

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 10/01/07 to and including 9/30/08 (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 10/1/07 to 9/30/08

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	Careerbuilder	3
Credit Manager	Referral-Darla Harper	10
Account Exec 2	Referral-Mike Held	2

Total Number of Persons Interviewed During Applicable Period: 15

Appendix 2 to

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Covering the Period from 10/1/07 to 9/30/08

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 0	Account Executive 1 Credit Manager
B	NAACP-St. Louis 625 North Euclid St. Louis, MO 63108 Josephine Wheat 314-361-8600 Fax:314-361-4334	0 0	Account Executive 1 Credit Manager
C	Southern Illinois University Carbondale, IL 618-453-1043 Cindy Jenkins cjenk@siu.edu	0 0	Account Executive 1 Credit Manager
D	McKendree College 701 College Rd Lebanon, IL 62254 618-537-6523 Jen Pickerell jkpickerell@mckendree.edu	0 0	Account Executive 1 Credit Manager
E	Southern Illinois University Edwardsville Career Development Center Susan Siebert 618-650-3708	0 0	Account Executive 1 Credit Manager

	Sseiber@siue.edu		
F	Sinclair Website Sharon Pickeral www.sbgi.net 410-568-1517 10706 Beaver Dam Road Hunt valley, MD 21030	0 2 0	Account Executive 1 Credit Manager Account Executive 2
G	Southwestern Illinois College Belleville Attn: 618-222-5345 @swic.com	0 0	Account Executive 1
H	St. Louis American 3830 Washington Blvd St. Louis, MO 63108 314-533-8000X325 @stlamerican.com	0	Account Executive 1
I	Missouri Career Center 1017 Olive St St. Louis, MO 63101 Greathires.org @wfd.state.mo.us	0	Account Executive 1
J	National Assoc of Minorities in Communication Attn: Nicole Llido 600 Anton Blvd Ste 1100 Costa Mesa, CA 92625 jobs@namic.com	0 0	Account Executive 1 Credit Manager
K	Local Paper St. Louis Post Dispatch 314-621-6666 314-340-8665 fax		
L	Ranken Technical College 4431 Finney Avenue St. Louis, MO 63113 P: 314-371-0236 ranken.erecruiting.com	0 0	Account Executive 1 Credit Manager
M	Productive Futures Job Service 5225 Delmar Blvd. St. Louis, MO 63108 314-367-2522 lindaemckay@yahoo.com	0	Credit Manager
N	Referral	1 2 2	Account Executive 1 Credit Manager Account Executive 2
O	Kaskaskia College	0	Account Executive 1

	27210 College Rd Centralia, IL 618-545-3070 Sandy Shook		
P	Harris Stowe State University 3026 Wydown Blvd St. Louis, MO 63103 314-340-3512 careerservices@hssu.edu	0 0	Account Executive 1 Credit Manager
Q	Parks College 3450 Lindell Blvd St. Louis, MO careers@slu.edu p: 314-977-2828 F:314-977-3486	0 0	Account Executive 1 Credit Manager
R	Vatterott Technical College 12970 Maurer Industrial Drive Sunset Hills, MO 63127 Pat Nash patrick.nash@vatterott-college.edu p: 314-427-1333 x41066	0 0	Account Executive 1 Credit Manager
S	Bishop State Comm College Attn: Juliette Womack 351 N. Broad Street Mobile, AL 36603-5898 jwomack@bishop.edu	0 0	Account Executive 1 Credit Manager
T	Television Advertisement 1215 Cole Street St. Louis, MO 63106 KDNL-TV	0 0	Account Executive 1 Credit Manager
U	University of Missouri-St. Louis Attn: Peggy Gilbertson pgilb@umsl.edu 314-516-6117	0 1	Account Executive 1 Credit Manager
V	Careerbuilder.com Allison Weitzman - Account Executive 11 8401 Greensboro Dr, Ste 250 McLean, VA 22102	2 5	Account Executive 1 Credit Manager
W	KDNL's Website 314-436-3030 1215 Cole Street www.abcstlouis.com	0 0	Account Executive 1 Credit Manager

X	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	Account Executive 1 Credit Manager
Y	Urban League of Metropolitan St. Louis, Inc 8960 Jennings Station Rd St. Louis, MO 63136 P: 314-388-9840 X 106 F: 314-388-9845	0	Account Executive 1
Z	Community Renewal & Development 2012 Martin Luther King Dr St. Louis, MO Sal Martinez 314-289-9900	0 0	Account Executive 1 Credit Manager
Aa	St. Louis University 221 N. Grand Blvd. St. Louis, MO 63103 Career Sleuth (online database) careers.slu.edu	0	Credit Manager
Bb	TV Jobs.com	0	Credit Manager

Appendix 3 to

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Covering the Period from 10/01/07 to 9/30/08

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

1. Date of Station Participation: 4/10/2008
Participating Employee: Jack Leverich—MIS Engineer

Host/Sponsor of Activity: Girl Scouts

Brief Description of Activity and Station Participation: A group of Girl Scouts (Troop 2837) visited the station for a tour. They toured master control, the edit suites and the former newsroom. The girls participated in an activity to act as news reporters in the studio and weather reporters.

2. Date of Station Participation: 5/23/2008
Participating Employee: Jack Leverich—MIS Engineer

Host/Sponsor of Activity: Girl Scouts

Brief Description of Activity and Station Participation: A group of Girl Scouts (3rd grade) visited KDNL for a station tour. The girls were shown the edit suites, master control and studios. The girls were able to read the news in the studio and give a weather report in front of the blue screen. They learned about the processes involved in television broadcasting.

3. Date of Station Participation: 6/16/2008
Participating Employee: Jack Leverich—MIS Engineer

Host/Sponsor of Activity: Boy Scouts

Brief Description of Activity and Station Participation: A group of Boy Scouts (4th grade) visited the station for a tour of the studios, edit suites and master control. They were able to do a “newscast” in the studio and weather report in front of the blue screen on camera.

4. Date of Station Participation: 7/23/2008

Participating Employee: Jack Leverich—MIS Engineer

Host/Sponsor of Activity: Girl Scouts

Brief Description of Activity and Station Participation: A group of Cadette Girl Scouts visited for a tour of KDNL. They learned about broadcasting, toured the studios, edit suites and master control. The girls participated in a “newscast” in the studio and were able to give a weather report in front of the blue screen on camera.

Educational Event

1. Date of Station Participation: 2/11/08

Participating Employee: Tom Tipton, General Manager

Host/Sponsor of Activity: Lindbergh High School

Brief Description of Activity and Station Participation: KDNL-TV’s General Manager Tom Tipton gave a lecture to high school students at Lindbergh High School. Tom discussed careers in the industry and the operations of KDNL-TV.

2. Date of Station Participation: 3/6/08

Participating Employee: Tom Tipton—General Manager

Host/Sponsor of Activity: Webster University

Brief Description of Activity and Station Participation: KDNL-TV’s General Manager Tom Tipton gave a lecture to communications students at Webster University. Tom discussed careers in the industry and the operations of KDNL-TV.

3. Date of Station Participation: 5/6/08

Participating Employee: Jack Leverich, MIS/Engineering

Host/Sponsor of Activity: Ladue Middle School

Brief Description of Activity and Station Participation: KDNL-TV offered Ladue Middle School (7th grade) the opportunity to come and tour our station. We demonstrated to the students how a television business works and career opportunities available in broadcasting. The kids participated in a “newscast” in the studio and gave the weather report in front of the blue screen. They also toured the edit suites and master control.

4. Date of Station Participation: 5/23/08

Participating Employee: Jack Leverich, MIS/Engineering

Host/Sponsor of Activity: Affton High School

Brief Description of Activity and Station Participation: Students in a television production class from Affton High School participated in a tour of KDNL. They learned about the operations of a television station and created a “newscast” in our studio.

Training

KDNL’s employees completed two training courses: 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.