ATTACHMENT C

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 12/01/10 to and including 11/30/11 (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(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.

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Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from 12/01/10 to 11/30/11

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	Account Executive	Career Builder	5
2	National Sales Assistant	CW Twin Cities Web site	4
3	Assistant Creative Services Director	Internal	1
4			
5			
6			
7			
8			
9			

Total Number of Persons Interviewed During Applicable Period: 10

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Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 12/01/10 to 11/30/11

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 78th, Suite 100 Bloomington, MN 55420 952-851-0066 Attn: Tracy Schantz/Carreer Coordinator tschantz@academycollege.edu		Account Executive National Sales Assistant Asst Creative Services Dir
2	American Indian OIC 1845 East Franklin Avenue Minneapolis, MN 55404 612-341-3358 612-341-3766 FAX		Account Executive National Sales Assistant Asst Creative Services Dir
3	Anoka Ramsey Comm. College Freddie Ketchum 11200 Mississippi Boulevard NW Coon Rapids, MN. 55433 763-433-1564		Account Executive National Sales Assistant Asst Creative Services Dir
4	Art Institutes International MN 15 South 9th Street Minneapolis, MN 55402 612-656-6890 Attn: Angie Lira alira@aii.edu		Account Executive National Sales Assistant Asst Creative Services Dir

5	Augsburg College 2211 Riverside Avenue, Campus Box 79 Minneapolis, MN. 55454 612-330-1472 Attn: Sara Louden www.Landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
6	Baltimore Assoc. of Black Media Workers 6400 York Road Baltimore, MD. 21212 410-377-2246 Attn: Mr. Terry Owens/WMAR-TV		Account Executive National Sales Assistant Asst Creative Services Dir
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		Account Executive National Sales Assistant Asst Creative Services Dir
8	Bethel University 3900 Bethel Drive St. Paul, MN 55112-6999 651-638-6047 Attn: Pam Roach/Office Manager www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
9	Bishop State Community College 315 N. Broad Street Mobile, AL. 36603-5898 www.bishop.edu jwomack@bishop.edu Contact: Juliette F. Womack		Account Executive National Sales Assistant Asst Creative Services Dir
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 National Sales Assistant Asst Creative Services Dir
11	Brown College 1440 Northland Drive Mendota Heights, MN 55120		Account Executive National Sales Assistant Asst Creative Services Dir

	651-905-3465 Attn: Beth Mathiason e-mail:		
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		Account Executive National Sales Assistant Asst Creative Services Dir
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		Account Executive National Sales Assistant Asst Creative Services Dir
14	www.careerbuilder.com Corporate posting 8401 Greensboro Drive Ste 250 McLean, VA 22102 Brian Maggio	4 1	Account Executive National Sales Assistant Asst Creative Services Dir
15	College of St. Benedict's/St. John's University www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
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		Account Executive National Sales Assistant Asst Creative Services Dir
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		Account Executive National Sales Assistant Asst Creative Services Dir

18	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		Account Executive National Sales Assistant Asst Creative Services Dir
19	Concordia College 901 8th Street South Moorehead, MN 56562 218-299-3020 Attn: Jay Thoreson/ Career Center Director www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
20	www.craigslist.com (website)		Account Executive National Sales Assistant Asst Creative Services Dir
21	Emma L. Bowen Foundation 524 West 57th Street New York, New York 10019 212-975-2545 Attn: Sandra D. Rice		Account Executive National Sales Assistant Asst Creative Services Dir
22	Employment Action Center Career Services Lenox Community Center 6715 Minnetonka Blvd., Suite 212 St. Louis Park, MN. 55426		Account Executive National Sales Assistant Asst Creative Services Dir
23	Guild CSP 1740 Livingston Avenue West St. Paul, MN 55118 651-457-2248, Attn: Peggy Darmody		Account Executive National Sales Assistant Asst Creative Services Dir
24	Gustavus Adolphus College 800 West College Avenue St. Peter, MN 56082 506-933-7676 Attn: Cynthia Favre/director of Career Management		Account Executive National Sales Assistant Asst Creative Services Dir

	www.landit.org www.erecruiting.org		
25	Hamline University Career Development Center 1536 Hewitt Avenue, MS-B1802 St. Paul, MN 55104 651-523-2207 Attn: Janaya Martin www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
26	HIRED Phylicia Freeman/Employer Account Representative 1200 Plymouth Ave North Minneapolis, MN 55411 612-287-1381 fax 612-529-7131 Email: Phylicia.Freeman@hired.org www.hired.org		Account Executive National Sales Assistant Asst Creative Services Dir
27	Hispanic Link News Service 1420 N Street NW Washington, DC 20005 202-234-0280 Attn: Hector Erickson-Mendoza e-mail:hector@hispaniclink.org **PAID POSTINGS ONLY**		Account Executive National Sales Assistant Asst Creative Services Dir
28	Hospitality House & Youth Directions Larry A. McKenzie/Director 1220 Logan Ave N Minneapolis, MN 55411 612-522-4485 x11 lmckenzie@hhyd.org		Account Executive National Sales Assistant Asst Creative Services Dir
29	www.indeed.com (website)	1	Account Executive National Sales Assistant Asst Creative Services Dir
30	Jewish Family Service **EMAIL ONLY** 1633 W. 7th Street St. Paul, MN. 55102 Attention: Joe McKenzie 651-690-8910 e-mail jmckenzie@jfssp.org		Account Executive National Sales Assistant Asst Creative Services Dir
31	Landit.org (covers 29 colleges)		Account Executive National Sales Assistant Asst Creative Services Dir

32	Macalester College 1600 Grand Avenue St. Paul, MN. 55105 651-696-6384 Attn: Career Development Office www.erecruiting.com www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
33	Metro State University 700 East 7th Street St. Paul, MN 55105 651-793-1282 Attn: Gwendolyn Aubineau/HRIS/ Classified Employment Mgr. www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
34	Minneapolis College of Art and Design 2501 Stevens Ave Minneapolis, MN 55404 Attn: Phyllis Email Postings: careers@mcad.edu		Account Executive National Sales Assistant Asst Creative Services Dir
35	Minnesota Broadcaster's Association 3033 Excelsior Blvd, Suite 301 Minneapolis, MN 55416 612-926-8123 Attn: Linda Email Postings: llasere@minnesotabroadcasters.com		Account Executive National Sales Assistant Asst Creative Services Dir
36	MN School of Business/Globe College Attn: Sally Hively *Online Posting www.msbcollege.edu		Account Executive National Sales Assistant Asst Creative Services Dir
37	Minnesota Work Force Center (Minnesota's Job Bank) *online Posting		Account Executive National Sales Assistant Asst Creative Services Dir

	www.minnesotaworks.net Diane diane.roth@state.mn.us		
38	Ms. Foundation for Women 12 MetroTech Center, 26th Floor Brooklyn, NY 11201 Attn: Sara K Gould		Account Executive National Sales Assistant Asst Creative Services Dir
39	MSU, Moorehead Campus 1104 7th Avenue South Moorehead, MN 56563 1-800-593-7246 www.myinterfase.com/moorhead/employer www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
40	NAACP P.O. Box 25427 Raleigh, NC 27611 Attn: Programs Department		Account Executive National Sales Assistant Asst Creative Services Dir
41	National Assoc. of Black Journalists 1100 Knight Hall #3100 College Park, MD 20742 301-405-0248 Attn: Irving Washington e-mail: iwashington@nabj.org		Account Executive National Sales Assistant Asst Creative Services Dir
42	NAHJ (National Association of Hispanic Journalists) 1000 National Press Building 529 14th Street NW Washington, DC 20045-2100 800-346-NAHJ fax 202-662-7144 yguillen@nahj.org, jobbank@nahj.org to post		Account Executive National Sales Assistant Asst Creative Services Dir
43	National Black MBA Assoc. 180 N Michigan Ave, Suite 1400 Chicago, IL 60601		Account Executive National Sales Assistant Asst Creative Services Dir
44	National Hispanic Media Coalition **E-mail Only** 55 S. Grand Avenue Pasadena, CA 91105 213-534-3026		Account Executive National Sales Assistant Asst Creative Services Dir

	info@nhmc.org (Alejandra Valenzuela)		
45	National Organization for Women P.O. Box 25331 Raleigh, NC 27611 Attn: Programs Department		Account Executive National Sales Assistant Asst Creative Services Dir
46	National Organization for Women 1100 H ST. NW, 3rd Floor Washington, DC 20005 202-628-8669 Attn: Programs Department e-mail: now@now.org		Account Executive National Sales Assistant Asst Creative Services Dir
47	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		Account Executive National Sales Assistant Asst Creative Services Dir
48	Native American Public Telecommunications (NAPT) 1800 N 33rd Street Lincoln, NE 68503 402-472-3522 Attn: Mr. Frank Blythe		Account Executive National Sales Assistant Asst Creative Services Dir
49	Mentoring Young Adults Attn: Dora Jones 550 Rice St. Suite 103 St. Paul, MN. 55103		Account Executive National Sales Assistant Asst Creative Services Dir
50	North Hennepin Community College 7411 85th Avenue N Brooklyn Park, MN 55445 763-424-0702 Attn: Karen Philbin e-mail:kphilbin@nhcc.edu		Account Executive National Sales Assistant Asst Creative Services Dir
51	Rainy River Community College 1501 Hwy 71 International Falls, MN 56649 218-285-7722 Attn: LeAnne Hardy e-mail:twood@rrcc.mnscu.edu		Account Executive National Sales Assistant Asst Creative Services Dir
52	Referral/Internal		Account Executive

		1	National Sales Assistant Asst Creative Services Dir
53	St. Cloud State University 720 4th Avenue South, CH 215 St. Cloud, MN 56301 320-308-2165 Attn: Molly Nettell www.landit.org	1	Account Executive National Sales Assistant Asst Creative Services Dir
54	St. Mary's University 700 Terrace Heights #6 Winona, MN 55987 507-457-1700 Attn: Renee Solberg www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
55	Sinclair Broadcast Group 10706 Beaver Dam Road Hunt Valley, MD. 21030 Attn: Sharon Pickeral 410-568-1517 410-568-1597 fax www.sbgi.net		Account Executive National Sales Assistant Asst Creative Services Dir
56	Soar 4 Jobs 651-484-2597 Attn: John Etten Email Job Postings: jetten111@comcast.net		Account Executive National Sales Assistant Asst Creative Services Dir
57	Southwest Minnesota State University 156 Bellows-Academic Marshall, MN 56258 507-537-6221 Attn: www.mustangjobs.com www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
58	Spots N Dots www.spotsndots.com		Account Executive
59	www.tvjobs.com (website-Corporate Posting)		Account Executive

60	U of M, Crookston Campus http://goldpass.umn.edu/ Uses U of M GoldPass		Account Executive National Sales Assistant Asst Creative Services Dir
61	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		Account Executive National Sales Assistant Asst Creative Services Dir
62	U of M Humphrey Institute of Career Services Lynne Schuman/Director of Career Services Humphrey Institute, Graduate Programs Office 225 Humphrey Center, 301 19th Ave S Minneapolis, MN 55455 612-625-2847 www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
63	University of Minnesota, Morris Campus 201 Behmler Hall, 600 East 4th Street Morris, MN 56267-2132 320-589-2211 Attn: Irene Maloney www.mrs.umn.edu/services/career/employers www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
64	University of St. Thomas 2115 Summit Avenue, Mail #5020 St. Paul, MN 55105 651-962-5000 Attn: Lisa Mohr/Career Services www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir

65	Upper Midwest American Indian Center 1035 West Broadway Minneapolis, MN 55411 612-522-4436 Attn:Mary Beth Thunder		Account Executive National Sales Assistant Asst Creative Services Dir
66	Winona State University P.O. Box 5838 Winona, MN 55987 507-457-5340 Attn: Vicky Decker www.landit.org		Account Executive National Sales Assistant Asst Creative Services Dir
67	Workforce Investment Act Program 1530 E. Franklin Avenue Minneapolis, MN. 55404 612-879-1710 fax 612-879-1795 Attn: Adrian Martinez		Account Executive National Sales Assistant Asst Creative Services Dir
68	WUCW Website /On air 1640 Como Avenue St. Paul, MN 55108 651-646-2300, ext. 105 www.thecwtc.com	1 1	Account Executive National Sales Assistant Asst Creative Services Dir

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

ATTACHMENT C

Appendix 3 to

Annual EEO Public Report Form

Covering the Period from 12/01/10 to 11/30/11

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
Diversity Recruiters Network – City Career Fair Productions
Holiday Inn Minneapolis Metrodome
1500 Washington Avenue South
Minneapolis, MN. 55454

August 24, 2011

Participating Employees: Miles Kennedy, Accounting Manager

Host: City Career Fair

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

EDUCATIONAL EVENT

February 15, 2011

Title of Event: 100 Strong Who Care, Building Bridges for the Next Generations
Participating Employees: Vivian Moore, Local Sales Assistant

Host/sponsor of Activity:
Minneapolis Public School's Office of Equity and Diversity

Location: Nellie Stone Johnson Community School, 807 27th Avenue North, Minneapolis, MN. 55411

The event was held at Nellie Stone Johnson School which consists of K-8th graders. The event is designed to connect students with community members who want to impact their lives. The event introduced students to business professionals in marketing, science, law, human resources, computer technology and many more professionals. I along with two other speakers was assigned to a 6th grade science class where the student's project for this event was to write within a blank picture of a body how they see themselves as high school graduates entering college…..what makes them happy? What college would they attend and why? What would their major be? What would they earn their degree in? What would their profession eventually be? Vivian Moore spoke to students regarding careers in broadcasting.

EDUCATIONAL EVENT

October 17, 2011

Title of Event: 100 Strong Who Care, Building Bridges for the Next Generation of Leaders

Participating Employees: Vivian Moore, Local Sales Assistant

Host/sponsor of Activity: Northeast Middle School / Minneapolis Public School District

Location: Northeast Middle School, 2955 Hayes St NE Minneapolis, MN 55418

This event is designed to connect students with community members who want to positively impact their lives. The event introduces students to business professionals in marketing, science, law, human resources, computer technology and many more professions. Vivian Moore spoke to students about careers in radio/television broadcasting and the value of a college education.

EDUCATIONAL EVENT

April 22, 2011

Are you Smarter than a 5th Grader" Extra Credit Question

Participating Employees: Linda Nguyen Hart-Producer/Editor, Laura Crane-National Sales Manager, Charles Abel-Promotion/Production Manager, David Combs-Producer/Editor, Dan Crowe-Producer/Editor, Steve Borman-Producer/Editor

10 5th grade students from Clara Barton Open School took a tour of The CW Twin Cities & Participated in the "Are you Smarter than a 5th Grader" Extra Credit question.

-Students read scripts from a Teleprompter
-Learned how a studio shoot works (camera, microphones, lights, etc)
-Watched camera operator and director in action
-Watched producers edit segments together
-Students will be featured on television during Are You Smarter Than a 5th Grader

EDUCATIONAL EVENT

May 20, 2011

Are you smarter than a 5th Grader Extra Credit Question

Participating Employees: Linda Nguyen Hart-Producer/Editor, Charles Abel-Promotion/Production Manager, David Combs-Producer/Editor, Dan Crowe-Producer/Editor, Steve Borman-Producer/Editor

Mrs. Sara Edwards 3rd & 4th Grade Class from School for all Seasons took a tour of The CW Twin Cities & Participated in the "Are you Smarter than a 5th Grader" Extra Credit question.

-Students read scripts from a Teleprompter
-Learned how a studio shoot works (camera, microphones, lights, etc)
-Watched camera operator and director in action
-Watched producers edit segments together
-Students will be featured on television during Are You Smarter Than a 5th Grader

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 11 interns during this period, 3 from the University of Minnesota, 1 from the University of Redlands, 1 from IPR, 2 from MN School of business, 1 from Drake University, 1 from Notre Dame, 1 from St. Cloud University, 1 from Northwestern College.

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.