

Annual EEO Public File Report Form

WICD-TV
Champaign, Illinois

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): WICD-TV Champaign, Illinois and is required to be placed in the public inspection files of these station(s), and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning 08/01/2010 to and including 7/31/2011 (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.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from 8/1/2010 to and including 7/31/2011 (the "Applicable Period").

Station Comprising Station Employment Unit: WICD-TV

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hire	Total Number of Interviewees from All sources for This Position
1	Sales Account Executive	Careerbuilder.com	1
2	Morning Anchor	Internal Employee	3
3	Photographer – Full Time	TV Jobs.com	3
4	Reporter/ Photographer	Employee Referral	5
5	News Producer	Internal Employee	2
6	Sales Account Executive- New Business	Careerbuilder.com	5
7			
8			
9			
10			
11			

Total Number of Persons Interviewed During Applicable Period: 19

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 8/01/2009 to and including 7/31/2010

Station Comprising Station Employment Unit: WICD-TV

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	Augustana College 639 38 th St. Rock Island, IL. 61201 309.794.7563 cindyboultinghouse@augustana.edu	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
B	Blackburn University 700 College Ave. Carlinville, IL. 62626 800.233.2550 rfent@blackburn.edu	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
C	Bradley University University Support Staff Smith Career Center 1501 W. Bradley Ave. Burgess Hall Peoria, IL. 61625 309.677.3034 jbrown@bradley.edu	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
D	California Chicano News Media Association (CCNMA)* Sylvia Wells 3800 S. Figueroa Street Los Angeles, CA 90037- 1206	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business

E	Careerbuilder Brian Maggio – Account Executive 8401 Greensboro Dr. McLean, VA 22102 www.careerbuilder.com	1 1 1 0 0 3	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
F	Collective Talent 26150 Hersheyvale Franklin, MI. 48025 Micheal Bille bille@michaelsmedia.com	0 0 0 0	Morning Anchor Reporter/Photographer Photographer – Full Time News Producer
G	Danville Area Comm. College Career Center 2000 E. Main Street Danville, IL 61832-5199 P: (217) 443-8833	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
H	Dominican University 7900 W. Division Lewis 216 River Forest, IL. 60305 708.524.6827 Keli Wojciechowski kallen@dom.edu	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
I	Eastern Illinois University Jan Stevens 600 Lincoln Avenue 1301 Charleston, IL 61920 P: (217) 581-3712 www.eiu.edu jastevens@eiu.edu	0 0 0 0 0 1	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
J	Employee Referral	0 0 0 2 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
K	Equal Opportunity Commission 1801 L Street, NW Washington, D.C. 20507 202.663.4900	0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer

		0	Sales Account Executive – New Business
L	Eureka College Alaina Castillo 300 E. College Ave. Eureka, IL. 61530 309.467.6420	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
M	Facebook www.facebook.com	0	Sales Account Executive – New Business
N	Greenville College 315 E. College Ave. Greenville, IL. 62246 618.664.6613 tonya.holman@greenville.edu u	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
O	Heartland Community College 1500 W. Raab Rd. Normal, IL. 61761 309.268.8000 Director of Human Resources	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
P	Illinois Broadcasters Association 300 N. Pershing Ave. Suite B Energy, IL. 62933 618.942.2139 www.ilba.org	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
Q	Illinois Central College 115 SW Adams St. Peoria, IL. 61602 309.694.5522 Cara Schmidt	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
R	Illinois College 1101 W. College Ave. Jacksonville, IL. 62650 217.245.3040 sduester@ic.edu	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
S	IL Dept of Employment Security	0 0	Sales Account Executive Morning Anchor

	Chris Zionie 1307 N. Mattis Champaign, IL 61821 P: (217) 278-5700	0 0 0 0	Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
T	Illinois News Broadcasters Assoc. Bob Roberts c/o WIUM-FM News 1 University Circle Macomb, IL 61455 www.inba.net	0 0 0 0 1 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
U	Illinois State College Campus Box 4481 Normal, IL. 61790-4481 309.438.7409 dllesse@ilstu.edu	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
V	Jewish Vocational Service 216 W. Jackson Blvd. Chicago, IL. 60606 312.673.3444 sllyyarberry@jvschicago.org Sally Yarberry	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
W	Kaskaskia College 27210 College Rd. Centralia, IL. 62801 618.545.3000 Stephanie Burghar sburghar@kaskaskia.edu	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
X	Lake Land College 5001 Lake Land Rd. Mattoon, IL. 61938 217.234.5288 Tina Moore careerservices@lakeland.cc. il.us	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
Y	Lincoln Land College 5250 Shepherd Rd. Springfield, IL. 62794-9256 217.786.2200 Career Services	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business

Z	Madison Media Institute Susan Miller 2702 Agriculture Drive Madison, WI 53718 www.madisonmedia.com	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
AA	Malcolm X College 1900 W. Van Buren Chicago, IL. 60612	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
BB	MediaLine Mark Shilstone Job Posting Administrator PO Box 51909 Pacific Grove, CA 93950 P: (831) 648-5200 *News only	0 0 1 0	Morning Anchor Photographer – Full Time Reporter/Photographer News Producer
CC	Millikin University 1184 W. Main St. Decatur, IL. 62522 Sandy Wilcox	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
DD	NAACP Cleveland Jefferson 310 E. Bradley Champaign, IL 61820	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
EE	National Association of Hispanic Journalists Ms. Yaneth Guillen 1000 National Press Building 529 14 th Street, N.W. Washington, DC 20045 P: (202) 662-7145 www.nahj.org jobbank@nahj.org	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
FF	National Black MBA Assoc. Della Green 180 N. Michigan Ave., Ste	0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time

	1515 Chicago, IL 60601 P: (312) 236-2622 www.nbmbaa.org	0 0 0	Reporter/Photographer News Producer Sales Account Executive – New Business
GG	Northern Illinois University Campus Life Building Room 220 DeKalb, IL. 60115-2825 Career Services	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
HH	Ohio/Illinois Broadcast Engineers 9000 Sweet Valley Dr. Valley View, OH. 44125 216.447.9117 gary@be on air.com Gary James *No Sales	0 0 0 0	Morning Anchor Photographer – Full Time Reporter/Photographer News Producer
II	Parkland College Career Center 2400 W. Bradley Champaign, IL 61821 P: (217) 351-2220	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
JJ	Purdue University Sally Luzader Rawls Hall, Room 3029 100 S. Grant St. West Lafayette, IN. 47907	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
KK	Rainbow Push Coalition 930 E. 50 th St. Chicago, IL. 60615 773.373.3366 ext. 723 Felicia McQuitter fmcquitter@rainbowpush.org	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
LL	Richland Community College One College Park Decatur, IL. 62521 217.875.7200 Career Services	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business

MM	Robert Morris College 3101 Montvale Dr. Springfield, IL. 62704 Amanda Spindel Student Employment Advisor	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
NN	Sinclair Broadcast Group, Inc. Sharon Pickeral 10706 Beaver Dam Road Cockeysville, MD 21030 P: (410) 568-1500 www.sbgnet.net	0 1 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
OO	Southern Illinois University 900 S. Normal – Woody Hall B204 Mail Code 4703 Carbondale, IL. 62901-4703 Beverly Robbins	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
PP	Southern Illinois University – Edwardsville Tammy Dugan Founders Hall – Room 3126 Edwardsville, IL. 62025	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
QQ	Specs Howard School of Broadcast Arts 19900 W. 9 Mile Road Southfield, Michigan 48075 nicole@specshoward.edu	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
RR	Talent Dynamics 600 Las Colinas Blvd Ste 100 Irving, TX. 75039 Christina Hedding hedding@talentdynamics.com	0 0 0	Morning Anchor Reporter/Photographer News Producer
RR	TVJobs.com P.O. Box 4116 Oceanside, CA 92052 Mark Holloway	0 1 1 1	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer

	www.tvjobs.com	0 0	News Producer Sales Account Executive – New Business
SS	University of Illinois Laurine Cowen 620 E. John Street Room 250 Champaign, IL 61820 P: (217) 333-5300	0 0 0 0 0 1	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
TT	University of Illinois – Chicago UIC Office of Career Services 1200 W. Harrison Room 3050 SSB (MC 099) Chicago, IL. 60607 P: (312) 996-2300	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
UU	University of Illinois – Springfield UIS Career Development Center One University Plaza, SAB 50 Springfield, IL. 62703	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
VV	Western Illinois University Department of Broadcasting 1 University Circle Macomb, IL. 61455 Sharon Evans, Ph D	0 0 0 0 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
WW	WICD NewsChannel 15 Internal Job Posting Tonya L. Bliss 250 S. Country Fair Drive Champaign, IL 61821 P: (217) 351-8500	0 1 0 0 1 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business
XX	WICD NewsChannel 15 Station Website Tonya Bliss 250 S. Country Fair Drive Champaign, IL 61821 P: (217) 351-8500 www.wicd15.com	0 0 0 1 0 0	Sales Account Executive Morning Anchor Photographer – Full Time Reporter/Photographer News Producer Sales Account Executive – New Business

**The station employment unit broadcasts and publishes notices asking organizations that want to be notified of job vacancies to contact us.

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 8/01/2009 to and including 7/31/2010

Station Comprising Station Employment Unit: WICD-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities
Undertaken by WICD-TV

1. Activity: **JOB FAIRS—Illinois Broadcasters Association/ Illinois University**

Date of Station Participation: October 8, 2010

Participating Employees: Mary Carter, Payroll/HR/Accounting Manager and Jeff Schlindwein, Regional Controller

Host/Sponsor of Activity: IBA and IU

Brief Description of Activity and Station Participation:

The representatives of afore-mentioned organization offered a chance for college-aged men and women as well as other adult members of the local communities to meet employers and discuss future employment opportunities in a fair-like atmosphere. WICD-TV participated by handing out pamphlets, available job opening lists and other information regarding employment opportunities within the broadcasting field as well as information on our internship opportunities.

2. Activity: **JOB FAIRS-Second Annual Mature Worker Job Expo**

Date of Station Participation: March 23, 2011

Participating Employees: Tonya Bliss, HR Coordinator and Holly Jones, Creative Services Manager

Host/Sponsor of Activity: Experience Works

Brief Description of Activity and Station Participation:

The representatives of afore-mentioned organization offered a chance for mature men and women of the local communities to meet employers and discuss future employment opportunities in a fair-like atmosphere. WICD-TV participated by handing out pamphlets, available job opening lists and other information regarding employment opportunities within the broadcasting field.

3. Activity: **Job Fair – Lakeland College Annual Job Fair**

Date of Station Participation: March 23, 2011

Participating Employees: Tonya Bliss, HR Coordinator and Holly Jones, Creative Services Manager

Host/Sponsor of Activity: Lakeland College

Brief Description of Activity and Station Participation:

The representatives of afore-mentioned organization offered a chance for college-aged men and women as well as other adult members of the local communities to meet employers and discuss future employment opportunities in a fair-like atmosphere. WICD-TV participated by handing out pamphlets, available job opening lists and other information regarding employment opportunities within the broadcasting field as well as information on our internship opportunities.

4. Activity: **Job Fairs – IBA/Eastern Illinois University Communication Studies Department**

Date of Station participation: March 30, 2011

Participating Employees: Tonya Bliss, HR Coordinator and Holly Jones, Creative Services Manager

Host/Sponsor of Activity: Illinois Broadcasters Association/Eastern Illinois University

Brief Description of Activity and Station Participation:

The representatives of afore-mentioned organization offered a chance for college-aged men and women as well as other adult members of the local communities to meet employers and discuss future employment opportunities in a fair-like atmosphere. WICD-TV participated by handing out pamphlets, available job opening lists and other information regarding employment opportunities within the broadcasting field as well as information on our internship opportunities.

5. Activity: **EDUCATIONAL EVENT—Appearance**

Date of Station Participation: October 13, 2010

Participating Employees: Ryann Monahan, Reporter/Photographer

Host/Sponsor of Activity: University of Illinois, School of Journalism

Brief Description of Activity and Station Participation: Ryann spoke to a Journalism Class regarding her education, training, background, career path, expectations and day to day work activities. Also, informed students what to expect in the future. Informed them of open positions at the station. Question and answer session.

6. Activity: **EDUCATIONAL EVENT—Appearance**

Date of Station participation: November 17, 2010

Participating Employees: Steve Breitwieser, Sports Director

Host/Sponsor of Activity: University of Illinois, School of Journalism

Brief Description of Activity and Station Participation: Steve spoke to a Journalism Class regarding his education, training, background, career path, expectations and day to day work activities. Also, informed students what to expect in the future. Informed them of open positions at the station. Question and answer session.

7. Activity: **EDUCATIONAL EVENT- Station Tour**

Date of Station participation: November 17, 2010

Participating Employees: Bridget Shanahan, Morning/Midday Anchor and Matt Brickman, Morning/Midday Weather Anchor and Autum Molay, Promotions Producer

Host/Sponsor of Activity: WICD NewsChannel 15

Brief Description of Activity and Station Participation:
Tour was given to 26 students from Baptist School of Danville. They also watched the live newscast of the Midday Show. Matt and Bridget spoke to the students about their positions at the station, educational background and current open positions.

8. Activity: **Educational Event- Station Tour**

Date of Station Participation: November 18, 2010

Participating Employees: Bridget Shanahan, Morning/Midday Anchor and Matt Brickman, Morning/Midday Weather Anchor and Autum Molay, Promotions Producer

Host/Sponsor of Activity: WICD NewsChannel 15

Brief Description of Activity and Station Participation: Tour was given to a group of Parkland College students. Matt and Bridget spoke to the students about their positions at the station, educational background and current open positions.

9. Activity: **Educational Event—Tuscola Head Start Appearance**

Date of Station participation: October 10, 2010

Participating Employees: Bridget Shanahan, Morning/Midday Anchor and Matt Brickman, Sunrise & Midday Weather Forecaster

Host/Sponsor of Activity: Tuscola Head Start

Brief Description of Activity and Station Participation:

Bridget and Matt spoke to a class regarding their education background, career path, expectations and day to day work activities. Question and answer session.

10. Activity: **Educational Events: University of Illinois Journalism Class Appearance**

Date of Station participation: September 20, 2010

Participating Employees: Bridget Shanahan, Morning/Midday Anchor

Host/Sponsor of Activity: University of Illinois/WICD

Brief Description of Activity and Station participation:

Bridget spoke to journalism students about what she does at the station and what the students can expect after graduating with a degree in Broadcast Journalism.

11. Activity: **Educational Event- Jamaica Junior High School, 8th Grade Fairmont Day**

Date of Station participation: September 25, 2010

Participating Employee: Doug Quick, Chief Weathercaster

Host /Sponsor of Activity: Jamaica Junior High School

Brief Description of Activity and Station participation:

Doug participated as an MC of the parade which took place in Fairmont. The parade was a fundraiser for 8th grade Class Trip to Washington D.C. A question and answer session with the students regarding weather, Doug's position, the station and the different positions at the station took place before the parade.

12. Activity: Educational Event- Station Tour

Date of Station participation: January 11, 2011

Participating Employees: Scott Larson, Operations Manager and Autum Moley, Promotions Producer

Host /Sponsor of Activity: WICD

Brief Description of Activity and Station participation:

15 8th graders from St. Malachi School in Rantoul toured the station and had a question and answer session regarding Broadcast Journalism careers and educational needs.

13. Activity: Educational Event - Panel Discussion on Journalism at the University of Illinois College of Media

Date of Station participation: February 12, 2011

Participating Employees: Matt Brickman

Host/Sponsor of Activity: UIUC College of Media/WICD

Brief Description of Activity:

Participated in a panel discussion on the state of the TV News Industry with other local media representatives. Answered questions from college seniors. Gave advice on upcoming job search.

14. Activity: Educational Event: Classroom Presentation – Danville Area Community College

Date of Station participation: March 16, 2011

Participating Employees: Doug Quick, Chief Weathercaster

Host/Sponsor of Activity: Danville Area Community College/WICD

Brief Description of Activity: Presentation included two videos; one on the history of Television in this market and the second on weather preparation at WICD. We talked about past, present and future of radio and television with a

concentration of the future and how it related to job and employment opportunities. Topics also included what field of study would put students into a fast track at obtaining jobs in local television. Technology was a major topic, especially with changes in broadcasting media. Employment opportunities were also mentioned. It also included a weather video.

15. Activity: **Educational Event: Book Chat Day**

Date of Station participation: March 31, 2011

Participating Employees: Rick Schutt, News Anchor

Host/Sponsor of Activity: St. Joseph Grade School/WICD

Brief Description of Activity: Gave presentation to 2nd grade class of St. Joseph Grade School. Helped with a book chat they are doing. I described various positions at the station. I also conducted question and answer session at the end.

16. Activity: **Educational Event: Kids Plus After School Program**

Date of Station participation: April 4, 2011

Participating Employees: Matt Brickman, Sunrise and Midday Weather Forecaster

Host/Sponsor of Activity: Champaign School District/WICD

Brief Description of Activity: Spoke to grade school students as a part of Science Week. Answered questions and gave advice on future education and job opportunities.

17: Activity: **Educational Event: Station Tour**

Date of Station participation: April 28, 2011

Participating Employees: Autum Molay, Promotions Producer; Doug Quick, Chief Weathercaster; Erin Murphy, Evening News Anchor

Host/Sponsor of Activity: WICD

Brief Description of Activity: Five students from Journalism 110 class at DACC toured our station and watched a newscast from the studio. Answered questions from students. Gave advice on education and upcoming job search.

17. Activity: **Educational Event: Station Tour**

Date of Station participation: May 5, 2011

Participating Employees: Kate Springer, Sunrise and Midday Anchor; Matt Brickman, Sunrise and Midday Weather Forecaster

Host/Sponsor of Activity: WICD

Brief Description of Activity: Four students from Parkland Community College toured the station and watched part of our Midday Show. Answered questions from students. Gave advice on education and upcoming job search.

18. Activity: **Educational Event: Classroom Presentation**

Date of Station participation: May 5, 2011

Participating Employees: Doug Quick, Chief Weathercaster

Host/Sponsor of Activity: Southwest Elementary, Danville District, Tilton, Illinois/WICD

Brief Description of Activity: Doug conducted a presentation for around forty four second grade students in two different thirty five minute sessions. He covered the importance of being aware of the weather each day. The differences between watches and warnings. He discussed emergency preparedness. Doug also discussed the importance of education, learning about computers, new technology and the importance of reading and other basic skills. He conducted a question answer session regarding the different positions at the station.

19. Activity: **Community Event – Station Tour**

Date of Station participation: August 12, 2010

Participating Employees: Autum Molay, Promotions Producer; Scott Larson, Operations Manager

Host/Sponsor of Activity: WICD

Brief Description of Activity: A tour of NewChannel 15 for Cub Scout Troop 249, Westville. Discussed broadcast television. Answered questions and gave advice on education and various positions in the industry.

20. Activity: **Community Event – Station Tour**

Date of Station participation: August 16, 2011

Participating Employees: Autum Molay, Promotions Producer; Scott Larson, Operations Manager

Host/Sponsor of Activity: WICD

Brief Description of Activity: A tour of NewChannel 15 for Cub Scout Troop 249, Westville. Discussed broadcast television. Answered questions and gave advice on education and various positions in the industry.

21. Activity: **Community Event – Station Tour**

Date of Station participation: December 03, 2010

Participating Employees: Kate Springer, Sunrise and Midday Anchor; Matt Brickman, Sunrise and Midday Weather Forecaster, Autum Molay, Promotions Producer

Host/Sponsor of Activity: WICD

Brief Description of Activity: A group of ten adults with disabilities from The Circle of Friends Center toured the station and watched Midday from the studio.

22. Activity: **Community Event – Station Tour**

Date of Station participation: February 21, 2011

Participating Employees: Kate Springer, Sunrise and Midday Anchor; Matt Brickman, Sunrise and Midday Weather Forecaster, Autum Molay, Promotions Producer

Host/Sponsor of Activity: WICD

Brief Description of Activity: Cub Scout Pack 224 of Oakwood toured the station and watched Midday from the studio.

23. Activity: **Community Event –Station Tour**

Date of Station participation: February 21, 2011

Participating Employees: Kate Springer, Brittany Sager, Autum Molay

Host/Sponsor of Activity: WICD

Brief Description of Activity: Eight adults from the Crosspoint Human Services in Danville toured the station and watched part of the Midday Show.

24. Activity: **Community Event –Station Tour**

Date of Station participation: March 16, 2011

Participating Employees: Scott Larson, Operations Manager

Host/Sponsor of Activity: WICD

Brief Description of Activity: A tour was given to a stage manager's workshop. I explained in great detail how broadcasting live newscast happens as well as education options leading to career options in the industry.

25. Activity: **Community Event –Social Science Workshop at Danville Area Community College**

Date of Station participation : April 6, 2011

Participating Employees: Doug Quick, Chief Weathercaster

Host/Sponsor of Activity: Danville Area Community College

Brief Description of Activity: 15 local teachers heard presentations of local leaders who can talk about local history and how it should be also included in the teachings of local students. I did a nearly 2 hour presentation on this subject. I featured histories of central Illinois heritage TV Stations and how stations evolved. I also talked about FCC's freeze of 1948-1953. I presented a Power Point and a video.

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.

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. 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.

WICD-TV had 5 Interns during this period. The Interns came from the following:

- University of Illinois, Champaign-Urbana, IL (3)
- Eastern Illinois University, Charleston, IL. (1)
- Lakeland Community College, Champaign, IL. (1)

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

Training

Activity: Sexual Harassment and Code of Business Conduct and Ethics Training

Date of Station Participation: Aug 1, 2010- July 31, 2011

Participating Employees: All new employees are required to participate in these online courses and all current employees take a refresher course annually.

Brief Description of Activity and Station Participation: The purpose of this training is to increase and renew awareness of our policies and procedures, manager and supervisor development, and FCC compliance.

SBG, Inc and its station WICD – TV 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.