

**Annual EEO Public File Report Form**

WABM/WTTO - BIRMINGHAM

**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(s): WABM/WTTO – BIRMINGHAM and is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning December 1, 2010 to and including November 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(s) 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 entitle “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 or on the phone.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from December 1, 2010 to November 30, 2011

Station(s) Comprising Station Employment Unit: WABM/WTTO - BIRMINGHAM

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	Commercial Photographer	Referral	8
2	Account Executive	Referral	1
2	Staff Accountant	Careerbuilder	1
3	Copy Coordinator	Referral	2
4	Programming Assistant	<a href="http://www.sbg.net">www.sbg.net</a>	12
5	Account Executive (2 positions)	Referral (2)	2
6	Staff Accountant	<a href="http://www.indeed.com">www.indeed.com</a>	3
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			

Total Number of Persons Interviewed and Started in the position during Applicable Period: 29

Appendix 2 to

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Covering the Period from December 1, 2010 to November 30, 2011

Station(s) Comprising Station Employment Unit: WABM/WTTO - BIRMINGHAM

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	Alabama A&M University 4900 Meridian Street Huntsville, AL 35811 256-372-8181 Contact: Tangela Rutledge-Gale Tangela.rutledge- tale@email.aamu.edu	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
B	Alabama State Employment Service Attn: Barbara Thompson P.O. Box 59482 Birmingham, AL 35259-9482 205-870-3275	0 0 0 0 0 0 1	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
C	Alabama State University Attn: A. David Okeowo Department of Communications P.O. Box 271 Montgomery, AL 36101-0271 334-293-4100	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
D	<a href="http://www.al.com">www.al.com</a>	1 0	Commercial Photographer Staff Accountant
E	Bessemer State Technical College Attn: Debra Ingram P.O. Box 308 Bessemer, AL 35021 205-426-7358	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
F	Bishop State Community College 351 N. Broad Street Mobile, AL 36603-5898 Contact: Juliette F. Womack Coordinator, Career Planning & Placement (as of 6/05)	0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions)

	251-690-6801 <a href="http://www.bishop.edu">www.bishop.edu</a> <a href="mailto:jwomack@bishop.edu">jwomack@bishop.edu</a>	0	Staff Accountant
G	Careerbuilder <a href="http://www.careerbuilder.com">www.careerbuilder.com</a> 703-637-7908 Allison Weitzman - Account Executive 8401 Greensboro Dr, Ste 250 McLean, VA 22102	3 0 1 0 2 0 1	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
H	Foundation for Women Attn: Margaret Hempel 120 Wall Street 33 <sup>rd</sup> Floor New York, NY 10005 (212) 709-4400	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
I	Herzing Institute Attn: Karen Easterling 280 West Valley Avenue Birmingham, AL 35209 205-916-2800	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
J	Hispanic Link News Service Charles A. Ericksen 1193 National Press Building 529 14 <sup>th</sup> Street NW Washington, DC 20045 (202) 234-0280	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
K	<a href="http://www.indeed.com">www.indeed.com</a>	1 1	Programming Assistant Staff Accountant
L	Internal Applicants	1 1	Commercial Photographer Copy Coordinator
M	J.F. Drake State Technical College Attn: Sheila Daniel 3421 Meridian St. N Huntsville, AL 35811 256-539-8161	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
N	*Lee Hecht Harrison Attn: Beth Hosmer 3800 Colonnade Pkwy Suite 480 Birmingham, AL 35243 205-968-0098	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
O	Miles College Attn: Darlene Mitchell P.O. Box 35208 Birmingham, AL 35208	0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator

	205-929-1000	0 0 0	Programming Assistant Account Executive (2 positions) Staff Accountant
P	NAACP Attn: Meoinease Hutchinson 507 East Martin Street Raleigh, NC 27601 (919) 833-4873	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Q	National Association of Broadcasters Attn: Dwight Ellis 1771 North Street N Washington, DC 20036 202-429-5496	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
R	Nat'l Association of Hispanic Journalists Attn: Yaneth Guillen 1000 National Press Building 529 14 <sup>th</sup> Street NW Washington, DC 20045-2100 202-662-7145	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
S	National Hispanic Media Coalition Attn: Alex Nogales 2514 South Grand Avenue Los Angeles, CA 90007 (213) 746-6988	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
T	National Organization for Women Attn: Maureen Kentoff 1000 16 <sup>th</sup> Street NW Suite 700 Washington, DC 20036 (202) 628-8669	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
U	Native American Public Telecommunications Attn: Frank Blythe P.O. Box 83111 Lincoln, NE 68501 402-472-3522	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
V	Norfolk State University Dept of Mass Comm & Journalism Attn: Paula C. Briggs, Ph.D 700 Park Avenue Norfolk, VA 23504 (757) 823-2384 <b>Added 8/10/11</b>		
W	Oakwood College Attn: Bennye Armstrong	0 0	Commercial Photographer Account Executive

	7000 Adventist Blvd Huntsville, AL 35896 256-726-7000	0 0 0 0 0	Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
X	Referrals	2 1 1 2 2	Commercial Photographer Account Executive Copy Coordinator Programming Assistant Account Executive (2 positions)
Y	Samford University Career Development Center <a href="mailto:careers@samford.edu">careers@samford.edu</a> 800 Lakeshore Drive Birmingham, AL 35229 205-726-2980	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Z	Selma University Attn: Robin Thomas 1501 Lapsley Street Selma, AL 36701 334-872-2533	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Aa	Senior Job Bank Attn: Eric Summers 3787 Palm Valey Road Suite 102 Ponta Verdra, FL 32082-4181	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Bb	Sinclair Broadcast Group Attn: Sharon Pickeral 410-568-1517 <a href="http://www.sbgi.net">www.sbgi.net</a> 10706 Beaver Dam Road Cockeysville, MD 21030	1 0 0 0 7 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Cc	Stillman College Attn: Patricia Wilson 3600 Stillman Blvd Tuscaloosa, AL 35403 800-841-5722	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Dd	Talladega College Attn: Veronica Miller Career Planning and Placement Office 627 West Battle Street Talladega, AL 35160 205-362-0206 <a href="mailto:vemiller@talladega.edu">vemiller@talladega.edu</a>	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Ee	Trenholm State Technical College Attn: Binee' Edwards	0 0	Commercial Photographer Account Executive

	Job Placement Office 1225 Air Base Blvd Montgomery, AL 36108 334-832-9000 <a href="mailto:btowards@trenholm.cc.al.us">btowards@trenholm.cc.al.us</a>	0 0 0 0 0	Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Ff	Tuskegee University Attn: Sara Stringer 102 Old Administration Bldg Tuskegee, AL 36088 334-727-8011 <a href="mailto:sstringer@tuskegee.edu">sstringer@tuskegee.edu</a>	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Gg	TV and Radio Jobs <a href="http://www.tvandradiojobs.com">www.tvandradiojobs.com</a> Hal Abrams Mgr P.O. Box 129 Kanab, UT 84741 435-644-5992	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Hh	TV Jobs <a href="http://www.tvjobs.com">www.tvjobs.com</a> Contact Person: Mark Holloway, President 760-754-8177 P.O Box 4116 Oceanside, CA 92052	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Ii	UAB Career Center Attn: Dale Stringfellow 1400 University Blvd Suite 516 Birmingham, AL 35294-1150 205-934-4324	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Jj	University of Alabama Attn: Jim Oakley P.O. Box 870172 Tuscaloosa, AL 35487 205-348-5848	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Kk	WABM-TV & WTTO-TV Ads on air and websites <a href="http://www.wtto21.com">www.wtto21.com</a> <a href="http://www.wabm68.com">www.wabm68.com</a> Attn: Melissa Coubert 205-290-4041 651 Beacon Parkway W Suite 105 Birmingham, AL 35209	0 0 0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant Account Executive (2 positions) Staff Accountant
Ll	Women's Information Network 2850 Connecticut Ave NW #100 Washington, DC 20008-1526	0 0 0 0 0	Commercial Photographer Account Executive Staff Accountant Copy Coordinator Programming Assistant

	(202) 347-2827	0 0	Account Executive (2 positions Staff Accountant
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\* Indicates sources that have requested notification of job openings.

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from December 1, 2010 to November 30, 2011

Station(s) Comprising Station Employment Unit - WABM/WTTO - BIRMINGHAM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WABM/WTTO - BIRMINGHAM Station Employment Unit.

Internship Program

The station employment unit 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 WABM/WTTO as prospective employers.
- Create a symbiotic relationship between interns and WABM/WTTO 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.

From December 1, 2010 through November 30, 2011, the Station Employment Unit had 2 interns. The interns came to us from The University of Alabama (1) and The University of North Dakota (1).

Any person interested in internship opportunities should contact the station for more details.

## Community Event Participation

“World of Wheels”

Dates: February 11-13, 2011

Participating Employees –, Marcia Jones – Public Service Director and Karen Swann- Promotion/Production Manager

Host/Sponsor of Activity: O’Reilly Auto Parts World of Wheels Show

Brief Description of Activity and Station Participation: A three day event open to the public featuring a wide variety of custom cars, custom trucks and custom motorcycles as well as restored and antique vehicles. Station staff occupied a booth at the event, provided information and were available to discuss current employment opportunities at the stations and promoted the stations to attendees of the event.

## Community Event Participation

“Free Friday Flicks”

Dates: 6/3, 6/10, 6/17, 6/24, 7/1, 7/8, 7/15, 7/22, 7/29 8/5 - 2011

Participating Employees –, Marcia Jones – Public Service Director and Karen Swann- Promotion/Production Manager

Host/Sponsor of Activity: WTTO at Homewood Park

Brief Description of Activity and Station Participation: A weekly station and community event during the summer at Homewood Park. Promotional spots run each week highlighting the “Free Friday Flick” of the week. The community is invited to come to the park and view the movie at no charge. WTTO and WABM staff provided information and were available to discuss station and current employment opportunities with the attendees.

## Community Event Participation

“Kick’n Chick’n Wing Fest”

Date: October 1, 2011

Participating Employee(s): - Marcia Joes, Public Service Director, Karen Swann, Promotion/Production Manager

Host/Sponsor of Activity: Magic Moments

Brief Description of Activity and Station Participation: A yearly event hosted by Magic Moments, non-profit organization dedicated to fulfilling the non-medical wishes of chronically ill Alabama children. This event raises money and awareness for the Magic Moments organization with all proceeds raised going directly to granting wishes. WTTO and WABM staff provided career and training information to attendees and were available to discuss station tours, job shadowing opportunities and internship opportunities where applicable.

## Scholarship Program

Program:

The program awarded 22 high school scholar athletes, nominated by teachers and faculty of their respective

schools a total of \$5,000 in scholarship funds as part of the MY 68 TV Thursday Night Lights series. The weekly winner's awards were presented live during the weekly broadcast of Thursday Night Lights

**Program Objective:**

In order to enhance the educational value of Thursday Night Lights, MY68 and CW 21 continued to sponsor the Scholar Athlete Award for the 2011 season. A season-long 'competition' culminated at the conclusion of the TNL schedule, with a \$5,000 scholarship being awarded to a Scholar Athlete from one of the participating schools.

**Eligibility Requirements:**

- Each school submitted a Scholar Athlete candidate to be recognized during the week that their school was featured on TNL
- Athletes were nominated from any sport, male or female.
- The weekly Scholar Athlete was recognized on air during Halftime of the TNL game broadcast and appeared in an on-air promotion which aired during the week their school was featured on TNL.
- The weekly winner received a plaque from the stations to commemorate their accomplishment.
- Weekly winners from the schools were at the sole discretion of the schools administration and faculty.
- The weekly winners were given the exclusive opportunity to compete for a \$5,000 scholarship, by submitting a two minute video produced solely by the Scholar Athlete of the Week, stating their case to be named Scholar Athlete of the Year.
- Each Scholar Athlete was judged on the following criteria: Grade Point Average/Academic standing, Athletic Achievement, Community Activities and why they believed they should be named the Scholar Athlete of the Year.

Scholar Athletes of the Week: Joshua Bell, Carson Roberts, Andrew Alexander, Cody Cose, Shakale Ashford, Jeffrey Roberts, Matt McCay, Justin Carter, Fabian Zimmerman, Evan McNeal, Theo Werling, Raeven Gilley, Brett A. Gray, Brandon Hall, Steven Crain, Quintin Clark, Jacob Ozment, Michael Marfice, Robert Burgess, Ashley Coleman, Robert Ethan Mullins, Sharrod Cochran

Scholar Athlete of the Year - \$5000: Matt McCay

## Grant Program

**Program:**

This program was promoted in on-air promotions and through the station websites. The program offered one local high school a \$2,500 grant to be used for educational purposes such as books, computers or sports equipment.

**Program Objective:**

Develop link with the local high schools and community to promote education.

**Eligibility Requirements:**

Local high school students were encouraged to log on to [www.wabm68.com](http://www.wabm68.com) to nominate their school.

Dora High School was chosen in a random drawing to receive the \$2,500 grant.

## **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.

Newly hired Managers and Supervisors also took web-based training courses titled "Sinclair/ Broadcast Group Code of Business Conduct and Ethics", "Workplace Harassment: Recognizing and Preventing Harassing Behavior- Managers Edition" and "Preventing Sexual Harassment: Managers Edition" within 90 days of the start of their employment. All other employees newly hired employees took web-based training courses titled "Recognizing and Preventing Sexual Harassment: Essentials" and "Sinclair Broadcast Group Code of Business Conduct and Ethics" also within 90 days of the start of their employment. The purpose of these courses is to increase and renew awareness, manager and supervisor development, and FCC Compliance.