

Annual EEO Public File Report Form

WDKY

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: WDKY, Danville/Lexington, KY and is required to be placed in the public inspection files of this station, and posted on its web site, if the station has a web site.

The information contained in this Report covers the time period beginning 04/01/10 to and including 03/31/11 (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 applicant 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

Annual EEO Public File Report Form

Covering the Period from 04/01/10 to 03/31/11

Station Comprising Station Employment Unit: WDKY

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	4 Local Sales Account Executive	Station Website Career Builder SBG Website Referral	52
2	2 Digital Interactive	Career Builder UK Job Posting	9
3	2 Business Assistant/Receptionist	Career Builder	8
4	1 Regional National Sales Assistan	Internal	5

Total Number of Persons Interviewed During Applicable Period: 74

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 4/01/10 to 03/31/11

Station Comprising Station Employment Unit: WDKY
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	Alice Lloyd College Janet Johnson Pippa Passes, KY 41844 606-368-6136	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
B	Asbury College, Department of Career and Calling Nicole Keenan 1 Macklem Dr Wilmore, KY 40390 859-858-3511	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
C	Bellarmino University Ann Zeman 2001 Newburg Road Louisville, KY 40205 502-452-8154	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
D	Berea College Black Cultural Center Tashia Bradley Alumni Building CPO 2127 Berea, KY 40404 859-985-3795	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant

E	Berea College, Career Development Mary Lamb 2198 Fairchild Hall, COP 2198 Berea, KY 40404 859-985-3365	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
F	Bishop State Community College Juliette Womack 351 N. Broad St. Mobile, AL 36603 251-662-5371	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
G	Brescia University Steve Wedding 717 Frederica Street Owensboro, KY 42301	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
H	Campbellsville University Teresa Elmore Career Service and Counseling 1 University Drive, UPO 917 Campbellsville, KY 42718 270-789-5192	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
I	Careerbuilder.com Brian Maggio 8401 Greensboro Dr Ste 250 McLean, VA 22102	24 7 5 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
J	Center for Academic & Tutorial Services (CATS) Katrina Salley Memorial Coliseum Lexington, KY 40506 859-257-5360	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
K	Central Kentucky Job Center Peggy Lewis 1055 Industry Road Lexington, KY 40505 859-425-2152	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant

L	Centre College, Career Services Deb Jones Old Carnegie Bldg 600 W. Walnut St Danville, KY 40422 859-238-5283	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
M	Cumberland College Career Service Debbie Harp 7528 College Station Drive Williamsburg, KY 40769 606-539-4259	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
N	Division of Workforce Services Sharon Britton 275 E. Main St., 2 CA Frankfort, KY 40601 502-564-5360	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
O	Drexel University Becky Ross 3141 Chestnut St. Philadelphia, PA 19104 215-895-2183	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
P	Eastern Kentucky University Student Services Bldg, Room 465 CPO 62, ECU 521 Lancaster Ave Richmond, KY 40475 859-622-1568	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
Q	Georgetown College, Career Development Holly James 400 East College St Georgetown, KY 40324 502-863-7094	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
R	Indeed.com	3 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant

S	ITT Technical Institute Brook Keller, Career Service 2473 Fortune Drive, Suite 180 Lexington, KY 40509 888-843-5221	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
T	Kentucky Broadcasters Association Attn: Patti Pullen 101 Enterprise Dr Frankfort, KY 40601 1-888-843-5221	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
U	Kentucky.com	1 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
V	Kentucky State University Veleria Shavers 241 Academics Services Bldg 400 East Main Street Frankfort, KY 40501 502-597-5948	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
W	Kentucky Wesleyan College Alison McDonald 3000 Frederica Street Owensboro, KY 42303 270-852-3302	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
Y	Lexington Area Urban League Annissa, Employment Programs 145 DeWeese St. Lexington, KY 40507 859-233-1561	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
Z	Lexington Community College LCC, 103D Oswald Building Kammy McCleery Cooper Drive Lexington, KY 40506 859-257-4872	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
AA	Lexington Help Wanted	1 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant

BB	Lexington Herald-Leader 100 Midland Ave Lexington, KY 40508	2 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
CC	Lindsey Wilson College Amy Thompson-Wells 210 Lindsey Wilson St. Columbia, KY 42728 270-384-8065	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
DD	Mayor Training Center, Career Placement Leslie Jarvis 1055 Industry Road Lexington, KY 40507 859-258-3140	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
EE	Midway College, Career Services Emily Coleman 512 E. Stephens St Midway, KY 40347 859-846-5391	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
FF	Monster.com *station does not utilize however, candidate indicated as source *	1 1	Local Account Executive Regional National Sales Assistant
GG	Morehead State University, Career Services Rhonda Crisp 322 Allie Young Hall Morehead, KY 40351 606-783-2233	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
HH	Murray State University, Career Services Marlo Rhodes 210 Ordway Hall Murray, KY 42071 270-809-3803	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant

II	NAACP-Louisville Branch Raoul Cunningham 1300 S. 4 th St, Suite Lower Level 10 Louisville, KY 40210 502-776-7608	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
JJ	National College of Business and Technology Donna Ison 2376 Sir Barton Way Lexington, KY 40508 859-253-0621 ext. 15	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
KK	National Hispanic Media Coalition Alejandra Valenzuela 55 S. Grand Ave Pasadena, CA	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
LL	Northern Kentucky University, Career Development Center University Center 230 Highland Heights, KY 41099 859-527-5680	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
MM	Perdue University Sally Luzader, Career Services 100 S. Grant St, Rawls Hall, Room 3029 West Lafayette, IN 47907	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
NN	Referral	5 0 0 2	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
OO	SBG Internal Employee	0 0 0 1	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
PP	Sinclair Website Attn: Sharon Pickeral 10706 Beaver Dam Road Cockeysville, MD 21030 www.sbgi.net	1 0 0 1	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
QQ	Spencerian College, Career	0 0	Local Account Executive Digital Interactive

	Services Amanda Reichert 1575 Winchester Rd Lexington, KY 40514 859-977-5406	0 0	Business Assistant Regional National Sales Assistant
RR	Southland Christian Church 5001 Harrodsburg Rd Nicholasville, KY 40356 ATTN: Ashley Brake 859-224-1600	0 0 1 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
SS	SRDS Research Market	1 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
TT	Sullivan University, Career Services Nicole Kinney 2355 Harrodsburg Rd Lexington, KY 40514 859-514-7680	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
UU	Thomas More College Career Planning Center Renee Noel 333 Thomas More Parkway Crestview Hills, KY 41017 859-344-3386	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
VV	Transylvania University Susan Rayer 300 N. Broadway Lexington, KY 40508 859-233-8193	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
WW	TVjobs.com Mark Holloway Broadcast Employment Service P.O. Box 4116 Oceanside, CA 92052 800-374-0119 (Phone) 760-754-2115 (Fax)	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant

XX	UK Minority Learning Services Center Ruth Slaughter 660 S. Limestone Lexington, KY 40506 859-323-6347	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
YY	UK Office of International Affairs Bradley Hall, UK Lexington, KY 40506 859-257-4067	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
ZZ	Union College Career Planning & Placement Lee Angel 310 College St. D-19 Barbourville, KY 40906 606-546-1258	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
AAA	University of Kentucky Caroline Hellard Stucker Bldg, 408 Rose St Lexington, KY 40506 859-257-4040	0 1 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
BBB	University of Louisville Debra Mayberry/Matt Preal Student Activities Center W310, UofL, Louisville, KY 40292 502-852-6935	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
CCC	WDKY Website Attn: Tiffany Quisenberry 836 Euclid Ave., Suite 201 Lexington, KY 40502 www.wdky56.com	13 1 2 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
DDD	Western Kentucky University Rebecca Tinker 1 Big Red Way, 216 Cravens Bowling Green, KY 42101 270-745-3095	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant
EEE	YMCA Black Achievers Alan Sisk 239 East High Street Lexington, KY 40507	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant

	859-367-7327		
FFF	YWCA of Lexington Debbie Griggs 1364 Davenport Road Lexington, KY 40533 859-276-4457	0 0 0 0	Local Account Executive Digital Interactive Business Assistant Regional National Sales Assistant

*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.

Appendix 3 to
Annual EEO Public File Report Form
Covering the Period from 4/01/10 to 03/31/11
Station Comprising Station Employment Unit WDKY

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

I. Job Fairs

1. **Activity: Job/Career Fair**

Date of Station Participation: August 25, 2010 – 9a-1p

Participating Employees: Tiffany Quisenberry/HR Rep

Host/Sponsor of Activity: Sullivan University Career Fair

Brief Description of Activity and Station Participation: This career fair was for prospecting future candidates for our open Account Executive position. The fair was productive for finding future candidates in sales. Myself, along with many other businesses, conducted in person interviews as well as gave out information about our company. I also handed out information on our Spring 2011 Internship. This was a great fair!

2. **Activity: Job/Career Fair/Internship Fair**

Date of Station Participation: February 8, 2011- 10a-1p

Participating Employees: Tiffany Quisenberry/HR Rep and Ashley Torbeck/Spring Intern

Host/Sponsor of Activity: Georgetown College

Brief Description of Activity and Station Participation: This career fair was held at Georgetown College located in Georgetown, Ky. This fair was open to anyone college student looking for an internship for the summer. I also handed out information about our open Account Executive position and the Part Time Business Assistant position. There were over 25 companies that attended and I saw some really great candidate for the open positions we had and for our internship opportunities.

II. Educational Event

3. **Activity: Educational Event**

Date of Station Participation: December 17, 2010- 9am

Participating Employees: Ronna Corrente

Host/Sponsor of Activity: Child Care Council

Brief Description of Activity and Station Participation: Ronna Corrente, our Local Sales Manager, attended an event at the Child Care Council where she read a Christmas story to kids and answered any questions that they had about television and any questions about WDKY.

INTERNSHIP PROGRAM

The stations also have 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 technical schools, universities and colleges to promote WDKY as a prospective employee.
- Create a symbiotic relationship between interns and WDKY 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.

During this term period of 04/01/10 to 03/31/11, WDKY had 3 interns. The interns came from; (3) University of Kentucky. Applicants can contact the station to get information on how to apply for an internship.

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, to its management.

Activity: Sexual Harassment Training

Date of Station Participation: Ongoing

Participating Employees: All

Brief Description of Activity and Station Participation: All employees participated in web based training on Recognizing and Preventing Sexual Harassment.

Activity: Code of Ethics

Date of Station Participation: Ongoing

Participating Employees: All

Brief Description of Activity and Station Participation: All Department Heads and supervisors participating in a web-based training that covers Illegal Employment Discrimination.

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