p>5 Account Executives (WUPN)  1 Account Executive (WXLV)  Local Sales Manager  2 Photographer/Editors  Traffic Assistant  Reporter/Assignment Editor  Executive Producer</p>
32	<p>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>  (Source added October, 2004)</p>	0 for all positions	<p>5 Account Executives (WUPN)  1 Account Executive (WXLV)  Local Sales Manager  2 Photographer/Editors  Traffic Assistant  Reporter/Assignment Editor  Executive Producer</p>
33	<p>NC A&amp;T State University  Ms. Cynthia Downing  NC A&amp;T State University  Office of Career Services  Murphy Hall Room 101  Greensboro, NC 27411  (336)334-7755</p>	0 for all positions	<p>7 Account Executives (WUPN)  2 Account Executives (WXLV)  Local Sales Manager  2 Photographer/Editors  Traffic Assistant  Reporter/Assignment Editor  Executive Producer</p>
34	<p>North Carolina Central University  Brenda Sexton  1801 Fayetteville St.  Durham, NC 27707  (919)560-6100  (Source added November, 2004)</p>	0 for all positions	<p>5 Account Executives (WUPN)  1 Account Executive (WXLV)  2 Photographer/Editors  Traffic Assistant  Reporter/Assignment Editor  Executive Producer</p>
35	<p>NC School of the Arts  Dept. of Human Resources  Mr. Bob Roberts  1533 S. Main St.  Winston-Salem, NC 27127  (336)770-1451</p>	0 for all positions	<p>7 Account Executives (WUPN)  2 Account Executives (WXLV)  Local Sales Manager  2 Photographer/Editors  Traffic Assistant  Reporter/Assignment Editor  Executive Producer</p>
36	<p>Salem College  Career Development  Ms. Katie Bawden  <b>bawden@salem.edu</b>  P.O. Box 10548  Winston-Salem, NC 27108  (336)721-2625</p>	0 for all positions	<p>7 Account Executives (WUPN)  2 Account Executives (WXLV)  Local Sales Manager  2 Photographer/Editors  Traffic Assistant  Reporter/Assignment Editor  Executive Producer</p>
37	<p>Shaw University  Career Development  Ms. Thai Marc-Charles  118 E. South St.  Raleigh, NC 27601  (919)546-8200  (Source added November, 2004)</p>	0 for all positions	<p>5 Account Executives (WUPN)  1 Account Executive (WXLV)  2 Photographer/Editors  Traffic Assistant  Reporter/Assignment Editor  Executive Producer</p>



38	Sinclair Broadcast Group <a href="http://www.sbgi.net">www.sbgi.net</a> Ms. Owen Johnson 10706 Beaver Dam Rd. Cockeysville, MD 21030 (410)568-1517	3 4 0 0 0 2 0	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
39	St. Augustine's College Sandra Clemons White Career Services 1315 Oakwood Avenue Raleigh, NC 27610 (919)516-4242 (Source added November, 2004)	0 for all positions	5 Account Executives (WUPN) 1 Account Executive (WXLV) 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
40	Station Website <a href="http://www.abc45.com">www.abc45.com</a> <a href="http://www.upn48.com">www.upn48.com</a> Jeanette Pruitt 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545	1 3 0 0 0 0 0	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
41	The Chronicle Amanda Miller 617 N. Liberty St. Winston-Salem, NC 27101 (336)722-8628 Fax #: (336)723-9173 <a href="mailto:admin@wschronicle.com">admin@wschronicle.com</a>	0 for all positions	6 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 1 Photographer/Editor Traffic Assistant
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	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales 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 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
44	UNC-Greensboro Gretchen Pugh Career Services 1000 Spring Garden St. Greensboro, NC 27412 <a href="http://uncg.edu/csc">uncg.edu/csc</a> (336)334-5454	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
45	Varietycareers.com Courtney Waters 5700 Wilshire Blvd. #120 Los Angeles, CA 90036 (800)357-4745 (Source used 10/14/04-1/31/05)	0 for all positions	2 Account Executives (WUPN) 1 Account Executive (WXLV) 1 Photographer/Editor
46	Wake Forest University	0 for all positions	7 Account Executives (WUPN)



	Dana Hutchens 1834 Wake Forest Rd. Winston-Salem, NC 27106 (336)758-5246 Fax #: (336)758-1971 hutchens@wfu.edu		2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
47	Winston-Salem Journal Charlene Williams 418 N. Marshall St. Winston-Salem, NC 27101 (336)727-7425 cawilliams@wsjournal.com	0 for all positions	6 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 1 Photographer/Editor Traffic Assistant
48	Winston-Salem State University Carmen Berrier berriect@wssu.edu 601 Martin Luther King Jr. Dr. Winston-Salem, NC 27110 (336)750-2000	0 for all positions	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
49	Winston-Salem Urban League Mr. Steve Jones 201 W. 5 <sup>th</sup> St. Winston-Salem, NC 27101 (336)725-5614	1 0 0 0 0 0 0	7 Account Executives (WUPN) 2 Account Executives (WXLV) Local Sales Manager 2 Photographer/Editors Traffic Assistant Reporter/Assignment Editor Executive Producer
*50	Bishop State Community College Juliette F. Womack Coordinator Career Planning & Placement 351 N. Broad Street Mobile, AL 36603-5898 (251)662-5371 www.bishop.edu jwomack@bishop.edu	0 for all positions	Source added June, 2005

\* WXLV and WUPN broadcasts and publishes notices asking organizations that would like to be notified of job vacancies to contact us. For this time period, we have had one request from Bishop State Community College.

Appendix 3 to

Sample Annual EEO Public File Report Form

Covering the Period from 7/24/04 to 7/31/05

Stations Comprising Station Employment Unit WXLV & WUPN

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

**COMMUNITY EVENT**

Date of Station Participation: October 12, 2004

Participating Employee: Elizabeth Cowart, News Reporter

Host of Activity: "Big Brothers, Big Sisters"

Brief Description: Elizabeth Cowart, one of our news reporters, was a "Big Sister" to a 12-year-old girl for a day. Elizabeth brought the young girl to our stations for a tour and allowed her to be on the set and "report". Elizabeth explained to her how a television station operates and how a newscast is produced.

**COMMUNITY EVENT**

Date of Station Participation: October 23, 2004

Participating Employee: McCall Pera, Anchor/Reporter

Host of Activity: Summerfield Youth Council

Brief Description: McCall Pera, Anchor/Reporter, emcee'd the Summerfield Youth Council Horse Show. This event was part of an effort by the Summerfield Youth Council to help educate youth on being civic-minded citizens.

**COMMUNITY EVENT**

Date of Station Participation: WXLV, each Sunday, 230am; WUPN, each Saturday, 230am

The Station Employment Unit airs a weekly public affairs program entitled "What's On Your Mind?". This program is designed to educate teens and young adults on various issues that affects their age group specifically. This program began airing on our stations December 4, 2004 and is currently airing each week on both WXLV and WUPN. The topics that have been discussed are: drugs in schools, respecting your elders, political issues, understanding young people, peer pressure, dating, teen sex, sexually transmitted diseases, importance of getting an education, discipline, current events, racism, and occupations.

### **EDUCATIONAL EVENT**

Date of Station Participation: November 9, 2004

Participating Employee: Elizabeth Cowart, News Reporter

Host of Activity: South Fork Elementary School

Brief Description: Elizabeth Cowart, news reporter, read books to two third grade classes at South Fork Elementary School. This was an effort on behalf of the Winston-Salem Forsyth County school system and the Station Employment Unit to create awareness of and focus on literacy in our schools.

### **EDUCATIONAL EVENT**

Date of Station Participation: December 1, 2004

Participating Employees: Pam Cook, Ron Inman, Fran McRae, Jay Paul, Jeanette Pruitt

Host of Activity: Bennett College

Brief Description: Pam Cook, News Director; Ron Inman, General Manager; Fran McRae, Local Sales Manager; Jay Paul, Production Manager; and Jeanette Pruitt, Programming/Human Resources Coordinator spoke to four students and their instructor, Charmaine McKissick-Melton, from Bennett College to discuss various aspects of television and management. Students asked questions concerning working in different departments in television, management in television, working for a large corporation, human resources questions, and employee handbooks.

### **CAREER FAIR CO- SPONSORSHIP**

Date of Participation: November 5, 2004; 9am-4pm

Participating Employees: Dave Farshing, National Sales Manager; Ron Inman, General Manager; Bob Nemenz, Local Sales Manager WXLV; Jeanette Pruitt, Programming/Human Resources Coordinator

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

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 750 job seekers attended. Each manager spoke to job seekers about career opportunities in the broadcast industry, specifically with the Station Employment Unit and Sinclair Broadcast Group.

### **JOB FAIR**

Date of Participation: January 26, 2005; 12n-4pm

Participating Employees: Ron Inman, General Manager; Fran McRae, Local Sales Manager WUPN; Bob Nemenz, Local Sales Manager WXLV; Jay Paul, Production Manager; Jeanette Pruitt, Programming/Human Resources Coordinator

Sponsor of Job Fair: Wake Forest 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.

### **JOB FAIR**

Date of Participation: February 23, 2005; 11am-2pm

Participating Employees: Jeanette Pruitt, Programming/Human Resources Coordinator; Dave Farshing, National Sales Manager

Sponsor of Job Fair: North Carolina A&T 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.

### **JOB FAIR**

Date of Participation: March 30, 2005; 1230-4pm

Participating Employees: Jeanette Pruitt, Programming/Human Resources Coordinator; Dave Farshing, National Sales Manager

Sponsor of Job Fair: University of North Carolina at Greensboro

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.

### **JOB FAIR**

Date of Participation: April 12, 2005; 10am-5pm

Participating Employees: Pam Cook, News Director; Dave Farshing, National Sales Manager; Ron Inman, General Manager; John McDuffie, Traffic Manager; Fran McRae, Local Sales Manager WUPN; Bob Nemenz, Local Sales Manager WXLV; Zane Parnell, Chief Engineer; Jay Paul, Production Manager; Jeanette Pruitt, Programming/Human Resources Coordinator; Trina Sampson, Promotions Assistant

Sponsor of Job Fair: Northwest Piedmont Council of Governments; Workforce Development

Brief Description: The Career Fair was open to the public to allow them to meet with area companies. Over 100 employers and more than 3,000 job seekers were in attendance. Each station participant spoke to job seekers about career opportunities in the broadcast industry, specifically with WXLV and WUPN and Sinclair Broadcast Group.

We encouraged job seekers at all job fairs to check our websites, [www.abc45.com](http://www.abc45.com), or [www.upn48.com](http://www.upn48.com), for any future openings within our stations, as well as in other Sinclair stations.

## INTERNSHIP PROGRAM

WXLV & WUPN have an internship program as defined below. From 8/1/04 to 7/31/05, we have utilized the talents of ten local college students in our production and news departments. Three of these interns worked in the Production department. Two attended NC A&T State University and one attended Winston-Salem State University. Seven students interned in the News department, four of which attended NC A&T State University, one attended Elon College, and two attended Winston-Salem State University.

### 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.

## 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.

Training Session: Web-based training "Illegal Employment Discrimination - Recognizing and Preventing"

Date of Training: July 5 - July 22, 2005

Participating Employees: Ron Inman, GM; Fran McRae, WUPN LSM; Bob Nemenz, WXLV LSM; Dave Farshing, NSM; Zane Parnell, Chief Engineer; Jay Paul, Production Mgr.; Pam Cook, News Mgr; Jeanette Pruitt, Programming/HR Coordinator; Belinda Reid, Accounting Mgr.; Dana Baker, WUPN Traffic Mgr.; John McDuffie, WXLV Traffic Mgr.; Brian Wyatt, Master Control Supervisor

Description of Activity: Managers and Supervisors participated in the Sinclair sponsored web-based training on "Illegal Employment Discrimination" and ways of recognizing and preventing such discrimination. Topics included disparate treatment; illegal, discriminatory action; disparate or adverse impact; failing to make a reasonable accommodation for handicapped employees; hire, fire and promote without bias; document properly and accurately; and set an example for non-discriminatory behavior.