

Appendix A
SAMPLE ANNUAL EEO PUBLIC FILE REPORT

2009 - Annual EEO Public File Report

The purpose of this EEO Public File Report ("Annual EEO Report") is to comply with Section 73.2080(c)(6) of the FCC's Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following stations, which collectively form a single Station Employment Unit for purposes of the EEO Rules:

| Call Sign | Community | FIN |
|------------------|----------------------|--------------|
| WXYZ(TV) | Anywhere, USA | 1234 |
| WXYZ-LP | Anywhere, USA | 12344 |
| WXYZ-LP | Anywhere, USA | 12345 |

The information contained in this Annual EEO Report covers the time period from **November 25, 2008 to, and including, November 30, 2009** (the "Applicable Period"). Consistent with the FCC's Rules, this Annual EEO Report contains the following information:

- A list of all full-time vacancies filled by the Station(s) during the Applicable Period;
- For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station(s) about any new job openings, which are separately identified;
- The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period;
- Data reflecting the total number of persons interviewed for all 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
- A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station(s) during the Applicable Period.

The following sections provide the required information, and summarize the station(s) EEO efforts during the Applicable Period. This Annual Report was placed in each station's public inspection file on **December 1, 2009** and posted on the stations' website, in accordance with the FCC's EEO Rules.

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SECTION 1: Full-Time Job Openings Filled During This Period

Time Period Covered: **November 25, 2008 to November 30, 2009**

Stations in Employment Unit: **WXYZ(TV), WXYZ-LP, WXYX-LP**

| Full-time Positions Filled By Job Title and Date Filled | | Recruitment Source that Referred the Person Hired |
|--|---------------------------|--|
| 1. | Account Executive 1/30/09 | On-Air Ads |
| 2. | Program Director 4/13/09 | The Daily Chronicle |
| 3. | Weatherman 6/1/09 | University of Anywhere |
| 4. | Traffic Operator 7/14/09 | Station Web Site |
| 5. | Camerman 8/5/09 | Walk-in |

Total Number of People Interviewed for All Job Positions: 23

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SECTION 2: Recruitment Sources

Time Period Covered: **November 25, 2008 to November 30, 2009**

Stations in Employment Unit: **WXYZ(TV), WXYZ-LP, WXYX-LP**

| Recruitment Source (Name, Address, Telephone Number, Contact Person) | | Total Number of Interviewees This Source Has Provided During This Period | Full-time Positions for Which This Source Was Utilized |
|--|--|--|--|
| 1. | Internal Station Postings | 2 | All Positions |
| 2. | Station Web Site Postings www.callsign.com | 4 | All Positions |
| 3. | On-Air Recruitment Ads WXYZ(TV) Station Manager | 3 | All Positions |
| 4. | Walk-ins | 2 | All Positions |
| 5. | The Daily Chronicle Joe Smith Address Phone | 2 | Positions 1,3, 5 |
| 6. | The Weekly Guardian Joan Smith Address Phone | 0 | Positions 2, 4 |
| 7. | State Association of Broadcasters P.O. Box 123 Anywhere, State | 1 | All Positions |
| 8. | Anywhere State School of Broadcast Journalism Prof. Joe Smith Address Phone | 1 | Positions 1,2, 3 |
| 9. | University of Anywhere Office of Career Planning Joe Smith Address Phone | 3 | Positions 2, 3, 5 |

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|-----|--|---|---------------|
| 10. | TV Cameraman Magazine Joe Smith Address Phone | 0 | Position 5 |
| 11. | Anywhere City Chamber of Commerce Office of Job Placement Joe Smith Address Phone | 0 | All Positions |
| 12. | Ass'n. of Hispanic Journalists Joe Smith Address Phone | 3 | All Positions |
| 13. | NAACP Anywhere City Chapter Joe Smith Address Phone | 2 | All Positions |
| 14. | The Weekly Anywhere Sentinel Joe Smith Address Phone | 0 | All Positions |
| 15. | Anywhere City Job Recruitment Center Joe Smith Address Phone | 0 | All Positions |
| 16. | Anywhere City Elks Club Job Board Joe Smith Address Phone | 0 | All Positions |

SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered: **November 25, 2008 to November 30, 2009**

Stations in Employment Unit: **WXYZ(TV), WXYZ-LP, WXYL-LP**

1. **On-Going Internship Program for Area College Students (§73.2080(c)(2)(v)).** This on-going semester internship program has been in place at the station for at least six years. The station welcomes students from area universities and colleges who are motivated and excited about expanding their knowledge and hands-on experience in a vibrant broadcasting environment. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and constantly monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. Internship periods include Fall, Spring and Summer of each year. During the period covered by this report, WXYZ(TV) has had seven student interns involved in this program – one in the Fall of 2008, and three in the Spring session of 2009.
2. **Junior Achievement Annual Job Shadow Day (§73.2080(c)(2)(iv)).** This annual program takes place during the first week of May each year. The Anywhere Area Chamber of Commerce, who supports educational initiatives in the community, coordinates this day to expose area college and high school students to various careers and work sites across the city. Twenty area students spent the day observing various jobs being performed within station WXYZ(TV), and were allowed to interact with employees. The Programming Director and News Director discussed the different positions and careers possible at a broadcast television station.
3. **EEO Training to Upper Level Management.** During the Winter of 2008 and the Summer of 2009, WXYZ(TV) provided training to the station's upper level management regarding interviewing techniques to ensure equal opportunity in the hiring process. Station manager Joe Smith and Director of Human Resources Josephine Smith attended both training sessions, which were conducted by the Anywhere Chamber of Commerce.
4. **Job Fairs.** Station manager Joe Smith and Director of Human Resources Josephine Smith attended four job fairs during the past year on behalf of station WXYZ(TV). Joe and Josephine attended two job fairs at the University of Anywhere, one in December 2008 and one in April 2009. In addition, they attended two job fairs hosted by the School of Broadcast Journalism at Anywhere State in the summer of 2009. At all four events, Joe and Josephine met with students and job seekers, discussed careers and advancement in the broadcast industry, and solicited resumes.