

Annual EEO Public File Report Form

WLFL AND WRDC RALEIGH, NC

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 station(s): WLFL and WRDC-TV in Raleigh, NC and is required to be placed in the public inspection files of this station, and posted on its web site, if the station has a web site.

The information contained in this Report covers the time period beginning August 1, 2010 to and including July 31, 2011 (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 Station 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 Section(s) 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

Annual EEO Public File Report Form

Covering the Period from August 1, 2010 to July 31, 2011

Station Comprising Station Employment Unit: WLFL and WRDC

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	1 Sr. Sales Executive	Career Builder	10
2	4 Sales Executive	Referral (1) SBG Website (1) Career Builder (1) East Carolina University (1)	52
3	2 Local Sales Assistant	Career Builder (1) SBG Website (1)	24
4	2 Local / General Sales Manager	Internal Posting	2

Total Number of Persons Interviewed During Applicable Period: 88

Appendix 2 to

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Covering the Period from August 1, 2010 to July 31, 2011

Station Comprising Station Employment Unit: WLFL and WRDC
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
	Bennett College 900 East Washington Street Greensboro, NC 27401 Yolanda Johnson 336-273-4431 career@bennett.edu	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	Bittle and Associates 200 Lynn Ave, Suite 1 Fayetteville, NC 28301 Brandon K. Bittle 910-764-1906	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	Bishop State Community College 351 N. Broad Street Mobile, AL 36003-5989 Juliette F. Womack/Career Center 251-662-5371 www.bishop.edu jwomack@bishop.edu	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	California Chicano News Media Assoc USC Anneberg School of Journalism 300 South Grand Ave, Ste 2950 Los Angeles, CA 90071-8110 Sylvia Wells 213-437-4408	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	Campbell University Mr. Ensley-Dept of Broadcasting PO Box 130 Buies Creek, NC 27560 910-893-1416	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager

<p>Career Builder 8401 Greensboro Dr. Suite 250 McLean, VA22102 Allison Weitzman- 301-801-0468</p>	<p>5 24 10 0</p>	<p>1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager</p>
<p>Christian Community in Action 1231 Maynard Rd., NE Cary, NC 27511 Jill Wising 919-469-9861 ccasocialconcern@bellsouth.net</p>	<p>0 ↓</p>	<p>1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager</p>
<p>Central Carolina Community College Gina DelVecchio/Placement/HR Dept. 1105 Kelly Drive Stanford, NC 27330 919-718-7389</p>	<p>0 ↓</p>	<p>1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager</p>
<p>Duke University PO Box 90950 Durham, NC 27708 Lahonda Woodard/Career Development 919-684-8111 larhonda.woodard@Duke.edu career@duke.edu</p>	<p>0 ↓</p>	<p>1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager</p>
<p>Durham Technical Community College 1637 Lawson Street Durham, NC 27703 Tom Russo/Career Counseling Dept. 919-686-3368</p>	<p>0 ↓</p>	<p>1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager</p>
<p>East Carolina University 2355 West Arlington Blvd. Greenville, NC 27858-4353 Teresa Bullock 252-329-8000</p>	<p>0 1 0 0</p>	<p>1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager</p>
<p>Employment Security Commission 1105 South Briggs Ave. Durham, NC 27703 Contact:esc.jobsdurham@ncmail.net 919-560-6880</p>	<p>0 ↓</p>	<p>1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager</p>
<p>Employment Security 700 Wade Ave. Raleigh, NC 27605 Andrew James 919-733-3098</p>	<p>0 ↓</p>	<p>1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager</p>

Fayetteville State University Joan Broadus/Advertisement/Career Center 230 SBE\1200 Murchinson Rd Fayetteville, NC 28301 919-497-9111	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
Internal Posting Station	0 0 0 2	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
Meredith College Marie Sumerel-Career Placement 3800 Hillsborough St Raleigh, NC 27607 919-760-8600	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
NAACP 4805 Mt. Hope Drive Baltimore, MD 21215 Roslyn Brock 877-NAACP-98	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
NCAB Joan Davis/Career Placement Dept. PO Box 627 Raleigh, NC 27602 919-821-7300	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
NC State AT& T University Catalina Tillman/Office of Career Service Murphy Hall #101 1601 East market St. Greensboro, NC 27411 336-334-7900	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
Native American Journalists Assoc 555 Dakota St, N.W. Al Neuharth Media Center Vermillion S.D.57069 Christina Wells	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
National Association of Black Owned Broadcasters 1155 Connecticut Ave., N.W Washington, DC 20036 Michael Roberts 202-463-8970	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager

	National Association of Black Journalists c/o Maryland University 1117 Journalism Bldg. College Park, MD 20742-7111 Penny B. Fuchs	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	National Association of Broadcasters 1771 N. Street N.W. Washington, D.C.20036 Edward Fritts 202-429-5300	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	National Black MBA Assoc. P.O. Box 8513 Chicago, Illinois 60601 John Smithers 312-236-2622	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	National Hispanic Media Coalition 1201 W. 5 th Street Ste T-205 Los Angeles, CA 90017 avalenzuela@nhmc.org 213-534-3026	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	National Urban League Black Executive Exchange 120 Wall Street, 7 th Floor New York, New York 10005-3902 Anhelle Lewis	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	North Carolina Central University Brenda Sexton-Career Service PO Box 19585 Durham, NC 27707 919-530-6337	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	North Carolina State University Bridget Yarborough-Career Center PO Box 7303 Raleigh, NC 26695-7303 919-833-1861	0 4 0 0	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	Peace College 153 East Peace Street Raleigh, NC 27604 Barbara Efland 800-PEACE-47	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
	Referral	1 4 2 0	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager

Shaw University 118 East South Street Raleigh, NC 27611 David Marshall-Career Department 919-546-8300	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
Sinclair Website 10706 Beaver Dam Road Hunt Valley, MD 21030 Sharon Pickeral 410-568-1517 www.sbgi.net	4 19 12 0	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
Station Website 3012 Highwoods Blvd Raleigh, NC 27604 Tom Quillen-ABM/HR 919-872-9535	0 0 0 0	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
Strayer University 3200 Spring Forest Rd. Suite 214 Raleigh, NC 27616 Adam King, LRC Manager 919-878-9900	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
TV Jobs.com PO Box 4116 Oceanside, CA 92052 Mark Holloway-President 760-754-8177	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
University of NC at Chapel Hill UNC-Chapel Hill Chapel Hill, NC 27599 Marcia Harris 919-962-6507	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
University of NC @ Pembroke PO Box 1510 Pembroke, NC 28372 Brenda Jacobs 910-521-6000 Brendac.jacobs@uncp.edu	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager
Wake Technical College 9101 Fayetteville Road Raleigh, NC 27603 Jeanette Moss/Job Placement	0 ↓	1 Sr. Sales Executive 4 Sales Executive 2 Local Sales Assistant 2 Local/General Sales Manager

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 8/01/10 to 07/31/2011

Station Comprising Station Employment Unit WLFL and WRDC

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WLFL and WRDC

I. Educational Events

1. Activity: Station Tour

Date of Station Participation: August 2, 2010

Participating Employees: Ryan Wagner- Promotions Writer/Producer; Rhonda Keith, Promotions Coordinator

Host/Sponsor of Activity: Filmore Academy

Brief Description of Activity and Station Participated:

Approximately 12 students from Filmore Academy were given a tour of the station and an overview of operations in the studio, control room and master control. They were also given station logo items from their visit. Job opportunities were discussed.

2. Activity: Job/Career Fair

Date of Station Participation: April 1, 2011

Participating Employees: Ryan Wagner, Senior Writer/Producer Promotions

Host/Sponsor of Activity: Ferris State University

Brief Description of Activity and Station Participation:

During the event Ryan spoke about his time as a Broadcast Journalist and Sr. Writer/Producer of Promotions. Spoke twice to 15 to 20 students each time and discussed the unique career opportunity in TV Promotions. Discussed how to go about creating fun and exciting promotions for two opposite target markets. Also talked about the advantages of working for Sinclair Broadcast Group and the exciting opportunities which may be available.

3. Activity: Career Day

Date of Station Participation: April 28, 2011

Participating Employees: Kim Rivenbark, Promotions Manager; Laura Trosper, Research Manager

Host/Sponsor of Activity: Knightdale High School

Brief Description of Activity and Station Participated:

Knightdale High School hosted a Career Day for their Juniors and Seniors. Approximately 50 companies were set up along the hallway between 11:00 a.m. – 1:00 p.m. to talk with students about different career opportunities and what education requirements would be needed for securing a job within the compan

III. Community Events

1. Activity: Raleigh Wide Open 2010

Date of Station Participation: July 31, 2010

Participating Employees: Rhonda Keith, Promotions Coordinator; Doug Sutton, Marketing Manager; Kendra Hill, Account Executive

Host/Sponsor of Activity: WLFL/WRDC

Brief Description of Activity and Station Participated:

Booth at the Event. Distributed information on Programming and Sales Promotions. Information on Job opportunities available at booth.

2. **Activity: Light the Night – Leukemia and Lymphoma Society**
Date of Station Participation: September 13, 2010
Participating Employees: Kim Rivenbark, Promotions Manager; Ryan Wagner, Producer; 22.Crew; Gino Anacleto
Host/Sponsor of Activity: WLFL/WRDC
Brief Description of Activity and Station Participated:
Annual walk to raise funds for the Leukemia and Lymphoma Society. Booth at the event. Information on programming, promotions and job opportunities available at the booth.
3. **Activity: Kids First - 2010**
Date of Station Participation: October 2, 2010
Participating Employees: Kim Rivenbark, Promotions Manager; Rhonda Keith, Promotions Coordinator
Host/Sponsor of Activity: Raleigh Parks and Recreation
Brief Description of Activity and Station Participated:
Booth at annual event. Gave out information on station programming and promotions. Information on job opportunities available at the booth.
4. **Activity: State Fair - 2010**
Date of Station Participation: October 14 – October 25, 2010
Participating Employees: All Station Personnel; including Kim Rivenbark, Promotions Manager; Rhonda Keith; Ryan Wagner, Jameka Tyler, Scott Bradsher - Promotions
Host/Sponsor of Activity: WLFL/WRDC
Brief Description of Activity and Station Participated:
Booth at annual NC State Fair. Greeted community/viewers. Gave out TV Swag. Information on programming, promotions and job opportunities available at the booth.
5. **Activity: Bowl-A-Thon – Spare Some for Autism**
Date of Station Participation: February 27, 2011
Participating Employees: 22.Crew- Simon Lewis and Gino Anacleto; Kim Rivenbark, Promotions Manager; Rhonda Keith, Promotions Coordinator
Host/Sponsor of Activity: WLFL/WRDC
Brief Description of Activity and Station Participated:
The CW22 Crew participated in the 4th Annual Celebrity/CEO Kids Bowling Challenge at AMF Bowling Lanes. Station had booth at event and gave out information on programming, promotions and job opportunities. Event raised funds and awareness for Spare Some for Autism Organization.
6. **Activity: Springfest**
Date of Station Participation: April 30, 2011
Participating Employees: Rhonda Keith, Promotions Coordinator; Jameka Tyler, Promotions Producer
Host/Sponsor of Activity: Raleigh Parks and Recreation
Brief Description of Activity and Station Participated:
Annual event. Handed out TV swag. Information on programming, promotions and job opportunities available at booth.
7. **Activity: Artsposure**
Date of Station Participation: May 21 – May 22, 2011
Participating Employees: Tom Spyrison, Art Director; Jameka Tyler, Promotions Producer; Scott Bradsher, Programming Manager; Kim Rivenbark, Promotions Manager
Host/Sponsor of Activity: WLFL/WRDC
Brief Description of Activity and Station Participated:
Media Sponsor, Annual cultural event downtown with vendors and entertainment. Gave out information on station programming and promotions. Information on job opportunities available at booth.
8. **Activity: Station Tour**
Date of Station Participation: July 19, 2011
Participating Employees: Rhonda Keith, Promotions, Paul Walz, Production
Host/Sponsor of Activity: WLFL/WRDC
Brief Description of Activity and Station Participated:

Approximately 10 participants from Cleveland Creative Kids Daycare – toured the station and gave an overview of station operations including tour of studio with hands on demonstration, as well as Master Control. Answered questions on programming and station operations. Gave out TV Swag.

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: 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 WLFL and WRDC 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.