

Sample Annual EEO Public File Report Form

WBFF/WNUV (LMA) BALTIMORE

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): **WBFF/WNUV (LMA) BALTIMORE** 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 June 1, 2010 to and including May 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(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle “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 or on the phone.

Appendix 1 to

Sample Annual EEO Public File Report Form

Covering the Period from June 1, 2010 to May 31, 2011

Station(s) Comprising Station Employment Unit: **WBFF/WNUV (LMA)**

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	AM Producer	CareerBuilder	3
2	Sales Assistant	Internal	2
3	News Producer	SBG Website	6
4	Weekend Sports Anchor	SBG Website	4
5	Multi-Media Journalist	SBG Website	6
6	Photojournalist	TVJobs.com	4
7	Photojournalist	SBG Website	1
8	Business Assistant	CareerBuilder	4
9	Sales Assistant	CareerBuilder	4
10	Photojournalist	CareerBuilder	5
11	Photojournalist	TVJobs.com	1
12	AM Floor Director	Internal	9
13	Copy/Editor	Internal	1
14	Production Coordinator	EE-Referral	2
15	News Producer	SBG Website	3
16	Account Executive	EE-Referral	4
17	Account Executive	SBG Website	1
18	Staff Accountant	EE-Referral	4
19	Multi-Media Engineer	EE-Referral	1
20			

Total Number of Persons Interviewed During Applicable Period: 65

Appendix 2 to

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Station(s) Comprising Station Employment Unit: **WBFF/WNUV (LMA)**

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	Ms. Deanne Brooks Baltimore Urban League Orchard Street Church 512 Orchard Street Baltimore, MD 21201 410-523-8150	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
B	Mr. Marcus Reed Employment Specialist Maryland New Directions 2700 N. Charles St, Ste 200 Baltimore, MD 21218 410-230-0630	0 0 0 0 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant

		0 0 0 0 0 0 0 0 0 0 0 0	Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
C	Ms. Connie Ridgely Bethel Christian Employment Outreach 1429 McCulloh Street Baltimore, MD 21217 410-728-2554	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
D	Mr. Gary Figueroa Human Resources Supervisor Office of Employment Dev. 3001 East Madison Avenue Baltimore, MD 21205 410-396-9034	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator

		0 0 0 0 0	News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
E	Ms. Charlene Neal Workforce Development Specialist Employ Baltimore 1506 Mountmor Court Baltimore, MD 21217 410-396-9675	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
F	The Career Center at Towson University 410-704-2233 www.towson.edu/careercenter	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer

	410-333-7499	0 0 0 0 0 0 0 0 0 0 0 0 0 0	Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
J	Ms. Traci Martin Director of Career Development Goucher College 1021 Dulaney Valley Rd Towson, MD 21204 410-377-6191	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
K	Ms. Teresa Lupinek Career Development & Placement UMBC 1000 Hilltop Circle Catonsville, MD 21220 410-455-2904 cscjobs@umbc.edu	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director

		0 0 0 0 0 0	Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
L	Mike Oettel Assistant Director, Professional Practice UMBC The Shriver Center 1000 Hilltop Circle Baltimore, MD 21250	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
M	Senior Job Bank P. O. Box 508 Marlborough, MA 01752- 0508 Attention: Eric Summers founder@seniorjobbank.org	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant

	www.hispaniclink.org	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
Q	Native American Journalists Assoc. 555 Dakota Street Al Neuharth Media Center Vermillion, SD 57069 605-677-5282 www.naja.com	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
R	Native American Public Telecommunications 1800 No 33 rd Street Lincoln, NE 68583 Attention: Lynn Warren 402-472-3522 www.nativetelecom.org	0 0 0 0 0 0 0 0 0 0 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist

		0 0 0 0 0 0 0 0 0	Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
S	National Association of Broadcasters 1771 North Street, NW Washington, DC 200365 202-429-5499 www.nab.org	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
T	National Black MBA Assoc. 180 N. Michigan Avenue Suite 1515 Chicago, IL 60601 Attention: Debbie Tarrer 312-236-2622 www.nbmbaa.org	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive

	Box 51909 Pacific Grove, CA 93950 800-237-8073 Mark Shilstone, Manager	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
X	Careerbuilder.com 8401 Greensboro Dr Ste 250 McLean, VA 22101 Brian Maggio	3 0 0 0 0 0 0 4 4 5 0 0 0 0 0 0 0 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
Y	Susan Gordon Director of Career Development American University 4400 Massachusetts Ave, NW 5 th fl – Butler Pavilion Washington, DC 20016	0 0 0 0 0 0 0 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant

		0 0 0 0 0 0 0 0 0 0 0 0	Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
Z	National Press Photographers Association NPPA.org l.epstein@verizon.net 202-383-6169 Contact: Linda Epstein, Region 3	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
AA	tvjobs.com Broadcast Employment Services P. O. Box 4116 Oceanside, CA 92052 800-374-0119	0 0 0 0 0 4 0 0 0 0 1 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator

		0 0 0 0 0	News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
BB	Bishop State Community College 351 N. Broad Street Mobile, AL 36603-5898 251-662-5371 www.bishop.edu	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
CC	EntreQuest 2400 Boston Street, Suite 310 Baltimore, MD 21224 410-286-1186 www.entrequest.com jmechlinski@entrequest.com	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer

DD	Tracy Carter Assistant Director Johns Hopkins University Career Center Garland Hall – 3 rd fl 3400 N. Charles St Baltimore, MD 21218	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
EE	Janet Daley Director, Cooperative Education Stevenson University Career Center 1525 Greenspring Valley Rd Stevenson, MD 21153	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
FF	602 Communications Sandy Lizik 4349 E Colter Street Phoenix, AZ 85018 slizik@602communications.c om	0 0 0 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist

		0 0 3 0 1 0 0	Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
II	Station Website www.FoxBaltimore.com 2000 W. 41 st Street Baltimore, MD 21211 Attn: Charlene Tull 410-467-4545	0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant Multi-Media Engineer
JJ	Internal Candidates	0 2 0 0 0 0 0 0 0 0 0 9 1 0 0 0 0 0	AM Producer Sales Assistant News Producer Weekend Sports Anchor Multi-Media Journalist Photojournalist Photojournalist Business Assistant Sales Assistant Photojournalist Photojournalist AM Floor Director Copy/Editor Production Coordinator News Producer Account Executive Account Executive Staff Accountant

Appendix 3 to

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Covering the Period from June 1, 2010 to May 31, 2011

Station(s) Comprising Station Employment Unit **WBFF/WNUV (LMA)**

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by **WBFF/WNUV (LMA)**

EDUCATIONAL EVENTS:

1. Activity: **WEDNESDAY WEATHER KIDS**

Date of Station Participation: Every Wednesday between August 30, 2010 through May 25, 2011

Participating Employees: Steve Fertig – Chief Meteorologist

Brief Description of Activity: Area students ages 8-15 are nominated by teachers, principals and school administrators to be featured on our weekly Weather Kids segment. The students and guardian arrive at 6AM and the student spends time learning from our meteorologist how the weather is forecast and reported. Children learn basic meteorology skills, get a tour of the station, and have the opportunity to explore a career in broadcasting. Wednesday Weather Kids' appear on the morning news with the meteorologist to report the weather for the coming day. They also get to ask questions and learn that doing well in school to get into Broadcasting.

2. Activity: **CHAMPIONS OF COURAGE**

Date of Station Participation: December 18-20, 2010

Participating Employees: Steve Sharon Wylie, Public Affairs Manager, Jim Uhrin, Senior Editor, Belinda Johnson, Producer

Brief Description of Activity and Station Participation: In commemoration of Black History Month, the station produces a campaign in which students grade 6 – 12 are challenged to write a brief essay saluting their role model who has shared with them the teachings and legacy of Dr, Martin Luther King. Over 4000 essays are received and 20 were selected to be taped and broadcast on the station during February. Students visited the station and are experienced production, script writing, editing, audio, and posting of

their essays. Students were challenged to present their salutes in a 30 secs broadcast spot and learn how to effectively and concisely use language and visuals to present a story.

3. Activity: **STATION TOUR - LOCAL CUB SCOUT TROOP; GEORGE TRENCHARD TROOP LEADER**

Date of Station Participation: January 19, 2011

Participating Employees: Pete Ferraro – Promotion Director, Judy Kurtz-Altscher - Promotion/Interactive Coordinator

Brief Description of Activity: Gave 45 minute tour of the TV station - explained what each department does, how the newscast is produced, some technical explanation, watch some of the live newscast from the control room, explained how programming is received and transmitted. Etc..

4. Activity: **STATION TOUR - BALTIMORE AREA COUNCIL – BOY SCOUTS OF AMERICA**

Date of Station Participation: February 21, 2011

Participating Employees: Sharon Wylie, Public Affairs Manager, Steve Fertig, Meteorologist, Megan Gilliland, News Reporter

Brief Description of Activity: After taping a PSA for Scouting for Food, a tour showcasing technology, studio and news operations and career exploration was offered to a group of 20 Boy Scouts.

5. Activity: **COLLEGBOUND SCHOLAR OF THE WEEK**

Date of Station Participation: February 9 – March 10, 2011

Participating Employees: Sharon Wylie, Public Affairs Manager, Jim Uhrin, Senior Videographer/Editor, Belinda Johnson, Producer

Brief Description of Activity: In partnership with the CollegeBound Foundation, WBFF visited 19 Baltimore City neighborhood high schools to salute a ‘college bound’ graduating senior for his/her academic achievements, campus leadership, and community service. Students were exposed to television scripting writing, videography and editing as 19 – 30 seconds salutes are produced for broadcast.

6. Activity: **TOWSON UNIVERSITY**

Date of Station Participation: April 11, 2011

Participating Employees: Peter Ferraro – Promotion Director

Brief Description of Activity: Spoke for 60+ mins to television and radio programming class of undergrads. About 30 students. Gave speech about programming and promotion for local television. Provided real-world examples of Hollywood studio programming pitches and advertising. Explained how programming is developed, produced and sold to local television stations. Presentation followed by 5 minutes of Q and A.

7. Activity: **JOB FAIR – PIKESVILLE HILTON**

Date of Station Participation: April 20, 2011

Participating Employees: Gina Arnone-Account Executive and Sharon Pickeral-Corporate HR

Brief Description of Activity: Station set up a booth inside the career fair to interview potential sales reps for WNUV/WBFF. Attendees were solely interested in sales positions. We also gave a brief 2 min overview presentation to the attendees of what Sinclair is and what we were looking for in a new hire.

8. Activity: **ITT GRAPHICS CLASS TOUR**

Date of Station Participation: May 12, 2011

Participating Employees: Sharon Wylie, Public Affairs Manager, Mike Drinks, Graphics Director, Seth Mussey, Graphic Artists, Dwight Weems, Creative Services Manager, Jim Uhrin and Jerome Schaefer, editors

Brief Description of Activity: of news, production, graphics and operations department, Q & A and demonstrations of how graphics and animation are created and used for broadcast.

INTERNSHIP PROGRAM

The Station Employment Unit has an internship program as defined below:

Program Goal:

The goal of our internship program is to recruit candidates from local colleges and technical schools and prepare them for entry-level jobs within the broadcast industry.

Program Objectives:

- Develop links with colleges, universities and technical schools to promote the Station Employment Unit as a prospective employer.
- Create symbiotic relationship between interns and Station Employment Unit.
- Provide interns with opportunities to translate classroom theories into industry applications. Interns will have the opportunities to develop practical skills that will improve their chances for success in the broadcast industry.

Eligibility Requirements:

- Applicants must be attending an accredited institution. Graduate students are also eligible. Preferably, application should be communication majors, although other majors will be considered.
- The applicant must be at least 18 years of age.
- The applicants must be in good academic standing as defined by his or her academic institution.
- The applicants must receive academic credit for their internship experience. He/She must be registered for college credit at his/her institutions during the quarter or semester in which the intern ship is performed. Interns are not paid.

In addition to meeting the institution's eligibility requirements, the applicant must meet the Station Employment Unit's eligibility requirements.

Any person interested in an internship should contact the station Employment Unit for more details.

2010 - 2011 Internship Program Review

From June 1, 2010 through May 31, 2011, WBFF provided internships for ten (10) students. Students attended the following colleges and universities: Morgan State, Towson University, UMBC, University of Maryland, Fredonia, American University, and Broadcasting Institute of Maryland. Internships were provided in news, promotions, and graphic departments. Internships were provided in news, sports, promotions, production and public affairs/marketing departments.

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.

Newly hired Managers and Supervisors also took web-based training courses titled “Sinclair/ Broadcast Group Code of Business Conduct and Ethics”, “Workplace Harassment: Recognizing and Preventing Harassing Behavior- Managers Edition” and “Preventing Sexual Harassment: Managers Edition” within 90 days of the start of their employment. All other employees newly hired employees took web-based training courses titled “Recognizing and Preventing Sexual Harassment: Essentials” and “Sinclair Broadcast Group Code of Business Conduct and Ethics” also within 90 days of the start of their employment. The purpose of these courses is to increase and renew awareness, manager and supervisor development, and FCC Compliance.