

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

KDNL

### **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: KDNL-TV, St. Louis, MO 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 10/01/06 to and including 9/30/07 (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.

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Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from 10/1/06 to 9/30/07

Station Comprising Station Employment Unit: KDNL

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
Account Exec 1	Referral	10
Traffic Log Editor	Referral	3
Account Exec 1	Referral	9
Account Exec 1	Website (Monster)	9

Total Number of Persons Interviewed During Applicable Period: 31

Appendix 2 to

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Covering the Period from 10/1/06 to 9/30/07

Station Comprising Station Employment Unit: KDNL

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	STL Black Media Coalition, 829 Manitou Dr St. Louis, MO 63119 314-361-6156 Matt Knuckles	0	Account Executive
B	NAACP-St. Louis 625 North Euclid St. Louis, MO 63108 Josephine Wheat 314-361-8600 Fax:314-361-4334	0	Account Executive
C	Southern Illinois University Carbondale, IL 618-453-1043 Cindy Jenkins <a href="mailto:cjenk@siu.edu">cjenk@siu.edu</a>	0	Account Executive
D	McKendree College 701 College Rd Lebanon, IL 62254 618-537-6523 Jen Pickerell <a href="mailto:jpickerell@mckendree.edu">jpickerell@mckendree.edu</a>	0	Account Executive
E	Southern Illinois University Edwardsville Career Development Center Susan Siebert 618-650-3708 <a href="mailto:Ssieiber@siue.edu">Ssieiber@siue.edu</a>	0	Account Executive
F	Sinclair Website Sharon Pickeral	1 1	Account Executive Traffic Log Editor

	<a href="http://www.sbg.net">www.sbg.net</a> 410-568-1517 10706 Beaver Dam Road Hunt valley, MD 21030	0	
G	Southwestern Illinois College Belleville Attn: Darlene Beisiegel 618-222-5345 Darlene.beisiegel@swic.com	0	Account Executive
H	St. Louis American Attn: Shelitha Peppers 3830 Washington Blvd St. Louis, MO 63108 314-533-8000X325 speppers@stlamerican.com	0	Account Executive
I	Missouri Career Center Attn: James Richie 1017 Olive St St. Louis, MO 63101 314-641-8460 jrichie@wfd.state.mo.us	0	Account Executive
J	National Assoc of Minorities in Communication Attn: Nicole Llido 600 Anton Blvd Ste 1100 Costa Mesa, CA 92625 <a href="mailto:jobs@namic.com">jobs@namic.com</a>	0	Account Executive
K	Senior Job Bank Attn: Eric Summers 1383 Steel Bridge Rd MacClanny, FL 32063	0	Account Executive
L	Local Paper St. Louis Post Dispatch 314-621-6666 314-340-8665 fax	0	Account Executive
M	Ranken Technical College 4431 Finney Avenue St. Louis, MO 63113 Linda Dempsey/Janie Summers P: 314-371-0236 F:314-371-0241	0	Account Executive
N	McKendree College Job Fair 701 College Rd Lebanon, IL 62254 618-537-6523	0	Account Executive

	Jen Pickerell jkpickerell@mckendree.edu		
O	Referral	13 1	Account Executive Traffic Log Editor
P	Kaskaskia College Job Fair 27210 College Rd Centralia, IL 618-545-3070 Sandy Shook	0	Account Executive
Q	Harris Stowe College 3026 Wydown Blvd St. Louis, MO 63103 314-340-3512 <a href="mailto:careerservices@hssc.edu">careerservices@hssc.edu</a>	0	Account Executive
S	Parks College 3450 Lindell Blvd St. Louis, MO <a href="mailto:careers@slu.edu">careers@slu.edu</a> p: 314-977-2828 F:314-977-3486	0	Account Executive
T	Vatterott Technical College 12970 Maurer Industrial Drive Sunset Hills, MO 63127 Miriam Perkins <a href="mailto:miriam.perkins@vatterott-college.edu">miriam.perkins@vatterott-college.edu</a> p: 314-427-1333 X342	0	Account Executive
U	Bishop State Comm College Attn: Juliette Womack 351 N. Broad Street Mobile, AL 36603-5898 jwomack@bishop.edu	0	Account Executive
V	Television Advertisement 1215 Cole Street St. Louis, MO 63106 KDNL-TV	0	Account Executive
W	University of Missouri-St. Louis Attn: Peggy Gilbertson pgilb@umsl.edu 314-516-6117 Rebecca Gloden Spear 314-516-5319 <a href="mailto:rgolden@umsl.edu">rgolden@umsl.edu</a>	0	Account Executive
X	Vatterott Job Fair Mike Greathouse	0	Account Executive

	Tonji Asher 314-843-4200		
Y	Careerbuilder.com Will Evans 1750 Tyson Blvd 4 <sup>th</sup> Floor McLean, VA 22102 <i>(Source no longer utilized as of 12/31/2006)</i>	1	Account Executive
Z	KDNL's Website 314-436-3030 1215 Cole Street www.abctlouis.com	11	Account Executive
1.	Postaroo Russell Winslow 10706 Beaver Dam Road Hunt Valley, MD 21030 410-568-1500 rwinslow@sbgnet.com www.postaroo.com	0	Account Executive
2.	Urban League of Metropolitan St. Louis, Inc Mr. Kim Love 3701 Grandel Square St. Louis, MO 63108 P: 314-615-3624 F: 314-531-4822 <a href="mailto:Klove@urbanleague-stl.org">Klove@urbanleague-stl.org</a>	0	Account Executive
3.	Urban League of Metropolitan St. Louis, Inc Hollis Scales 8960 Jennings Station Rd St. Louis, MO 63136 P: 314-388-9840 X 106 F: 314-388-9845 <a href="mailto:Hscales@urbanleague-stl.org">Hscales@urbanleague-stl.org</a>	0	Account Executive
3.	Community Renewal & Development 2012 Martin Luther King Dr St. Louis, MO Sal Martinez 314-289-9900	0	Account Executive
4	Monster.com 5 Clock Tower Place Maynard, MA 01754 Judy Fonda 919-264-6016	2 1	Account Executive/Traffic Log Editor

<a href="mailto:judy.fonda@monster.com">judy.fonda@monster.com</a> (Source added as of 1/1/2007)		
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Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 10/01/06 to 9/30/07

Station Comprising Station Employment Unit KDNL

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

Type of Activity Under New EEO Rule

**Job Fair**

1. Date of Station Participation: 02/15/06

Participating Employee: Nicole Carrillon (Jansen)- Human Resources Dept Head

Host/Sponsor of Activity: Mc Kendree College

Brief Description of Activity: Mc Kendree College offered KDNL-TV the opportunity to set up a booth to speak to the community about career opportunities available with KDNL as well as Sinclair Broadcast Group. KDNL-TV participated by informing applicants of various opportunities within our station that come available, as well as we directed them to Sinclair's website to view the opportunities our parent company offers at other stations. KDNL was one of approximately 15 employers who attended.

2. Date of Station Participation: 3/16/2006

Participating Employee: Nicole Carrillon - Human Resources Dept Head

Host/Sponsor of Activity: Kaskaskia College

Brief Description of Activity and Station Participation: Kaskaskia College offered an opportunity for employers to recruit local students (as well as the public). KDNL-TV participated by handing out corporate information on available positions at the time. KDNL was one of 40 employers invited.

3. Date of Station Participation: 4/6/2006

Participating Employee: Nicole Jansen-Human Resources Dept Head

Host/Sponsor of Activity: Vatterott College

Brief Description of Activity: Vatterott College offered an opportunity for employers to recruit local students (as well as the public). KDNL-TV participated by handing out corporate information on available positions at the time. KDNL was one of 36 employers who attended.

### **Educational Event**

1. Date of Station Participation: 01/27/2006

Participating Employee: Heather Sarrazin-Public Relations Dept Head

Host/Sponsor of Activity: Boy Scouts

Brief Description of Activity and Station Participation: KDNL-TV offered the Boy Scouts of St. Louis the opportunity to tour our station. We demonstrated to the seven year-olds how a television business works and career opportunities available in broadcasting.

2. Date of Station Participation: 02/07/2006

Participating Employee: Heather Sarrazin-Public Relations Dept Head

Host/Sponsor of Activity: Ladue Middle School

Brief Description of Activity and Station Participation: KDNL-TV offered Ladue Middle School the opportunity to come and tour our station. We demonstrated to the students how a television business works and career opportunities available in broadcasting.

## **Training**

SBG, Inc and its station KDNL 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 all new employees and managers.

## **Internship Program**

KDNL has an internship program as defined below. During the period 6/1/06 to 7/14/06 we have utilized the talents of one local college student in our Business Office. This intern came to us from St. Louis Community College in Florissant Valley.

### 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 KDNL-TV as a prospective employer.
- Create a symbiotic relationship between interns and KDNL-TV 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.