

Annual EEO Public File Report Form

KDSM

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: KDSM, Des Moines, IA and is required to be placed in the public inspection files of this station, and posted on its web site, if it has a web site.

The information contained in this Report covers the time period beginning 10/01/10 to and including 09/30/11 (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) 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 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

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Covering the Period from 10/01/10 to 09/30/11

Station Comprising Station Employment Unit: KDSM

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for this Job
1	Local Sales Assistant	CareerBuilder	1
2	Research Director	Internal Applicant	2
3	Sales Account Executive	Indeed.com	19
	Senior Sales Account Executive (2)	CareerBuilder (1) Indeed.com (1)	5

Total Number of Persons Interviewed During Applicable Period: 27

Appendix 2 to

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Covering the Period from 10/01/10 to 09/30/11

Station Comprising Station Employment Unit: KDSM

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	American Institute of Business Jane DeHaven 2500 Fleur Dr. Des Moines, IA 50310 515-244-4221 www.aib.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
2	Art Institute of Fort Lauderdale LuWin Sanchez Career Services Advisor 1799 SE 17 th St. Fort Lauderdale, FL 33316 800-275-7603 x 2615 954-308-2615 954-525-2602 (fax) lsanchez@aii.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
3	Asian & Pacific Islander Advisory Council Tom Baccam, Employee & Family Services 1446 Martin Luther King Way Des Moines, IA 50314 515-471-2360 www.iowaapi.org	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive

4	Briar Cliff University Nancy McGuire, Director of Career Development 3303 Rebecca St. Sioux City, IA 51104 712-279-5455 712-279-5426 (fax) www.briarcliff.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
5	Brown College Karol Baumeister 1440 Northland Dr. Mendota Heights, MN 55120 651-905-3499 www.browncollege.edu kbaumeister@browncollege.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
6	Buena Vista University Brenda Dodge 610 W Fourth St, Storm Lake, IA 50588 712-749-2440 712-749-2036 (fax) www.bvu.edu/career	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
7	Careerbuilder.com Brian Maggio 8401 Greensboro Dr McLean, VA 22102	1 0 10 2	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
8	Central College Pat Joachim Kitzman, Career Center Director 812 University Pella, IA 50219 641-628-5271 641-628-5338(fax) http://central-csm.symplicity.com	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
9	Chinese Association of Iowa Swallow Yan 2803 160 th St Urbandale, IA 50323 515-988-0901 775-249-6643 (fax) iowachinese@yahoo.com	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
10	Commission Of Latino Affairs Melissa Esquivel Interium Administrator Lucas State Office Bldg	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive

	321 E. 12 th St. Des Moines, IA 50309 515-281-4080 515-242-6119 (fax) www.iowalatioaffairs.org		
11	Des Moines Area Community College Jacki Boldt 2006 S. Ankeny Blvd Ankeny, IA 50021 515-964-6215 515-965-7158 (fax) jlboldt@dmacc.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
12	Des Moines Area Community College Hati Atal 1100 7 th St Des Moines, IA 50314 515-244-4226 515-248-7216(fax) haatal@dmacc.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
13	Drake University Amy Jo Myers 25 th & University Des Moines, IA 50311 515-271-2011 www.drake.edu/career	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
14	Elim Christian Fellowship Church Robert Bolden, Technology Director 515-865-1265 webmaster@elimdsm.com	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
15	Emma Bowen Foundation for Minority Interests in Media Rita Torres, Regional Director Western Region CSB Studio Center, Editorial 2, Suite 1 4024 Radford Ave. Studio City, CA 91604 818-655-5708 www.emmabowenfoundation.com	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive

16	Emma Bowen Foundation for Minority Interests in Media Sandra D. Rice, VP, Eastern Region 524 W 57 th St. New York, NY 10019 212-975-2545 212-975-5884 (fax) www.emmabowenfoundation.com	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
17	Goodwill Industries Andrew Schlumbohm Employment Specialist 4900 NE 22 nd St. Des Moines, IA 50313 515-265-5323	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
18	Grand View University Brenda Roney, Administrative Assistant Academic Advising 1200 Grandview Ave Des Moines, IA 50316 515-263-2888 515-263-2824 (fax)	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
19	Hispanic Educational Resources Jodi Ramos Executive Director 828 SE Scott Des Moines, IA 50309 515-282-6542 515-282-0260 (fax) Rramierez@herssm.org (formerly Mexican Coalition)	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
20	Hispanic Link News Service Charlie Erickson 1420 N. St. NW Washington, DC 20005 202-234-0280 202-234-4090 (fax) carloose@hispaniclink.org	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
21	Illyricum.biz Wayde Bassford, Executive Operating Manager 515-554-8722 wbassford@Illyricum.biz (ended 10/15/10-emails returned back to sender)		

22	Indeed.com *We do not post directly to this website, but this website pulls from other websites that we do post to*	0 0 1 1	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
23	Internal Applicants	0 1 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
24	Iowa Asian Alliance Stacy Lovan Programs Director Regency 6 Building 4600 Westown Parkway, Suite 105 West Des Moines, IA 50266 515-273-5100 515-273-5101 (fax) Info@iowaasianalliance.com	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
25	Iowa Broadcasters Association Sue Toma PO Box 71186 Des Moines, IA 50325 515-224-7237 515-224-6560 (fax) www.iowabroadcasters.com *Must be a member to Post*		
26	Iowa Central Community College Sara Condon One Triton Circle Fort Dodge, IA 50501 515-574-1286 515-576-7206 (fax) Condon_S@iowacentral.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
27	Iowa Division of the Status of African Americans Kim Cheeks, Program Coordinator Lucas State Office Building 321 E. 12 th St. Des Moines, IA 50319	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive

	515-281-3274 515-242-6119 (fax) www.state.ia.us/government/dhr/saa		
28	Iowa State University Ann Keigley, Recruiting Coordinator Ames, IA 50011 515-294-2542 515-294-5108 (fax) https://ecms.eng.iastate.edu/	0 0 2	Local Sales Assistant Research Director Sales Account Executive
29	Iowa Workforce Development Pamela Ostrem, Associate 430 East Grand Ave Des Moines, IA 50309 515-281-9600 515-281-9640 (fax) Pamela.Ostrem@iwd.iowa.gov	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
30	KDSM.com KDSM FOX 17 Matt Elliott 4023 Fleur Drive Des Moines, IA 50321 515-287-1717	0 0 2 1	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
31	Media Communications Association-International Amy Bayer, Membership Coordinator 2810 Crossroads Dr, Suite 3800 Middleton, WI 53718 608-443-2464 608-443-2474 (fax) www.mca-i.org	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
32	National Academy of TV Arts & Sciences Maggie Eubanks 1001 Highlands Plaza Dr. W, Suite 320 St. Louis, MO 63110 314-647-3669 314-644-6776 (fax) maggie@emmyid-america.org	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
33	National Association of Broadcasters Rumana Sultana, Project Coordinator		

	1771 North Street NW Washington, DC 20036 202-429-5428 202-429-3930 (fax) www.broadcastcareerlink.com *Costs money to post to this site*		
34	National Association of Hispanic Journalists Kevin Olivas 1000 National Press Bldg. Washington, DC 20045 202-662-7145 202-662-7144 (fax) kolivas@nahj.org	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
35	National Black MBA Association Debbie Tarver 180 N. Michigan Ave., Ste 1515 Chicago, IL 60601 312-236-2622 Debbie.tarver@nbmbaa.org	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
36	Native American Public Telecommunications Becky Fauver 1800 N 33 rd St. Lincoln, NE 68503 402-472-8675 native@unl.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
37	Norfolk State University Paula C. Briggs, Ph.D., Associate Professor 700 Park Ave. Norfolk, VA 23504 757-823-2384 pcbriggs@nsu.edu (added 8/10/11)		
38	Ohio/Illinois Centers for Broadcasting Gary James, Placement Director 9000 Sweet Valley Drive Valley View, OH 44125 216-447-9117 216-642-9232 (fax) gary@beonair.com	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive

39	Organization of Chinese Americans Jeff Moy, Executive Director 1322 18 th NW Washington, DC 20036 202-223-5500 202-296-0540 (fax) jmoy@ocanational.org	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
40	ProductionHub.com Amy Kilasonia Office Manager 1809 E. Winter Park Rd Orlando, FL 32803 877-629-4122 407-629-8884 (fax) www.productionhub.com	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
41	Purdue University Sally Luzader Assoc. Director-Graduate Career Services Rawls Hall, Room 3029 100 S. Grant St. West Lafayette, IN 47907 luzaders@purdue.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
42	Referral	0 1 3 1	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
43	Simpson College Erin Swancutt Career Counselor 701 North C Street Indianola, IA 50125 515-961-1667 www.simpson.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
44	Sinclair Website Sharon Pickeral, Employment Manager 10706 Beaver Dam Road Hunt Valley, MD 21030 410-568-1500 www.sbgj.net	0 0 1 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive

45	Talent Zoo rookies@talentzoo.com *For entry-level hires*	0 0	Local Sales Assistant Sales Account Executive
46	University of Iowa Chris Wells 24 Phillips Hall Iowa City, IA 52242 319-335-1024 www.careers.uiowa.edu *Only positions which require a 4 year degree may be posted to this source.	0	Research Director
47	University of Nebraska at Omaha Stacey Coleman, Career Exploration and Outreach 6001 Dodge St, EAB 211 Omaha, NE 68182 http://unoceo.unomaha.edu 402-554-3672 402-554-3516 (fax)	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
48	University of Northern Iowa Chris Petersen, Office Coordinator Gilchrist 102 Cedar Falls, IA 50614-0384 319-273-2061 319-273-6401 (fax) www.uni.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
49	Upper Iowa University Jeff Klunenberg, Academic Advising 1119 5 th St. West Des Moines, IA 50265 515-225-1800 klunenbergj@uiu.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
50	Upper Iowa University Karla Gavin, Director of Career Services PO Box 1857 Fayette, IA 52142 563-425-5208 563-425-5358 (fax) www.uiu.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive

51	Urban Dreams Michaeya Williams, Information & Referral Specialist 1410 6 th Ave. Des Moines, IA 50314 515-288-4742 www.michaeyawilliams@urbandreams.org	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive
52	Waldorf College Kristin Huls 106 S. 6 th St. Forrest City, IA 50436 641-585-8682 kraftr@waldorf.edu www.waldorf.edu	0 0 0 0	Local Sales Assistant Research Director Sales Account Executive Senior Sales Account Executive

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 10/01/10 to 09/30/11

Station Comprising Station Employment Unit KDSM

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

Internship Program

The station has an internship program as defined below:

Program Goal:

The goal of our internship program is to recruit students, primarily juniors and seniors from colleges or universities and prepare them for entry-level jobs within the broadcast industry.

Program Objectives:

- Develop relationships with universities and colleges to promote Sinclair Broadcast Group stations as prospective employers.
- Create a symbiotic relationship between interns and Sinclair 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.

KDSM had 2 Interns during this period:

1. Came from South Dakota State University, Brookings, SD and worked in our Production Department.
2. Came from Simpson College, Indianola, IA and worked in our Production Department.

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

Educational Event

Date of Station Participation: September 12, 2011

Participating Employees: Jessica Keenan, Local Sales Assistant

Host/Sponsor of Activity: Des Moines Area Community College (DMACC), Ankeny

The station set up a table outside the DMACC Student Activity Center. Jessica Keenan spoke with roughly 150-200 students on working in the Broadcast Industry, working at KDSM, current opportunities in the Sales Department, current sales promotions such as Mobi Deals, and the new Fox lineup for Fall. She passed out information to approximately 30 students on our website information and job opportunity information.

Job Fair

Date of Station Participation: February 3, 2011

Participating Employees: Carolyn Lawrence, General Sales Manager and Brooke Horton, Production Coordinator

Host/Sponsor of Activity: Drake University, Des Moines, IA

The station set up a table to talk to students about our full-time Account Executive position and our Production Internship.

Job Fair

Date of Station Participation: February 10, 2011

Participating Employees: Mike Wilson, General Manager and Brooke Horton, Production Coordinator

Host/Sponsor of Activity: Simpson College, Indianola, IA

The station set up a table to talk to students about our full-time Account Executive position and our Production Internship.

Job Fair

Date of Station Participation: March 30, 2011

Participating Employees: Mike Wilson, General Manager and Carissa Bochmann, Accounting Manager

Host/Sponsor of Activity: AIB, Des Moines, IA

KDSM participated in the AIB Career Fair on Wednesday, March 30 from 9:50-11:50am. Roughly 20 students stopped by to learn more about the opportunities. We passed out literature on SBG benefits, full-time opportunities, and website information.

Virtual Job and Internship Fair

Date of Station Participation: April 4, 2011-April 18, 2011

Participating Employees: Carissa Bochmann, Accounting Manager- created virtual employer booth

Host/Sponsor of Activity: University of Iowa

KDSM created a virtual booth with information on our Sales Account Executive and Sr. Sales Account Executive positions. Our booth was live from April 4-April 18, 2011 and we had two students submit resumes to our booth. I contacted both students via email and directed them to our website, which lists our current openings, and encouraged them to apply for those openings which they were interested in. Neither student was directly interested in our sales positions which we had posted for the Virtual Job and Internship Fair.

Training

SBG, Inc and its station KDSM 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.