

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 10/01/10 to and including 9/30/11 (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 10/1/10 to 9/30/11

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
AE (2)	Referral(1) Careerbuilder (1)	4
AE(1)	Referral	1
Accounting Manager	Careerbuilder	4

Total Number of Persons Interviewed During Applicable Period: 9

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 10/1/10 to 9/30/11

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)	
A	Bishop State Comm College Attn: Juliette Womack 351 N. Broad Street Mobile, AL 36603-5898 jwomack@bishop.edu	0 0 0	AE (2) AE (1) Accounting Manager
C	Careerbuilder.com Brian Maggio - Account Executive 8401 Greensboro Dr, Ste 250 McLean, VA 22102	1 0 4	AE (2) AE (1) Accounting Manager
D	Community Renewal & Development 2012 Martin Luther King Dr St. Louis, MO Sal Martinez 314-289-9900	0 0	AE (2) AE (1)
E	Harris Stowe State University 3026 Wydown Blvd St. Louis, MO 63103 314-340-3512 careerservices@hssu.edu	0 0 0	AE (2) AE (1) Accounting Manager
F	Kaskaskia College 27210 College Rd Centralia, IL 618-545-3070 Wendy Blythe wblyth@kaskaskia.edu	0 0 0	AE (2) AE (1) Accounting Manager
G	KDNL's Website 314-436-3030 1215 Cole Street St. Louis, MO	0 0 0	AE (2) AE (1) Accounting Manager

	Jennifer Turner www.abctstlouis.com		
I	McKendree College 701 College Rd Lebanon, IL 62254 618-537-6523 Jen Pickerell jkpickerell@mckendree.edu	0 0 0	AE (2) AE (1) Accounting Manager
J	Missouri Career Center 1017 Olive St St. Louis, MO 63101 Missouricareersource.com		
K	NAACP-St. Louis 625 North Euclid St. Louis, MO 63108 Josephine Wheat 314-361-8600 Fax:314-361-4334		
L	Parks College 3450 Lindell Blvd St. Louis, MO careers@slu.edu p: 314-977-2828 F:314-977-3486		
M	Productive Futures Job Service 5225 Delmar Blvd. St. Louis, MO 63108 314-367-2522 lindaemckay@yahoo.com	0 0 0	AE (2) AE (1) Accounting Manager
N	Purdue University Sally Luzader Rawls Hall, Room 3029 100 S. Grant St West Lafayette, IN 47907 luzaders@purdue.edu	0 0 0	AE (2) AE (1) Accounting Manager
P	Ranken Technical College 4431 Finney Avenue St. Louis, MO 63113 P: 314-371-0236 jksummers@ranken.edu ranken.erecruiting.com	0 0	AE (2) AE (1)
	Referral	3 1	AE (2) AE (1)
Q	Sinclair Website Sharon Pickeral	0 0	AE (2) AE (1)

	www.sbgi.net 410-568-1517 10706 Beaver Dam Road Hunt valley, MD 21030	0	Accounting Manager
R	Southern Illinois University Carbondale, IL 618-453-1043 Cindy Jenkins cjenk@siu.edu	0 0 0	AE (2) AE (1) Accounting Manager
S	Southern Illinois University Edwardsville Career Development Center Tammy Dugan 618-650-3708 tdugan@siue.edu	0 0 0	AE (2) AE (1) Accounting Manager
T	STL Black Media Coalition, 829 Manitou Dr St. Louis, MO 63119 314-361-6156 Matt Knuckles	0	AE (2)
U	St. Louis University 221 N. Grand Blvd. St. Louis, MO 63103 Career Sleuth (online database) careers.slu.edu	0 0 0	AE (2) AE (1) Accounting Manager
V	TalentZoo.com 1736 Defoor Place Atlanta, GA 30318 rookies@talentzoo.com ENTRY LEVEL/INTERNSHIPS ONLY		
X	TV Jobs.com	0 0 0	AE (2) AE (1) Accounting Manager

Y	University of Missouri-St. Louis Attn: Peggy Gilbertson pgilb@umsl.edu 314-516-6117	0 0 0	AE (2) AE (1) Accounting Manager
Z	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 Klove@urbanleague-stl.org	0 0 0	AE (2) AE (1) Accounting Manager

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 10/01/10 to 9/30/11

Station Comprising Station Employment Unit KDNL

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

Type of Activity under New EEO Rule

Community Event

“Station Tour”

1. Date of Station Participation: 11/4/2010

Participating Employees: Jack Leverich—MIS Engineer, Tom Mungenast—Production Manager, and Rick Vidas—Editor/Production

Host/Sponsor of Activity: Cub Scouts Pack #371

Brief Description of Activity and Station Participation: The tour group visited KDNL’s production facility and studios to learn about the operations of each area. The kids were able to sit in as news and weather anchors in front of the cameras, which included using the Teleprompters and Chroma-key graphics. The tour ended in master control, where the group learned how television on-air operations work and how programs are received at the station.

Community Event

“Station Tour”

2. Date of Station Participation: 09/03/2011

Participating Employee(s): - Jack Leverich, MIS/Engineering

Host/Sponsor of Activity: Egyptian Amateur Radio Club

Brief Description of Activity and Station Participation:

Eleven members of the Egyptian Amateur Radio Club toured the station and studio facilities of KDNL-TV. The tour began with an overview of the history of the building and previous broadcast owners. The first area of the station toured was the master control area. While in the master control area, the group learned how signals are received from the network and “microwaved” to the transmitter site. Next, the group was allowed to participate in a mock news broadcast during which participants read the teleprompter, operated video equipment and used the Chroma-Key weather map. The tour continued at the transmitter site where the group viewed the old analog transmitter, Klystron tubes, RF plumbing system and monitoring equipment. Last, the group visited the digital transmitter building and compared the size and components used to create a digitalT20p video signal.

Training

KDNL’s employees completed two online Corpedia training courses in 2011: Workplace Harassment and Code of Business Conduct and Ethics

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.

Job Fair

Date of Station Participation: 08/28/2011

Participating Employees: Jennifer Turner (Accounting/HR Manager),
Shirlee Wolff (Executive Assistant)
Tami Brill (Sales Account Executive)

Host/Sponsor of Activity: Employment Guide

Brief Description of Activity and Station Participation:

KDNL staff attended the I AM VALU RELI HIRE ABLE Career Fair, hosted by EmploymentGuide.com. The Accounting/HR Manager, Executive Assistant and Account Executive actively recruited for positions at KDNL. Recruitment efforts included the distribution of information to educate prospective applicants on career opportunities at KDNL along with information on current openings and how to apply for these openings.

Since its inception in 1995, the EmploymentGuide.com job board has provided an optimum combination of hiring solutions and job search options across numerous job industries nationwide. Their focus is on hourly and skilled jobs, from entry-level to mid-management employment opportunities.

Job Fair

Date of Station Participation: 09/14/2011

Participating Employees: Jennifer Turner (Accounting/HR Manager),
Shirlee Wolff (Executive Assistant)
Rebecca Clauss (Sales Account Executive)

Host/Sponsor of Activity: Washington University

Brief Description of Activity and Station Participation:

KDNL staff attended the Fall 2011 Internship & Job Career Fair hosted by Washington University in St. Louis. The Accounting/HR Manager, Executive Assistant and Account Executive actively recruited for positions at KDNL. Recruitment efforts included the distribution of information to educate prospective applicants on career opportunities at KDNL along with information on current openings and how to apply for these openings.

Washington University offers more than 90 programs and almost 1,500 courses leading to bachelors, masters and doctoral degrees in a broad spectrum of traditional and interdisciplinary fields, with additional opportunities for minor concentrations and individualized programs.

Job Fair

Date of Station Participation: 09/23/2011

Participating Employees: Jennifer Turner (Accounting/HR Manager),
Shirlee Wolff (Executive Assistant)

Host/Sponsor of Activity: University of Missouri – Saint Louis

Brief Description of Activity and Station Participation:

KDNL staff attended the University of Missouri – Saint Louis Internship and Job Fair. The Accounting/HR Manager and Executive Assistant actively recruited for positions at KDNL. Recruitment efforts included the distribution of information to educate prospective applicants on career opportunities at KDNL along with information on current openings and how to apply for these openings.

The University of Missouri-St. Louis is a public metropolitan research university located in Missouri's most populous and economically important region. UMSL is the largest university in the St. Louis area, and the third largest in Missouri, conferring over 3,000 degrees in 2010.

Job Fair

Date of Station Participation: 09/28/2011

Participating Employees: Jennifer Turner (Accounting/HR Manager),
Shirlee Wolff (Executive Assistant)

Host/Sponsor of Activity: Madison County Employment and Training
Department

Brief Description of Activity and Station Participation:

KDNL staff attended the Madison County Employment and Training Department's Job Fair '11. The Accounting/HR Manager and Executive Assistant actively recruited for positions at KDNL. Recruitment efforts included the distribution of information to educate prospective applicants on career opportunities at KDNL along with information on current openings and how to apply for these openings.

Madison County Employment and Training Department is the recognized leader in meeting the labor force needs of Madison County, IL community. Its mission is to provide services to our customers, both business and job seekers, which will help the community reach its full potential.

Educational Event

Date of Station Participation: 09/27/2011

Participating Employees: Laurie Roscow, Sales Account Executive

Host/Sponsor of Activity: Affton High School Job Fair

Brief Description of Activity and Station Participation:

KDNL staff attended the Affton High School Career Fair. The fair was hosted by the school and held for the junior class. The sales account executive participated in a group panel and discussed the television broadcast industry with students.

Affton High School is located in Saint Louis County, MO. It is part of the Affton School District.