

## **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 06/01/09 to and including 05/31/10 (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 6/1/09 to 05/31/10

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 (4)	2 CareerBuilder 2 Sinclair Broadcast Website	13 persons Interviewed
2	Master Control Op(2)	1 TV.Jobs 1 SBGI	6 persons Interviewed
3	Chief Engineer(1)	1 Sinclair Broadcast Website	1 person interviewed
4	Total Number of Persons Interviewed During Applicable Period: 20		

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 (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees this Source has provided during this Period(If any)</b>	<b>Full-Time Positions for which this source was utilized</b>
1.	American Women in Radio & Television 805 Greensboro Drive McLean, Va. 22102 Attn: Michelle Spencer	0 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant
2.	Bishop State Community 351 N. Broad Street Mobile, Alabama 36603 www.bishop.edu Phone 251-662-5371	0 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant
3.	CareerBuilder.com 8401 Greensboro Dr Ste 250 McLean, VA 22102 703-637-7912 Contact: Brian Maggio	4 1 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant

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

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

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

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

24.	Norfolk State Univ. 2401 Corprew Avenue Norfolk, VA 23504 (757)823-8600 Mr. Benjamin Ellis	0 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant
25.	Other Sinclair Stations Employees	0 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant
26.	Referral	2 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant
27.	Richmond Technical Ctr. 2020 Westwood Ave. Richmond, VA 23227 (804)780-6237 Attn: Job Opening	0 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant
28.	Richmond Times- Dispatch Newspaper 301 E. Franklin St., Richmond, VA 23261 (804) 819-5531 fax Contact: Ms. Dee Bacon Also runs 1 week on-line in addition to Paper run www.timesdispatch.com	0 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant

29.	Sinclair Website www.sbgj.net 10706 Beaver Dam Road Cockeysville, MD 21030 410-568-1517 Attn: Sharon Pickeral	6 2 0 1 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant
30.	TVJOBS.COM P.O. Box 4116 Oceanside, CA 92052	0 2 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant
31.	University Of Minnesota School of Journalism and Mass Communication 111 Murphy Hall 206 Church Street SE Minneapolis, MN 55455 <i>Added 1/2008</i>	0 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant
32.	Usavirginia.com  *Applicant listed but station does not currently use this source	0 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant
33.	VA Dept. Of Rehabilitative Services 8004 Franklin Farms Dr. Richmond, VA 23229 804-662-7000 drs@drs.virginia.gov Jim Rothrock, Commissioner	0 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant

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

39.	Walk Ins (All walk ins are welcome to apply for any open position)	0 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant

40.	Indeed Listed, but not used.	1 0 0 0 0	Account Exec. Master Control Traffic Clerk Chief Engineer Admin Assistant

TOTAL INTERVIEWED: 20

\*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 06/01/09 to 05/31/10

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, 2009

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, 2009

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 5th, 2009**

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: Building Dreams Academy

Date of Station Participation: July 17 2009

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:

Building Dreams Academy 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: **Douglas Freeman High School/Presentation to Two High School Classes**

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: Douglas Freeman High School

Brief Description of Activity and Station Participation: Promotions manager and Marketing Director gave presentations to two classes of marketing students on marketing television, jobs available in the television market and how to obtain those positions. They also described what type of education needed to become a marketer.

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

Date of Station Participation: **April 14<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.

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 6/01/09 thru 5/31/10 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.

Jaimi Gray- Shenandoah

### **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.