

## **Annual EEO Public File Report Form**

**WRLH, Richmond, Virginia**

### **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: WRLH, Richmond, VA and is required to be placed in the public inspection files of this station, and posted on its website, if the station has a website.

The information contained in this Report covers the time period beginning 06/01/10 to and including 05/31/11 (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 hiree accepted the job offer, and started in the position. A person was deemed “interviewed” when he or she was interviewed in person.

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Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from 6/1/10 to 05/31/11

Station Comprising Station Employment Unit: WRLH, Richmond, VA  
Section 1: Vacancy Information

|   | <b>Full-time Positions Filled By job Title</b>                   | <b>Recruitment Source of Hiree(s)</b> | <b>Total Number of Interviewees from all sources for this position</b> |
|---|--|---------------------------------------|--|
| 1 | Account Executive(3)   | SBGNET.COM                            | 5 persons Interviewed  |
| 2 | Master Control Op(1)   | SBGNET.COM                            | 3 persons Interviewed  |
| 3 | Local Sales Assistant(1)   | VAB<br>LOCAL PAPER<br>EMP REFERRAL    | 3 persons interviewed  |
| 4 | Receptionist (1)   | RTD<br>INDEED.COM(3)                  | 4 persons interviewed  |
| 5 | Total Number of Persons Interviewed During Applicable Period: 15 |                                       |  |
| - |  |                                       |  |

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 6/01/08 to 05/31/09

Station Comprising Station Employment Unit: WRLH, Richmond, VA

Section 2: Recruitment Source Information

|    | <b>Recruitment Source<br/>(Name, Address,<br/>Telephone Number,<br/>Contact Person)</b>                        | <b>Total Number of<br/>Interviewees this<br/>Source has<br/>provided during<br/>this Period(If<br/>any)</b> | <b>Full-Time Positions<br/>for which this source<br/>was utilized</b>                 |
|----|--|---|---|
| 1. | American Women in<br>Radio & Television<br>805 Greensboro Drive<br>McLean, Va. 22102<br>Attn: Michelle Spencer | 0<br>0<br>0<br>0<br>0   | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 2. | Bishop State Community<br>351 N. Broad Street<br>Mobile, Alabama 36603<br>www.bishop.edu<br>Phone 251-662-5371 | 0<br>0<br>0<br>0<br>0   | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 3. | CareerBuilder.com<br>1750 Tyson's Blvd<br>4 <sup>th</sup> Floor<br>McLean, VA 22102<br>Contact: Brian Maggio   | 0<br>0<br>0<br>0<br>0   | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |

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| 4. | CSB Schools of<br>Broadcasting<br>9891 Brokenland Pkwy<br>Ste 102<br>Columbia, MD 21046   | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 5. | Current Intern  | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 6. | Current WRLH<br>Employee<br>(Promotion) All Job<br>Listing Opportunities<br>available to all<br>Employees<br>See Other SBG Station<br>Employees(listed<br>separately) | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 7. | ECPI College of<br>Technology, 800<br>Moorefield Dr.,<br>Richmond, VA 23234,<br>(804)330-5533<br>Jeremy Johnson/Mayling   | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 8. | FOX Richmond Web-<br>Site<br>www.foxrichmond.com<br>1925 Westmoreland St.<br>Richmond, VA 23230<br>804-358-3535   | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |

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|     | Contact: LayToya Mayo<br><a href="http://www.mytvrichmond.com">www.mytvrichmond.com</a>   |                       |   |
| 9.  | Fresh Start Job<br>Development &<br>Training, 1624 Hull St<br>Richmond, VA 23224<br>(804)649-8099<br>Sandra Sykes                                       | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 10. | GOODWILL OF Central<br>Virginia<br>6301 Midlothian TrnPk<br>Richmond, VA 23225<br>Ms. Andrea Wilkinson<br>Phone 804-521-4972                            | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 11. | Hispanic Link News<br>Service<br>1420 N. Street, NW<br>Washington, D.C. 20005<br>Contact: Carlos Erickson<br>Phone 202-234-0280                         | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 12. | Howard University, Job<br>Placement Office, 525<br>Bryant St., NW,<br>Washington, DC 20059<br>(202)806-7513<br>Mr. Kim Wells                            | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 13. | ITT Technical Institute<br>Career Services Office<br>300 Gateway Centre<br>Pkwy<br>Richmond, VA 23235<br>Attn: Mr. Allen B. Lewis<br>Phone 804-330-4992 | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |

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| 14. | J. Sargeant Reynolds<br>Community College<br>Career Center<br>1651 E. Parham Road<br>Richmond, VA 23285                                       | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 15. | Metropolitan Business<br>League, 115 E. Marshall<br>St., Richmond, VA<br>23219,<br>(804)649-7474 fax<br>Mr. Oliver Singleton                  | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 16. | NAACP, Job Placement,<br>P.O. Box 2112<br>Mechanicsville, VA<br>23116 (804)798-9798<br><a href="http://www.hcbnaacp.org">www.hcbnaacp.org</a> | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 17. | National Association Of<br>Black Journalists<br>8701 – A Adelphia Road<br>Adelphi, Maryland<br>20783<br>301-445-7100<br>Attn: Capri Dodson    | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 18. | National Association of<br>Broadcasters<br>1771 North Street<br>Washington, DC 20036  | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |

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| 19. | National Association of<br>Hispanic Journalists<br>1000 National Press<br>Building<br>529 14 <sup>th</sup> Street, NW<br>Washington, D.C. 20045<br>Contact: Martina<br>Hillendo<br>Phone: 202-662-7145 | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 20. | National Black MBA<br>Associates<br>180 N. Michigan Avenue<br>Chicago, Illinois 60601<br>Contact: Debbie Tarrar<br>Phone 312-236-2622  | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 21. | National Hispanic Media<br>Coalition<br>1201 West 5 <sup>th</sup> Street<br>#T205<br>Los Angeles, CA 90017<br>Attn: Acasia Flores<br>Phone 213-746-6988  | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 22. | Native American<br>Journalists Association<br>Gaylord College of<br>Journalism and Mass<br>Communication<br>395 W. Lindsey<br>Norman, OK 73019<br>605-677-5282<br>Contact: Kim Baca                    | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 23. | Native American Public<br>Telecommunications<br>1800 No 33 <sup>rd</sup> Street<br>Lincoln, Nebraska<br>68583<br>Contact: Lynn Warren<br>Phone 402-472-3522  | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |

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| 24. | Norfolk State Univ.<br>2401 Corprew Avenue<br>Norfolk, VA 23504<br>(757)823-8600<br>Mr. Benjamin Ellis   | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant       |
| 25. | Other Sinclair Stations<br>Employees   | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant       |
| 26. | Referral   | 0<br>0<br>0<br>0<br>1 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Local Sales Assistant |
| 27. | Richmond Technical Ctr.<br>2020 Westwood Ave.<br>Richmond, VA 23227<br>(804)780-6237<br>Attn: Job Opening  | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant       |
| 28. | Richmond Times-<br>Dispatch Newspaper<br>301 E. Franklin St.,<br>Richmond, VA 23261<br>(804) 819-5531 fax<br>Contact: Ms. Dee Bacon<br>Also runs 1 week on-line<br>in addition to Paper run<br>www.timesdispatch.com | 0<br>0<br>0<br>1<br>1 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Receptionist<br>Local Sales Assistant   |

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| 29. | Sinclair Website<br>www.sbgj.net<br>10706 Beaver Dam Road<br>Cockeysville, MD 21030<br>410-568-1517<br>Attn: Sharon Pickeral  | 5<br>3<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 30. | TVJOBS.COM<br>P.O. Box 4116<br>Oceanside, CA 92052  | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 31. | University Of Minnesota<br>School of Journalism and<br>Mass Communication<br>111 Murphy Hall<br>206 Church Street SE<br>Minneapolis, MN<br>55455<br><i>Added 1/2008</i> | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 32. | Usavirginia.com<br><br>*Applicant listed but<br>station does not currently<br>use this source   | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
| 33. | VA Dept. Of<br>Rehabilitative Services<br>8004 Franklin Farms Dr.<br>Richmond, VA 23229<br>804-662-7000<br>drs@drs.virginia.gov<br>Jim Rothrock,<br>Commissioner        | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |

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| 34. | VA State University<br>Box 9410<br>Petersburg, VA 23806,<br>Attn: Rodney Butler or<br>Career Services<br>(804)524-5211   | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant       |
| 35. | VAB Assoc. of<br>Broadcasters, 600 Peter<br>Jefferson Pkwy-Suite<br>300, Charlottesville, VA<br>22902<br>(804)977-3716,<br>Newsletter/website<br>Ms. Laura Patterson | 0<br>0<br>0<br>0<br>1 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Local Sales Assistant |
| 36. | Virginia Commonwealth<br>Univ. Job Placement, 907<br>Floyd Ave., RM. 143<br>Richmond, VA 23284<br>(804)828-1645<br>Contact: Tiara Gantt                              | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant       |
| 37. | Virginia Employment<br>Commission<br>HR Department<br>703 E. Main Street,<br>Richmond, VA 23218<br>(804)786-1485   | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant       |
| 38. | Virginia Union<br>University<br>1500 N. Lombardy Street<br>Richmond, Virginia<br>23220<br>Attn: Mildred Maree  | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant       |

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| 39. | Walk Ins<br>(All walk ins are<br>welcome to apply for any<br>open position) | 0<br>0<br>0<br>0<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Chief Engineer<br>Admin Assistant |
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| 40. | Indeed<br>Listed, but not used. | 0<br>0<br>0<br>3<br>0 | Account Exec.<br>Master Control<br>Traffic Clerk<br>Receptionist<br>Admin Assistant |
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**TOTAL INTERVIEWED: 0**

\*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 06/01/10 to 05/31/11

Station Comprising Station Employment Unit WRLH, Richmond, VA

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WRLH.

**COMMUNITY EVENT:**

1. Activity: American Diabetes Association

Date of Station Participation: September 27, 2010

Participating Employees: Mark Bartholomew/Promotions Director and Tracey Taylor, Marketing and Community Relations & Promotions Coordinator.

Host/Sponsor of Activities: American Diabetes: Step out Walk to fight Diabetes

Brief Description of Activity and Station Participation:

The Step Out Walk to Fight Diabetes is about taking a stand against the disease that's outpacing , cancer, AIDS and heart disease. The walk helped raise money to help cure diabetes. The day consisted on a Wellness Fair, and live entertainment. FOX Richmond provided 6 weeks of on-air promotion for this event in two phases. Phase I was to encourage registration, and Phase II was to promote the Richmond walk. We had a presence at the event offering support and entertainment for children. WRLH was Media Sponsor and had booth with informative materials on the Station including employment opportunities.

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2. Activity: Genworth Financial Halloween Hoopla

Date of Station Participation: October 31, 2010

Participating Employees: Tracey Taylor, Director of Marketing Community Relations/Promotions Coordinator, LayToya Mayo Office Manager

Host/Sponsor of Activities: Children's Museum Virginia/Genworth Foundation

Brief Description of Activity and Station Participation:

The Genworth Financial Halloween Hoopla event provided a safe, fun, and FREE Halloween treat for kids at the Children's Museum of Richmond until 8pm on Halloween eve. Children had an authentic Halloween experience trick-or-treating in a kid-size neighborhood consisting of six Fan-District-style houses complete with spooky decorations. Other activities included Halloween art projects, ghost stories, and a costume parade. WRLH was Media Sponsor and had booth with informative materials on the Station including employment opportunities.

3. Activity: **Boy Scouts**

Date of Station Participation: **November 16<sup>th</sup> 2010**

Participating Employees: Tracey Taylor-Marketing & Community Relations Director, Laytoya Mayo-GM Assistant, Mark Bartholomew-Promotions Manager, Jay Endicott-Production Manager, Linda Strickland-Programming Coordinator, John Hundley, Tim Williamson – Master Control Operators.

Brief Description of Activity and Station Participation:

Boy Scout members were introduced to possible career opportunities in the broadcasting industry. Cubs began the tour with an introduction of station personnel and distribution of a Careers in Broadcasting Handbook specific to our station. They were able to have an open dialog with our Promotions Manager, our Programming Coordinator, our Production Manager, Master Control Operators and our Marketing & Community Relations Director about the daily function and operation of a broadcast television station. The station tour engaged the cub scouts and created a discussion about education, hard work, and attention to detail.

4. Activity: Cub Scouts

Date of Station Participation: July 17 2010

Participating Employees: Tracey Taylor-Marketing & Community Relations Director, Laytoya Mayo-GM Assistant, Mark Bartholomew-Promotions Manager, Jay Endicott-Production Manager, Linda Strickland-Programming Coordinator, John Hundley, Tim Williamson – Master Control Operators.

Host/Sponsor of Activities: WRLH

Brief Description of Activity and Station Participation:

Children were introduced to possible career opportunities in the broadcasting industry. Cubs began the tour with an introduction of station personnel and distribution of a Careers in Broadcasting Handbook specific to our station. They were able to have an open dialog with our Promotions Manager, our Programming Coordinator, our Production Manager, Master Control Operators and our Marketing & Community Relations Director about the daily function and operation of a broadcast television station. The station tour engaged the cub scouts and created a discussion about education, hard work, and attention to detail.

## **EDUCATIONAL EVENT:**

### 1. Activity: Hermitage High School

Date of Station Participation: March 18, 2010

Participating Employees: Tracey Taylor-Marketing & Community Relations Director, Laytoya Mayo-GM Assistant, Mark Bartholomew-Promotions Manager, Jay Endicott-Production Manager, Linda Strickland-Programming Coordinator, John Hundley, Tim Williamson – Master Control Operators.

Host/Sponsor of Activities: Hermitage High School

Brief Description of Activity and Station Participation Hermitage High School students were introduced to possible career opportunities in the broadcasting industry. Students began the tour with an introduction of station personnel and distribution of a Careers in Broadcasting Handbook specific to our station. Students were able to have an open dialog with our Promotions Manager, our Programming Coordinator, our Production Manager, Master Control Operators and our Marketing & Community Relations Director about the daily function and operation of a broadcast television station. The station tour engaged the students and created an open dialogue about education, hard work, and attention to detail.

### 2. Activity: **Huguenot High School/Station Tour**

Date of Station Participation: **January 20<sup>th</sup>,2011**

Participating Employees: Tracey Taylor-Marketing & Community Relations Director, Laytoya Mayo-GM Assistant, Mark Bartholomew-Promotions Manager, Jay Endicott-Production Manager, Linda Strickland-Programming Coordinator, John Hundley, Tim Williamson – Master Control Operators.

Host/Sponsor of Activities: WRLH

Brief Description of Activity and Station Participation: Huguenot High School students were introduced to possible career opportunities in the broadcasting industry. Students began the tour with an introduction of station personnel and distribution of a Careers in Broadcasting Handbook specific to our station. Students were able to have an open dialog with our Promotions Manager, our Programming Coordinator, our Production Manager, Master Control Operators and our Marketing & Community Relations Director about the daily function and operation of a broadcast television station. The station tour engaged the students and created an open dialogue about education, hard work, and attention to detail.

## **Internship Program**

The station has an internship program as defined below:

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 universities and colleges to promote WRLH as a prospective employer.
- Create a symbiotic relationship between interns and WRLH 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.

Applicants can contact the station to get information on how to apply for an internship.

### **WRLH FOX Richmond Intern Participants:**

During the period and counting towards of 6/01/10 thru 5/31/11 WRLH enjoy the internships of six University/College students who earned credit for these Internships. The areas of concentration were varied – Engineering, Promotional Sales and Marketing, Business Accounting and Production.

1. Virginia Kennedy
2. Tina Valentine
3. Teresea Graves
4. Alicia Johnson

## **Training**

All station employees completed web-training course(s) on (1) Workplace Harassment: Recognizing & Preventing Harassing Behavior and (2) Sinclair Broadcast Group Code of Business Conduct and Ethics

*All Managers and Supervisors* were required to complete two courses

- 1) Workplace Harassment: Recognizing & Preventing Harassing Behavior-Managers Edition and 2) Sinclair Broadcast Group Code of Business Conduct and Ethics.

**All New Hires** must complete course: Recognizing and Preventing Sexual Harassment Essentials and the Sinclair Broadcast Group Code of Business Conduct and Ethics web-based class. New Hire Managers do the Managers Editions of same. This training is completed within the first 90 days of employment or promotion into a supervisory/managerial position.