
Annual EEO Public File Report Form

KBSI, Cape Girardeau, MO / WDKA, Paducah, KY (TBA)

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: KBSI, Cape Girardeau, Missouri and WDKA, Paducah, Kentucky. WDKA has a time brokerage agreement with KBSI. The report is required to be placed in the public inspection file of KBSI, and posted on its web site.

The information contained in this Report covers the time period beginning 10/01/2010 to and including 09/30/2011 (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 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

Annual EEO Public File Report Form

Covering the Period from 10/01/2010 to 09/30/2011

Station Comprising Station Employment Unit KBSI / WDKA (TBA)

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	Credit Manager	Internal	3
2	Master Control Operator	Internal	1
3	Local Sales Assistant	Referral	5
4	Administrative Assistant	Referral	5
5	Account Executive (2)	Indeed.com & Station Website	17

Total Number of Persons Interviewed During Applicable Period:

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 10/01/10 to 09/30/11

Station Comprising Station Employment Unit: KBSI / WDKA (TBA)

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	602 Communications Attn: Sandy Lizik 4349 E. Colter Street Phoenix, AZ 85018 www.602communications.com 704-543-1426	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
B	Alternative Opportunities Attn: Stacy Slanders 3105 Independence Suite B Cape Girardeau, MO 63701 573-334-9344 slanders@aoinc.org	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
C	Baltimore Association of Black Media Workers Mr. Terry Owens / WMAR-TV 6400 York Road Baltimore, MD 21212 www.nabj.com	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)

	410-377-2222		
D	Bishop State Community College Attn: Juliette F. Womack 351 N Broad Street Mobile, AL 36603-5898 www.bishop.edu 251-662-5371	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
E	Broadcast Employment Services www.TVJobs.com Mr. Mark C. Holloway, CEO PO Box 4116 Oceanside, CA 92052 760-754-8177	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
F	Careerbuilder.com Brian Maggio- Account Executive 8401 Greensboro Dr Ste 250 McLean, VA 22102 www.careerbuilder.com 703-637-7908 *Began using source 01/01/2008	1 1	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
G	Foundation for Minority Interests in Media (FMIM) Attn: Programs Dept 825 7 th Avenue, 4 th Floor New York, NY 10019 <a href="http://www.emmabowenfound
ation.com">www.emmabowenfound ation.com 212-456-1992	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
H	Grace Hill Neighborhood Services	0	Credit Manager Master Control

	<p>Attn: Human Resources 2600 Hadley St. Louis, MO 63106 www.gracehill.org 314-539-9500</p>		<p>Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>
I	<p>Hispanic Link News Service Attn: Carlos Ericson 1402 N. St. NW Washington, DC 20005 www.hispaniclink.com 202-234-0280</p>	0	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>
J	<p>Illinois Workforce Development System http://www.illinoisskillsmatch.com/ Attn: B Dusch 8195 Express Drive Marion, IL 62959 618-997-6839</p>	0	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>
K	<p>LuWin Sanchez Career Services Advisor The Art Institute of Fort Lauderdale 1799 SE 17th Street Fort Lauderdale, FL 33316 (800) 275-7603 ext. 2615 (954) 308-2615 Direct Office (954) 525-2602 Fax lsanchez@aii.edu</p>	0	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>
L	<p>Ms. Foundation for Women Attn: Andrea Briscoe 120 Wall Street 33rd Floor New York, NY 10005 www.ms.foundation.org 212-742-2300</p>	0	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>

M	Missouri Broadcasters Association Website http://www.mbaweb.org Attn: Don Hicks 1025 Northeast Drive Jefferson City, MO 65109 573-636-6692	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
N	Missouri's Workforce Resource Website http://www.missouricareersource.com Attn: Barb Snellen PO Box 1087 Jefferson City, MO 65102 573-751-3981	0 1 2 1	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
O	Murray State University Human Resource Dept. 113 Sparks Hall Murray, KY 42071 www.murraystate.edu 270-762-7087	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
I	NAACP Attn: Human Resource PO Box 25427 Raleigh, NC 27611 www.naacp.com 877-622-2798	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst.
Q	National Assoc of Broadcasters Attn: Mr. Dwight Ellis 1771 North Street NW Washington, DC 20036 www.nab.org 202-429-1650	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
R	National Assoc of Hispanic Journalists Attn: Virginia Gallido	0	Credit Manager Master Control Operator

	<p>1000 National Press Building 529 14th Street NW Washington, DC 20045 www.nahj.com 202-662-7145</p>		<p>Local Sales Assistant Administrative Asst. Account Executive (2)</p>
S	<p>National Hispanic Media Coalition Attn: Brenda Rivas 55 South Grand Ave. Pasadena, CA 91105 www.nhmc.org 626-792-6462</p>	0	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>
T	<p>National Organization for Women Attn: Programs Dept PO Box 25331 Raleigh, NC 27611 www.now.org 919-834-4073</p>	0	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>
U	<p>National Organization for Women Attn: Bonnie Rice 1100 H St Suite 300 Washington, DC 20005 www.now.org 202-628-8669</p>	0	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>
V	<p>National Urban League of Central Carolinas, Inc Attn: Programs Dept 740 W 5 Street PO Box 34686 Charlotte, NC 28234- 4686 www.nul.org 704-373-2256</p>	0	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>

W	Native American Public Telecomm Human Resource 1800 No 33 Street Lincoln, NE 68503 www.nativetelecom.org 402-472-3522	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
X	Paula C. Briggs, Ph.D. Associate Professor Dept. of Mass Communications & Journalism Norfolk State University 700 Park Ave. Norfolk, VA 23504 (757) 823-2384 Office pcbriggs@nsu.edu		Account Executive
Y	Productionhub, Inc Attn: Tara Withrow 801 W Fairbanks Ave Winter Park, FL 32789 www.productionhubinc.com 407-629-4122	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
Z	The Professional Center Ms. Nancy Kuritzky 415 Fourth Avenue, Suite 1 Tarentum, PA 15084 www.theprofessionalcenter.org 412-224-9006	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
aa	Purdue University Sally Luzader Assoc. Director -	0	Credit Manager Master Control Operator

	<p>Graduate Career Services Rawls Hall, Room 3029 100 S. Grant St West Lafayette, IN 47907 luzaders@purdue.edu</p>		<p>Local Sales Assistant Administrative Asst. Account Executive (2)</p>
Ab	<p>Radio-TV News Directors Assoc Attn: Human Resource 4121 Plank Rd #512 Fredericksburg, VA 22407 www.rtnda.org 202-659-6510</p>	0	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>
Ac	<p>Referral</p>	<p>1 1 1 4</p>	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>
Ad	<p>Society of Professional Journalists Attn: Terry Harper 3909 N Meridian Street Indianapolis, IN 46208-4045 www.spj.org 317-927-8000</p>	0	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>
ae	<p>Southeast Missouri State University Attn: Jerry Westbrook One University Plaza Cape Girardeau, MO 63701 www.semo.edu 573-651-2000</p>	<p>0 1</p>	<p>Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)</p>

Af	Southern Illinois University Carbondale Attn: Cindy Jenkins Carbondale, IL 62901 www.siu.edu 618-453-1040	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
Af	Southwest Missouri State University Attn: Jack Hunter 901 South National Carrington Hall 309 Springfield, MO 65897 www.smsu.edu 417-836-5636	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
Ag	Station Employee (Promotion)	1 1	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
Ah	University of Missouri – St. Louis Attn: Emily McEneny 278 Millennium Student Ctr One University Blvd St. Louis, MO 63121 www.mizzou.com 314-516-5100	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
Ai	The Urban League Attn: Kim Love 3701 Grandel Square St. Louis, MO 63108 www.nul.org 314-615-3624	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
aj	Women’s Information Network Attn:Job Placemnt Off 1800 R. Street,NW, Suite C-4	0	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst.

	Washington, DC 20009 www.womensinfonet.com 202-347-2827		Account Executive (2)
ak	www.kbsi23.com Attn: Rhonda Mirgaux 806 Enterprise St. Cape Girardeau, MO 63703 573-334-1223	0 2	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
Al	Sinclair Broadcast Group www.sbgi.net Attn: Sharon Pickeral 10706 Beaver Dam Rd Hunt Valley, MD 21030 410-568-1517	0 1	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
Am	Unsolicited	 1 1	Credit Manager Master Control Operator Local Sales Assistant Administrative Asst. Account Executive (2)
*an	Indeed.com	1 1 1 3	Credit Manager Administrative Asst. Local Sales Assistant Account Executive (2)
*ao	Monster.com	2	Account Executive (2)
Ap	Job Fair	2	Account Executive (2)

* Station did not directly post to this source.

Appendix 3 to
Annual EEO Public File Report Form
Covering the Period from 10/01/2010 to 09/30/2011
Station Comprising Station Employment Unit KBSI / WDKA (TBA)

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities
Undertaken by the station employment unit.

1. Educational Event

a. Activity: Media Sales Management Speech

Host/Sponsor of Activity: Southeast Missouri State University

Date of Station Employment Unit Participation: 11/12/2010

Participating Employees: Brandy McIntire, Account Executive

Brief Description of Activity and Station Employment Unit Participation: This event was held at Southeast Missouri State University for the Media Sales Management class. Mrs. McIntire provided handouts including information regarding employment and explained the various positions that are available in the broadcast field. Educational requirements were discussed with students and questions were answered.

a. Activity: Station Tour

Host/Sponsor of Activity: KBSI-TV / WDKA-TV

Date of Station Employment Unit Participation: 09/23/2011

Participating Employees:

Chuck Moffitt, Promotion Manager; Alan Muster, Programming Manager; and Rhonda Mirgoux, Accounting Manager

Brief Description of Activity and Station Employment Unit Participation:

Southeast Missouri Homeschool Coop came to the station for a tour. Chuck Moffitt, Promotion Manager and Alan Muster, Programming Manager, conducted the

tours. They discussed the various departments found at the station and employment opportunities. They also entertained any questions that were asked. Rhonda Mirgoux, Accounting Manager, discussed the employment opportunities and educational requirements. Station promotional items as well as information regarding the station and opportunities were passed out to the students.

2. Job Fair/Career Fair

a. Activity: SEMO Career / Internship Fair

Host/Sponsor of Activity: Southeast Missouri State University

Date of Station Employment Unit Participation: 03/09/2011

Participating Employees: Rhonda Mirgoux, Business Manager

Brief Description of Activity and Station Employment Unit Participation:

The Southeast Missouri State University offered a chance for area industry leaders and University students to come together in search of job opportunities. The fair was held at the University Center on the Southeast Missouri State University campus. KBSI-TV / WDKA-TV participated by handing out pamphlets, corporate job openings list and other information regarding employment opportunities within the broadcasting field. Station promotional items were also given.

b. Activity: 2011 Job and Transfer Fair

Host/Sponsor of Activity: Western Kentucky Community and Tech College

Date of Station Employment Unit Participation: 03/04/2011

Participating Employees: Harold Williams, Accountant

Brief Description of Activity and Station Employment Unit Participation:

The Western Kentucky Community and Technical College offered a chance for area industry leaders and University students to come together in search of job opportunities. The fair was held at the Haus Gymnasium

on campus in Paducah, Kentucky. KBSI-TV / WDKA-TV participated by handing out pamphlets, corporate job openings list and other information regarding employment opportunities within the broadcasting field. Station promotional items were also given.

- c. Activity: Southeast Missouri State University Part-time Job Fair
Host/Sponsor of Activity: Southeast Missouri State University
Date of Station Employment Unit Participation: 08/24/2011
Participating Employees: Rhonda Mirgaux, Accounting Manager

Brief Description of Activity and Station Employment Unit Participation:

Southeast Missouri State University offered a chance for area industry leaders and University students to come together in search of job opportunities. The fair was held at the University Center on campus in Cape Girardeau, Missouri. KBSI-TV / WDKA-TV participated by handing out pamphlets, corporate job openings list and other information regarding employment opportunities within the broadcasting field. Station promotional items were also given.

3. Internships

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

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

Program Objectives:

- Develop links with technical schools, universities, and colleges to promote the Station Employment Unit as a prospective employer.
- Create a symbiotic relationship between interns and Station Employment Unit 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 Employment Unit's eligibility requirements.

From October 1, 2010 through September 30, 2011, the station employment unit had one intern from Southeast Missouri State University.

4. Training

SBG Inc. and the station employment unit are equal opportunity employers. 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.

a. Activity: Video Training on “Recognizing and Preventing Sexual Harassment”

Date of Station Employment Unit Participation: October thru present

Participating Employees: All Employees

Brief Description of Activity and Station Employment Unit Participation:

SBG does not tolerate harassment of our employees, clients, job applicants or visitors. Any form of harassment related to an individual’s race, creed, color, sex, religion, national origin, age, citizenship status, disability, handicap, or other legally protected status, is a violation of the No Harassment Policy. For these purposes, SBG has provided training on the topic of sexual harassment. All new hires are required to complete this education.