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## Annual EEO Public File Report Form

WTVZ/Norfolk

### Annual EEO Public File Report

The purpose of the EEO Public File 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: WTVZ/Norfolk, VA and is required to be placed in the public inspection files of this stations, and posted on its web site, if it has a web site.

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 Stations 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 over the phone.

Appendix 1 to

Annual EEO Public File Report Form

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

Station(s) Comprising Station Employment Unit: WTVZ – NORFOLK, VA

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
	Local Sales Assistant	Employee Referral (1)	7
	Sales Account Executive	CareerBuilder.com (2) Station website (2) American Women in Radio & TV (1)	12
	On Air Talent	Indeed.com (1)	7
	Master Control Operator	SBG Website (1) Employee Referral (1)	7
	Receptionist/National Sales Assistant	Internal Applicant (1)	1
	General Sales Manager	Employee Referral (1)	4
	Local Sales Manager	Internal Candidate (1)	5

Total Number of Persons Interviewed During Applicable Period: 43

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 6/1/2010 to 05/31/2011

Station(s) Comprising Station Employment Unit: WTVZ - NORFOLK

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	602 Communications Human Resources 5707 Deer Flag Dr. Lakeland, FL 33811-2000	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
2	American Women in Radio & TV 8405 Greensboro Drive, S Suite 800 McLean, VA 22102	0 1 0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
3	Averett University 420 West Main St. Danville, VA 24541	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
4	Bryant & Stratton College Angela Haywood 301 Centre Pointe Drive Virginia Beach, VA 23462	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
5	Cambridge College 1403 Greenbrier Parkway Chesapeake, VA 23320-0614	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
6	Careerbuilder.com Brian Maggio 1750 Tyson's Blvd., 4 <sup>th</sup> Floor McLean, VA 22102 301-801-0468	1 6 1 0 1 2	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager On Air Talent

7	Centura College Judy Palmer Placement Department 2697 Dean Drive Suite 100 Virginia Beach, VA 23452 757-340-2121	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
8	Centura College Karen Watson Placement Department 932 Ventures Way Chesapeake, VA 23320 757-549-2121	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
9	Centura College Cynthia Foster Placement Department 616 Denbigh Boulevard Newport News, VA 23608 757-874-2121	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
10	Centura College Lillian Bruins Placement Department 7020 N. Military Highway Norfolk, VA 23513 757-853-2121	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
11	Christopher Newport University Becky Tupper Career Counseling Department 50 Show Lane Newport News, VA 23606 757-594-7000	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
12	Department of Veteran's Affair Medical Center Herb Wright Building # 71, Room # 202 Hampton, VA 23667	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
13	ECPI College of Technology Pat Mirani 5555 Greenwich Road Virginia Beach, VA 23462-6554	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
14	ECPI College of Technology 1001 Omni Blvd Newport News, VA 23606-4298	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager

15	Employee Referral Kim Poyner 900 Granby Street Norfolk, VA 23510 (757) 622-3333	1 1 2 1 0 1	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager On Air Talent
16	Hampton Roads Black Media Professionals P.O. Box 2622 Norfolk, VA 23501	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
17	Hampton University Job Board Ms. Amilia Mitchell 100 East Queen Street Hampton, VA 23668	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
18	Indeed.com Indeed 470 West Avenue, Suite 2002 Stamford, CT 06902	2 0 ↓ 1 1	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager On Air Talent
19	Internal Applicants Kim Poyner 900 Granby Street Norfolk, VA 23510 757-622-3333	1 1	Receptionist/Nat'l Sales Asst Local Sales Manager
20	ITT Technical Institute 863 Glenrock Road Suite 100 Norfolk, VA 23502-3701	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
21	Louise W. Eggleston Center Fran Anderson Employment Service Division 1161 Ingleside Road Norfolk, Va 23502-5608	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
22	Ms. Foundation for Women 12 MetroTech Center, 26 <sup>th</sup> Floor Brooklyn, NY 11201	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
23	MyTVZ Casting Call Date: 5/15/2010 Waterside Drive Norfolk, VA 23510	1	On Air Talent

24	NAACP Meoinease Hutchinson 909-B Marshall Avenue Norfolk, VA 23504 757-627-1096	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
25	NAACP PO Box 25427 Raleigh, NC 27611	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
26	NAMIC, Inc. Human Resources 320 West 37 <sup>th</sup> Street 8 <sup>th</sup> Floor New York, NY 10018	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
27	National Association of Black College Broadcasters HBCU.com Lo Jelks PO Box 3191 Atlanta, Georgia 30302	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
28	National Association of Black Journalist University of Maryland 8701-A Adelphi Road Adelphi, MD 20783-1716	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
29	National Association of Broadcasters Karen Hunter Human Resource Development 1771 N Street, NW Washington, DC 20036 202-429-5496	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
30	National Association of Hispanic Journalists Guillen Yaneth 1000 National Press Building 529 14 <sup>th</sup> St, NW Washington, DC 20045-2100	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
31	National Black MBA Association 180 N. Michigan Avenue Suite 1515 Chicago, IL 60601	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
32	National Organization for Women PO Box 25331 Raleigh, NC 27611	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager

33	National Urban League of Central Carolinas, Inc. 740 W 5 Street PO Box 34686 Charlotte, NC 28234-4686	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
34	Native American Journalists Association 395 W. Lindsey Norman Oklahoma City, OK 73019-4201	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
35	Native American Public Telecommunications Frank Blyth PO Box 83111 Lincoln, NE 68501	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
36	Nonprofitemployment.com eJobstore.com, Inc. (owned by) Fran Grossman 4521 PGA Blvd., PMB 359 Palm Beach Gardens, FL 33418 (561) 630-5201	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
37	Norfolk State University Benjamin Ellis, Jr. Student Employment Services 2401 Corpew Ave Norfolk, VA 23504 757-823-8462	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
38	Office of Human Affairs Fay Taylor P.O. Box 37 Newport News, VA 23607	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
39	Old Dominion University Fran O'Connell Student Employment Services 2202 Webb University Center Norfolk, VA 23529 757-683-5398	1 0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
40	Regent University Dawn Wright School of Comm & Arts 1000 Regent University-Comm 2 Virginia Beach, VA 23464-9800	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
41	Saint Leo University Human Resources Naval Amphibious Base Norfolk, VA 23521-2498	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager

42	Seniors Job Bank Human Resources 50 South Main Street-Room 216 West Hartford, CT 06107	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
43	Sinclair Broadcast Group <a href="http://www.sbgi.net">www.sbgi.net</a> Sharon Pickeral 10706 Beaver Dam Rd Cockeysville, MD 21030 418-568-1517	1 1 2 2 1 2	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager On Air Talent
44	Station Website <a href="http://www.mytvz.com">www.mytvz.com</a> Kim Poyner 900 Granby Street Norfolk, VA 23510 757-622-3333	0 3 1 0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
45	Strayer University 700 Independence Parkway Chesapeake, VA 23320-5186	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
46	Strayer University 813 Diligence Drive Newport News, VA 23606-4237	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
47	Thomas Nelson Community College Anne Stein Career Services P.O. Box 9407 Hampton, VA 23607 <a href="http://www.ecampusrecruiter.com/cnu">www.ecampusrecruiter.com/cnu</a> 757-825-2993	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
48	Tidewater Community College Babi Brock Student Employment Office 1700 College Crescent Drive Virginia Beach, VA 23456 757-822-1234	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
49	Troy University Norfolk Regional Office 5425 Robin Hood Road, Ste 1B Norfolk, VA 23513	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
50	Urban League of Hampton Roads Steve Wilson Workforce Development PO Box 2176 Norfolk, VA 23501-2176 757-627-0864	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager

51	Virginia Association of Broadcasters Human Resources 600 Peter Jefferson Pkwy Ste 300 Charlottesville, VA 22911 <a href="http://www.vabonline.com">www.vabonline.com</a> 434-977-3716	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
52	Virginia Employment Commission Vaworkconnect. Com 703 E. Main St. Richmond, VA 23219 804-786-1485	0 1 1	Sales Account Executive Master Control Operator Local Sales Manager
53	Virginia Wesleyan College Deborah Hicks Career Services Wesleyan Drive Norfolk, VA 23502 757-461-7967	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
54	Virginian Pilot Newspaper Marie Bogue P.O. Box 1388 Norfolk, VA 23501-1388 757-446-4660	1	Local Sales Assistant (Candidate listed as source. However, station did not utilize this source)
55	Women's Information Network Job Placement Office 300 Connecticut Ave. NW-Ste 101 Washington, DC 20008	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
56	WTVZ-Station Commercial 900 Granby Street Norfolk, VA 23510 (757) 622-3333	0 ↓	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager
57	<a href="http://www.tvjobs.com">www.tvjobs.com</a> Broadcast Employment Services Mr. Mark C. Holloway P.O. Box 4116 Oceanside, CA 92052 877-988-9808	0 ↓ 1	Local Sales Assistant Sales Account Executive Master Control Operator General Sales Manager Local Sales Manager

\*The station broadcasts and publishes notices asking organizations that want to be notified of job vacancies to contact us, however at this time the station has yet to receive such requests.

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Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 6-01-10 to 05-31-11

Station(s) Comprising Station Employment Unit: WTVZ-NORFOLK

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WTVZ-NORFOLK

**1. Job/Career Fair**

1. Activity: **Old Dominion University Fall Career Fair**

Date of Station Participation: **October 21, 2010**

Participating Employees: **Jon Doughtie, Production Mngr, and Kelsey Bridges, On Air station talent**

Host/Sponsor of Activity: **Old Dominion University/WTVZ, Inc. (Co-Sponsored)**

Brief Description of Activity and Station Participation: Spoke with current students, recent graduates, and undergrads on the topic of employment in the broadcast industry concerning job opportunities within Sinclair Broadcast Group and WTVZ, Inc. Distributed job description for sales department openings at WTVZ, Inc. Distributed company benefits literature and directions to WTVZ website as well as the Sinclair Broadcast Group website to search current job opportunities within all Sinclair entities.

2. Activity: **Old Dominion University/Spring 2011 Career Fair**

Date of Station Participation: **March 18, 2011**

Participating Employees: **W. Barber, Chief Engineer & Kelcey Bridges, On Air station talent**

Host/Sponsor of Activity: **Old Dominion University/WTVZ, Inc. (Co-Sponsored)**

Brief Description of Activity and Station Participation: Spoke with Old Dominion University Students, Graduates and several guest attendees. Material regarding Sinclair Broadcast Group benefits, job openings and job descriptions was distributed. Questions relating to broadcast employment were answered. Directions to WTVZ website, as well as the Sinclair Broadcast Group website, to search current job opportunities within all Sinclair entities were also distributed.

### **3. EEO Training**

#### **1. Activity: Sexual Harassment – Recognizing & Preventing – Essentials**

Date of Station Participation: June 2010 – May 2011

Participating Employees: All new Employees

Brief Description of Activity and Station Participation: This course covers major forms of sexual harassment and illustrates how to reduce exposure to personal and corporate liability by discussing how to recognize and prevent the occurrence of sexual harassment in the workplace. It contains up-to-date information on federal law and discusses key steps that may help reduce employer liability such as: (a) training employees to recognize and understand sexual harassment, (b) communicating the organization's policy against sexual harassment, and (c) providing internal contacts and resources to employees in the event they have a complaint.

#### **Sinclair Broadcast Group Code of Business Conduct and Ethics**

Participating Employees: All new Employees

Brief Description of Activity and Station Participation: This course educates employees on the importance of ethical behavior, responsibility to comply with regulations, EEO and employee conduct. The course also educates employees on reporting procedures, both anonymous and identifiable, and concerns of possible violations. Employees are tested by multimedia interactions and real-life scenarios to ensure their understanding and ability to apply the SBG Code of Business Conduct and Ethics Policy on the job.