

ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS

The purpose of this Annual EEO Public File Report for "Option A" Broadcast Stations (this "Report") is to comply with Section 73.2080(c)(6) of the Commission's EEO Rules.

This report has been prepared on behalf of the station employment unit (the "Station Employment Unit") that is comprised of the following entity: WSBT, Inc., licensee of WSBT-TV, WNSN (FM), and WSBT (AM). All of these stations serve South Bend, IN as their communities of license and this report will be placed in the stations' public inspection files and on their websites by the applicable Commission deadline.

The information contained in this Report covers the time period from March 27, 2010 to, and including, March 26, 2011 (the "Reporting Period").

Under the Commission's EEO Rules, the Station Employment Unit has elected Option A, "Supplemental Recruitment Measures" for the Reporting Station for the duration of the Reporting Period.

The Commission's EEO Rules require that this Report contain the following additional information:

1. A list of all full-time vacancies filled by the Reporting Station during the Reporting Period; identified by job title;
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 Commission's EEO rules, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Reporting Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Reporting 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 73.2080(c)(2) of the Commission's EEO Rules during the Reporting period.

Since some of the information required for this Report is duplicative, the Station Employment Unit has developed the attached set of Appendices, which, in the aggregate, contain all of the information believed to be required under the Commission's EEO Rules.

For the purposes of this Report, a vacancy was deemed "filled" not simply when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person or over the telephone.

This Report was prepared on March 31, 2011.

Appendix A

Job#	Position Filled	Total Number of Interviews	Date Job Filled	Recruitment Source of Hiree	Recruitment Source of Interviewees	Recruitment Sources Used for Interviewees (*)
1	News Producer	3	4/1/2010	Referral	57,Referral,57	1-40,43-47,49-50, 52-59
2	TV Account Executive	12	4/26/10	58	58, 58, 58, Referral, Internal, 57, 57, 57, 57, 57, 57, 58	1-40, 43-47, 49-50, 52-59
3	TV Account Executive	12	4/26/10	58	58, 58, 58, Referral, Internal, 57, 57, 57, 57, 57, 57, 58	1-40,43-47,49-50, 52-59
4	TV Sales Account Executive	12	4/26/10	Internal	58, 58, 58, Referral, Internal, 57, 57, 57, 57, 57, 57, 58	1-40,43-47,49-50, 52-59
5	TV Sales Account Executive	12	4/26/10	58	58, 58, 58, Referral, Internal, 57, 57, 57, 57, 57, 57, 58	1-40,43-47,49-50, 52-59
6	TV Sales Account Executive	12	4/26/10	58	58, 58, 58, Referral, Internal, 57, 57, 57, 57, 57, 57, 58	1-40,43-47,49-50, 52-59
7	TV Sales Account Executive	12	4/26/10	58	58, 58, 58, Referral, Internal, 57, 57, 57, 57, 57, 57, 58	1-40,43-47,49-50, 52-59
8	TV Sales Account Executive	12	4/26/10	58	58,58,58,Referral, Internal,57,57,57,57, 57,57, 58	1-40,43-47,49-50, 52-59
9	TV Sales Account Executive	12	4/26/10	57	58,58,58,Referral, Internal,57,57,57,57, 57,57, 58	1-40,43-47,49-50, 52-57,59
10	Radio Talk Show Host		5/3/10	1	1, 1, 1, Referral, 1, 57	1-47,49-50, 52-59
11	Radio Marketing Consultant	18	6/28/2010	48	48, 48, 48, Referral, Referral, 48, Referral, Referral, Referral, 57, 57, 58, 57, 48, 48, 48, 48, Referral	1-50, 52-59
12	Radio Sales Manager	4	8/30/2010	1	Referral, Referral, 58, 1	1-50, 52-59
13	Radio Operations	11	9/7/2010	Referral	Referral, Referral,	1-47,49-50,

	Manager				Referral, Referral, Internal, 1, 1, Referral, 1, Referral	52-59
14	Radio Event Coordinator	18	9/13/2010	48	48, 48, 48, Referral, Referral, 48, Referral, Referral, Referral, 57, 57, 58, 57, 48, 48, 48, 48, Referral	1-47,49-50, 52-59
15	Creative Customer Services Producer	7	9/13/2010	Internal	Internal, 58, 58, 58, Internal, 58	1-47,49-50, 52-59
	TV Technical Director	3	9/15/2010	58	58, 58, Referral	1-47,49-50, 52-59
17	TV Reporter	4	10/4/2010	58	58, 58, 58, 58	1-47,49-50, 52-59
18	Radio Marketing Consultant	18	10/5/2010	48	48, 48, 48, Referral, Referral, 48, Referral, Referral, Referral, 57, 57, 58, 57, 48, 48, 48, 48, Referral	1-50, 52-59
19	Radio Marketing Consultant	18	11/1/2010	Referral	48, 48, 48, Referral, Referral, 48, Referral, Referral, Referral, 57, 57, 58, 57, 48, 48, 48, 48, Referral	1-47,49-50, 52-59
20	Radio Marketing Consultant	18	11/15/2010	57	48, 48, 48, Referral, Referral, 48, Referral, Referral, Referral, 57, 57, 58, 57, 48, 48, 48, 48, Referral	1-47,49-50, 52-59
21	Radio Marketing Consultant	18	11/30/2010	Referral	48, 48, 48, Referral, Referral, 48, Referral, Referral, Referral, 57, 57, 58, 57, 48, 48, 48, 48, Referral	1-47,49-50, 52-59
22	TV News Producer		12/20/2010			
23	TV Marketing Consultant	11	1/3/2011	57	48, 48, 48, Referral, Referral, 48, Referral, Referral, Referral, 57, 57, 58, 57, 48, 48, 48, 48, Referral	1-47,49-50, 52-59
24	TV Marketing Consultant	11	1/3/2011	57	48, 48, 48, Referral, Referral, 48, Referral, Referral, Referral, 57, 57, 58, 57, 48, 48, 48, 48, Referral	1-47,49-50, 52-59

25	TV Marketing Consultant	11	1/3/2011	57	48, 48, 48, Referral, Referral, 48, Referral, Referral, Referral, 57, 57, 58, 57, 48, 48, 48, 48, Referral	1-47,49-50, 52-59
26	TV Technical Director	5	1/7/2011	58	58, 53, 53, 58, 58	1-50, 52-59
27	Radio Marketing Consultant	8	3/7/2011	48	48, 48, 48, 48, Referral, 48, 48, 48	1-50, 52-59
	Creative Customer Service Assistant	14	3/7/2011	Referral	48, 48, Internal, Internal, 48, 48, Referral, 48, 48, Referral, 48, Referral, Referral, 48	1-50, 52-59
29	Radio Marketing Consultant	8	3/14/2011	48	48, 48, 48, 48, Referral, 48, 48, 48	1-50, 52-59
30	TV Digital Media Consultant	8	3/14/2011	Referral	Referral, Referral, Referral, Referral, 48, 48, 48, Referral	1-50, 52-59
31	TV Digital Media Consultant	8	3/15/2011	48	Referral, Referral, Referral, Referral, 48, 48, 48, Referral	1-50, 52-59

* Source numbers refer to those listed in Appendix B (below)

Appendix B

#	RECRUITMENT SOURCES		
1	AllAccess.com		
2	AR & D Job Bank	JJ Davis	
2	American Women in Radio & TV	1595 Spring Hill Rd	Suite 330, Tysons Corner Vienna VA 22182
3	Asian American Journalists Association		1182 Market St., Suite 320 San Francisco, CA 94102
4	Ball State University	Jennifer F. Bavender	Lucina Hall Rm 351 Muncie, IN 47306
5	Belmont Technical College	Ed O'Donnell	120 Fox-Shannon Place St. Clairsville, OH 43950
6	Broadcast Compliance Job Bank		
7	Bethel College	Dennis B. Jarusewic	1001 W. McKinley Ave., Mishawaka, IN 46545
8	Butler University	Maggie McGlynn	770 W. Hampton Dr. Indianapolis, IN 46208
9	California Chicano News Media Assoc.	Sylvia Wells	3502 Watt Way, ASC G21 Los Angeles, CA 90089
10	College of Engineering	Richard Coddington	306 Engineering Hall, MC-26 Urbana, IL 61801
11	Columbia College	Doug Bonner	600 S. Michigan Chicago, IL 60605
12	Davenport University	Joi L. Jimison	7121 Grape Road Granger, IN 46530-9069
13	DeVry Institute of Technology	John Petrik	1221 N Swift Rd. Addison, IL 60101

14	DeVry Institute of Technology	Maria Thomas	1350 Alum Creek Dr. Columbus, OH 43209
15	Electronic Media	Sara Weiner	740 N Rush St Chicago, IL 60611
16	Elkhart Career Center	Karen Nicholson	2424 California Road Elkhart, IN 46514
17	Emma L. Bowen Foundation	Sandra D. Rice	825 7th Ave., 2nd floor New York, NY 10019
18	ETI Technical College of Niles	Rebecca DiCroccio	2076 Youngstown Warren Rd. Niles, OH 44446-4938
19	Goodwill Industries of Michiana, Inc.	Verna Kubisiak, CPS	P.O. Box 3846 South Bend, IN 46619
20	Goshen College	Stuart Showalter	1700 S. Main Street, Goshen, IN 46526
21	Ill. Center for Broadcasting	Michael P. Kendall	55 W 22nd St Suite 240 Lombard, IL 60148
22	Indiana Broadcasters Association	Gwen Piening	3003 E. 98 th Street, Ste. 161, Indianapolis, IN 46280
23	Indiana University	Lynda Haywood-Smith	Radio-TV 240, Bloomington, IN 46404
24	Indiana University/School of Journalism	Director of Placement	Ernie Pyle Hall 202 Bloomington, IN 47405
25	Indiana University South Bend	Stacie Jeffers	1700 Mishawaka Avenue, South Bend, IN 46634
26	International College of Broadcasting	Tom Michaels	6 S Smithville Rd Dayton, OH 45431
27	Ivy Tech State College	Gale Vaughn	220 Dean Johnson Blvd. South Bend, IN 46601
28	Job Works	Albert Hairston	851 S. Marietta Suite 600, South Bend, IN 46601
29	Lake Michigan College	Kerri LeRoux	2755 E. Napier Avenue Benton Harbor, MI 49022
30	Marion Technical College	Joel Liles	1467 Mount Vernon Ave. Marion, OH 43302-5694
31	Medialine	Mark Shilstone	Box 51909, Pacific Grove, CA 93950 medialine@medialine.com
32	Milwaukee School of Engineering	Brenda Heyns	1025 N Broadway Milwaukee, WI 53202-3109
33	Minority & Women Bus. Develop. Council	Vivian Sallie, Director	401 E. Colfax Ave. South Bend, IN 46617
34	NAB Employment Clearing House	Attn: Dwight Ellis	1771 N. Street NW Washington, DC 20036
35	Natl. Assoc. Black College Broadcasters		PO Box 3191 Atlanta, GA 30302
36	National Association of Black Journalists		8701A Adelphi Rd Adelphi, MD 20783-1716
37	Nat'l Assoc. of Hispanic Journalists	Michelle Vignoli	1000 National Press Bldg. Washington, DC 20045-2100
38	Nat'l Press Photographers Association	Tim Jones	3200 Croasdaile Dr, Suite 306 Durham, NC 27705
39	Ohio Center for Broadcasting	Gary James	9000 Sweet Valley Dr. Valley View, OH 44125
40	RTNDA		4121 Plank Road, Fredericksburg, VA 22407-4888
41	Radio Business Report	April McLynn	PO Box 6633, Woodbridge, VA 22195
42	Radio Ink		2090 Palm Beach Lakes Blvd., West Palm Beach, FL 33409
43	Rose-Hulman Institute Technology	Kevin Hewerdine	5500 Wabash Ave., cm 15 Terre Haute, IN 47803
44	Society of Broadcast Engineers	Scott Jones	
45	Saint Mary's College	Angela Bryant	164 LeMans Hall Notre Dame, IN 46556
46	Schurz Communications Website	Rachel Adkins	1301 East Douglas Rd, Mishawaka, IN 46545
47	Society of Professional Journalist		3909 N Meridian St. Indianapolis, IN 46208
48	South Bend Tribune	Classified Ads	
49	Southwestern Michigan College	Jo Clark	58900 Cherry Grove Road Dowagiac, MI 49047
50	Specs Howard School of Broadcast Arts	Nicole LcDouceur	19900 West 9 Mile Road Southfield, MI 48075
51	Spots-N-Dots	Job Postings	
52	Triton State University	Debbie Roemke	One University Ave. Angola, IN 46703-0307
53	TV Jobs Website	Mark Holloway	
54	University of Notre Dame	Cathy Dale	100 Eck Center Notre Dame, IN 46530
55	Valparaiso University	Sandy McGuigan	Career Center Valparaiso, IN 46383
56	WETL-FM	John H. Overmyer	635 S. Main South Bend, IN 46601
57	WSBT Inc.		1301 E. Douglas Road, Mishawaka, IN 46545
58	WSBT.com		1301 E. Douglas Road, Mishawaka, IN 46545
59	WVUT, Vincennes University	Al Rerko	1200 N. Second Street, Vincennes, IN 47591

Appendix C

Description of Outreach Initiatives Undertaken during this Reporting Period:

- WSBT, Inc. has an internship program available to college students. The program is designed to allow students to apply their formal course work in a day-to-day setting and provides an opportunity to acquire the skills needed for broadcast employment. The following internships were completed during the Reporting Period: **Human Resources Summer 2010 (1); Radio Promotions Summer 2010 (1); TV News (4) Summer 2010; TV Sports (1) Summer 2010; TV Operations (1) Summer 2010; TV Weather (1) Summer 2010; Radio Sports (1) Fall 2010; TV News (1) Fall 2010; TV News (3) Spring 2011; TV Promotions (1) Spring 2011.**
- We are members of the Indiana Broadcasters Association and participate in an annual scholarship program by running on-air announcements, placing information on our station website, and providing monetary support for the scholarship fund.
- WSBT Inc. posts station and contact information on a community website, which links the community and local schools to career information, speakers, job shadows, etc.
- WSBT, Inc, regularly participates in job shadow opportunities at the station, career days at various schools, and station tours for various school and community groups.
- WSBT, Inc. hosts a monthly Sketch the Sky lunch, where area children have the opportunity to watch a live TV News broadcast and tour the station. Sketch the Sky is always hosted on the third Friday of each month.
- WSBT, Inc. hosted a Broadcasting Media Sales School that instructed interested individuals how to begin a career in broadcasting sales December 5-10, 2010.
- WSBT, Inc. ran on-air advertisements asking for any organizations that would like to receive announcements in regard to job openings to contact the station.
- WSBT, Inc. participated in a Career Fair on September 17, 2010 at Valparaiso University.
- WSBT, Inc. participated in an Indiana Broadcaster's Association Job Fair on October 10, 2010 at the Marriott Hotel in Indianapolis, Indiana. WSBT aired public service announcements.
- WSBT, Inc. participated in a Career Fair on March 14, 2011 at Bethel College, in Mishawaka, Indiana.

