

WUCW

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): WUCW, Minneapolis, Minnesota 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 12/01/08 to and including 11/30/09 (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.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from 12/01/08 to 11/30/09

Station(s) Comprising Station Employment Unit: WUCW

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	Receptionist/Administrative Assistant (2)	Craigs list/referral	12
2	Account Executive (2)	Referral/station website	4
3	Traffic Assistant/Log Editor	Internal	5
4			
5			
6			
7			
8			
9			

Total Number of Persons Interviewed During Applicable Period: 21

ATTACHMENT C

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 12/01/08 to 11/30/09

Station(s) Comprising Station Employment Unit: WUCW

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
1	Academy Education Center 1101 E 78 th , Suite 100 Bloomington, MN 55420 952-851-0066 Attn: Tracy Schantz/Carreer Coordinator tschantz@academycollege.edu		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
2	American Indian OIC 1845 East Franklin Avenue Minneapolis, MN 55404 612-341-3358 612-341-3766 FAX Attn: Ross Trotterchaude		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
3	Anoka Ramsey Comm. College Freddie Ketchum 11200 Mississippi Boulevard NW Coon Rapids, MN. 55433 763-433-1564		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
4	Art Institutes International MN 15 South 9 th Street Minneapolis, MN 55402 612-656-6890 Attn: Becky Bates e-mail:bbates@aii.edu		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor

5	Augsburg College 2211 Riverside Avenue, Campus Box 79 Minneapolis, MN. 55454 612-330-1472 Attn: Sara Louden www.Landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
6	Baltimore Assoc. of Black Media Workers 6400 York Road Baltimore, MD. 21212 410-377-2246 Attn: Mr. Terry Owens/WMAR- TV		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
7	Bemidji State University 1500 Birchmont Drive NE Bemidji, MN. 55607 218-755-2040 Attn: Margie Thomas Giague www.bemidjistate.edu/career www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
8	Bethel University 3900 Bethel Drive St. Paul, MN 55112-6999 651-638-6047 Attn: Pam Roach/Office Manager www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
9	Bishop State Community College 315 N. Broad Street Mobile, AL. 36603-5898 www.bishop.edu jwomack@bishop.edu Contact: Juliette F. Womack		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
10	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 800-374-0119 Corporate posting www.TVJobs.com Attn: Mr. Mark C. Holloway, CEO		Account Executive Traffic Assistant/Log Editor
11	Brown College 1440 Northland Drive Mendota Heights, MN 55120		Receptionist/Administrative Assistant Account Executive

	651-905-3465 Attn: Amber Luckie e-mail:aluckie@browncollege.edu		Traffic Assistant/Log Editor
12	CAPI (Center for Asians & Pacific Islanders) 3702 East Lake Street, #200 Minneapolis, MN 55406 612-721-0122 Attn: Dao Ngo e-mail:dao.ngo@capiusa.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
13	Carleton College 1 North College Street Northfield, MN 55057 507-646-4293 Attn: Mike Hendel/Associate Director Career Center Carleton-csm.symplicity.com www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
14	www.careerbuilder.com Corporate posting 8401 Greensboro Drive Ste 250 McLean, VA 22102 Brian Maggio	3	Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
15	College of St. Benedict's/St. John's University www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
16	College of St. Catherine 2004 Randolph Avenue St. Paul, MN 55105 651-690-6511 Attn: Kimberly Betz/Director Career Development Staff www.erecruiting.com www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
17	College of St. Olaf 1520 St. Olaf Avenue Northfield, MN 55057 507-646-3068 Attn: Kristy Sybilrud/ Employment Coordinator www.erecruiting.com e-mail:CEL@STOLAF.EDU		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor

18	<p>College of St. Scholastica 1200 Kenwood Avenue Duluth, MN 55811-4199 218-723-6085 Attn: KathyHarbaugh/ Administrative Assistant www.css.edu/career.xml www.landit.org Traffic Assistant/Log Editor</p>		<p>Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor</p>
19	<p>Concordia College 901 8th Street South Moorehead, MN 56562 218-299-3020 Attn: Jay Thoreson/ Career Center Director www.landit.org</p>		<p>Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor</p>
20	<p>www.craigslist.com (website)</p>	2	<p>Receptionist/Administrative Assistant Traffic Assistant/Log Editor</p>
21	<p>Emma L. Bowen Foundation 524 West 57th Street New York, New York 10019 212-975-2545 Attn: Sandra D. Rice</p>		<p>Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor</p>
22	<p>Employment Action Council 1612 Como Ave St. Paul, MN. 55108 612-752-8888 Attn: Kelli Dillner</p>		<p>Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor</p>
23	<p>Foundation for Minority Interests In Media (FMIM) 825 Seventh Ave, 4th Floor New York, NY 10019 Attn: Betty Elam</p>		<p>Receptionist/Administrative Assistant</p>
24	<p>Guild CSP 1740 Livingston Avenue West St. Paul, MN 55118 651-457-2248,</p>		<p>Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor</p>

	Attn: Peggy Darmody		
25	Gustavus Adolphus College 800 West College Avenue St. Peter, MN 56082 506-933-7676 Attn: Cynthia Favre/director of Career Management www.landit.org www.erecruiting.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
26	Hamline University 1536 Hewitt Avenue St. Paul, MN 55104 651-523-2207 Attn: Monita Mohammadian www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
27	HIRED 1200 Plymouth Ave N Minneapolis, MN 55411 612-287-1381 Attn: Shelly Kuiper/Customer Service Representative job@HIRED.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
28	Hispanic Link News Service 1420 N Street NW Washington, DC 20005 202-234-0280 Attn: Hector Erickson-Mendoza e-mail:hector@hispaniclink.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
29	Hispanos En Minnesota 155 Wabasha Street South, #128 St. Paul, MN 55107 651-227-0831 Attn: Gary Guelvara		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
30	Hospitality House & Youth Directions Larry A. McKenzie/Director 1220 Logan Ave N Minneapolis, MN 55411 612-522-4485 x11 lmckenzie@hhyd.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
31	Illinois State (website) www.erecruiting.com		Receptionist/Administrative Assistant
32	www.indeed.com (website)	1	Account Executive

			Traffic Assistant/Log Editor
33	Landit.org (covers 29 colleges)		Account Executive
34	Macalester College 1600 Grand Avenue St. Paul, MN. 55105 651-696-6384 Attn: Career Development Office www.erecruiting.com www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
35	Metro State University 700 East 7 th Street St. Paul, MN 55105 651-793-1282 Attn: Gwendolyn Aubineau/HRIS/ Classified Employment Mgr. www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
36	Minneapolis College of Art and Design 2501 Stevens Ave Minneapolis, MN 55404 Attn: Phyllis Email Postings: careers@mcad.edu		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
37	Minnesota Broadcaster's Association 3033 Excelsior Blvd, Suite 301 Minneapolis, MN 55416 612-926-8123 Attn: Linda Email Postings: llasere@minnesotabroadcasters.com		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor

38	MN School of Business/Globe College Attn: Sally Hively *Online Posting www.msbcollge.edu		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
39	Minnesota Work Force Center (Minnesota's Job Bank) *online Posting www.mnworkforcecenter.org www.landit.org	2	Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
40	Ms. Foundation for Women 120 Wall Street, 33 rd Floor New York, NY 10005 Attn: Sara K Gould		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
41	MSU, Moorehead Campus 1104 7 th Avenue South Moorehead, MN 56563 1-800-593-7246 www.myinterfase.com/moorhead/employer www.landit.org		Account Executive Traffic Assistant/Log Editor
42	NAACP P.O. Box 25427 Raleigh, NC 27611 Attn: Programs Department		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
43	National Assoc. of Black Journalists 8701-A Adelphi Road Adelphi, MD. 20783 301-445-7100 Attn: Ryan Williams e-mail:ryan@nabj.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
44	NAHJ (National Association of Hispanic Journalists) 1000 National Press Building 529 14 th Street NW Washington, DC 20045-2100 800-346-NAHJ fax 202-662-7144 yguillen@nahj.org jobbank@nahj.org to post		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor

45	National Black MBA Assoc. 180 N. Michigan Ave., Suite 1515 Chicago, IL.60601 312-458-9161 Attn: Kye-Anne Wilborn		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
46	National Hispanic Media Coalition 1201 W 5 th St, Ste T205 Los Angeles, CA 90017 213-534-3026 Attn: Mr. Alex Nogales, CEO e-mail:anogales@nhmc.org info@nhmc.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
47	National Organization for Women P.O. Box 25331 Raleigh, NC 27611 Attn: Programs Department		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
48	National Organization for Women 733 15 th Street NW, 2 nd Floor Washington, DC 20005 202-628-8669 Attn: Programs Department e-mail: now@now.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
49	National Urban League of Central Carolinas, Inc. 740 W 5 Street, P.O. Box 34686 Charlotte, NC 28234-4686 704-373-2256 Attn: Carol Bates/Job Developer/UYEP e-mail:cbates@urbanleaguecc.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
50	Native American Public Telecommunications (NAPT) 1800 N 33 rd Street Lincoln, NE 68503 402-472-3522 Attn: Mr. Frank Blythe		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
51	Ngay Nay Minnesota P.O. Box 1149 Maple Grove, MN 55311 763-559-6396 Attn: Quan Vu		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
52	North Hennepin Community		Receptionist/Administrative

	College 7411 85 th Avenue N Brooklyn Park, MN 55445 763-424-0702 Attn: Karen Philbin e-mail:kphilbin@nhcc.edu		Assistant Account Executive Traffic Assistant/Log Editor
53	Rainy River Community College 1501 Hwy 71 International Falls, MN 56649 218-285-7722 Attn: LeAnne Hardy e-mail:twood@rrcc.mnscu.edu		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
54	Referral/Internal	5 2 4	Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
55	St. Cloud State University 720 4 th Avenue South St. Cloud, MN 56301 320-308-2165 Attn: LuMeemken/Recruitment Coordinator www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
56	St. Mary's University 700 Terrace Heights #6 Winona, MN 55987 507-457-1700 Attn: Renee Solberg www.landit.org		Account Executive Traffic Assistant/Log Editor
57	Sinclair Broadcast Group 10706 Beaver Dam Road Hunt Valley, MD. 21030 Attn: Sharon Pickeral 410-568-1517 410-568-1597 fax www.sbg.net		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
58	Soar 4 Jobs 651-484-2597 Attn: John Etten Email Job Postings: jetten111@comcast.net		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor

59	Southwest State University 156 Bellows-Academic Marshall, MN 56258 507-537-6221 Attn: www.mustangjobs.com www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
60	Spots N Dots www.spotsndots.com		Account Executive
61	www.tvjobs.com (website- Corporate Posting)		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
62	U of M, Crookston Campus www.erecruiting.com Uses U of M GoldPass www.landit.org		Account Executive Traffic Assistant/Log Editor
63	U of M, Duluth 21 Solon Campus Center Duluth, MN 55812 218-726-8966 Attn: Juli Westlund www.myinterfase.com/goldpass/job www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
64	U of M Humphrey Institute of Career Services Lynne Schuman/Director of Career Services Humphrey Institute, Graduate Programs Office 225 Humphrey Center, 301 19 th Ave S Minneapolis, MN 55455 612-625-2847 www.landit.org		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor
65	University of Minnesota, Morris Campus 201 Behmler Hall, 600 East 4 th Street		Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor

	<p>Morris, MN 56267-2132 320-589-2211 Attn: Irene Maloney www.mrs.umn.edu/services/career/employers www.landit.org</p>		
66	<p>University of St. Thomas 2115 Summit Avenue, Mail #5020 St. Paul, MN 55105 651-962-5000 Attn: Lisa Mohr/Career Services www.landit.org</p>		<p>Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor</p>
67	<p>Upper Midwest American Indian Center 1035 West Broadway Minneapolis, MN 55411 612-522-4436 Attn: Mary Beth Thunder</p>		<p>Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor</p>
68	<p>Winona State University P.O. Box 5838 Winona, MN 55987 507-457-5340 Attn: Vicky Decker www.landit.org</p>		<p>Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor</p>
69	<p>Workforce Investment Act Program 1530 E. Franklin Avenue Minneapolis, MN. 55404 612-879-1710 fax 612-879-1795 Attn: Adrian Martinez</p>		<p>Account Executive Traffic Assistant/Log Editor</p>
70	<p>WUCW Website /On air 1640 Como Avenue St. Paul, MN 55108 651-646-2300, ext. 105 www.thecwtc.com Attn: Cindy Kuch</p>	<p>1 1</p>	<p>Receptionist/Administrative Assistant Account Executive Traffic Assistant/Log Editor</p>

The station airs spots asking organizations that want to be notified of job vacancies to contact us.

Appendix 3 to

Annual EEO Public Report Form

Covering the Period from 12/01/08 to 11/30/09

Station(s) Comprising Station Employment Unit **WUCW-Minneapolis**

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
WUCW Minneapolis

Type of Activity Under New EEO Rule:

CO-HOST AND MEDIA SPONSOR FOR A DIVERSITY JOB FAIR:

Minneapolis Annual Diversity Employment Day

NAACP Professional & Executive Diversity Job Fair

Minneapolis Convention Center

1301 Second Avenue S.

Minneapolis, MN. 55403

June 2, 2009

Participating Employees: Cindy Kuch- Accounting Manager, Karin Newhouse, Business Development Manager, Kim Martinez, Research Director, John Degnan, Local Sales Manager

Host: Personnel Strategies Inc.

As the media sponsor, the station aired commercial spots promoting this job fair at the Minneapolis Convention Center, downtown Mpls. This job fair was visited by hundreds of people from the Minneapolis / St. Paul area.

CO-HOST AND MEDIA SPONSOR FOR A DIVERSITY JOB FAIR:

2009 NAACP Regional Diversity Job Fair

Minneapolis Convention Center

1301 Second Avenue S.
Minneapolis, MN. 55403

September 15, 2009

Participating Employees: Cindy Kuch- Accounting Manager, Miles Kennedy, Business Manager, Tamika Bryant, Credit Manager

Host: Personnel Strategies Inc.

As the media sponsor, the station aired commercial spots promoting this job fair at the Minneapolis Convention Center, downtown Mpls. This job fair was visited by hundreds of people from the Minneapolis / St. Paul area.

INTERNSHIP PROGRAM:

The station has an internship program as defined below:

Program Goal:

The goal of our internship program is to recruit candidates from colleges and technical schools to prepare them for entry-level jobs within the broadcast industry. Our internship program is promotions/event/community based, which gives students more responsibility and direct dealings with the public as a representative of the station.

Program Objectives:

- Develop links with technical schools, universities and colleges to promote the station as a prospective employer.
- Create a symbiotic relationship between interns and station 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. Preferable, 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 of 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.

WUCW had 9 interns during this period, 1 from Minnesota School of Business, 1 from College of St. Catherine, 4 from Brown College, 1 from St. Cloud State University, and 2 from Hamline University.

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 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.