

EEO PUBLIC FILE REPORT
 Dates: August 1, 2010 to July 31, 2011

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
WHKY	65918	Hickory, NC	WHKY-TV	65919	Hickory, NC

No Full Time Vacancies Were Filled During Period

Menu Options			
Date	Menu Number	Total Complete	Description
March 8, 2011	1 Job Fair	1/4	Participation in all-day Job Fair sponsored by Catawba Valley Community College. Attended by the TV Production Manger, who has substantial responsibility for hiring decisions. Interacted with several students interested in broadcasting careers. Staff recommended college courses they should take and suggested degrees to pursue jobs in broadcasting. Distributed the stations' "How to get a Job in Broadcasting" and "List of Jobs available in Broadcasting" publications.
Fall 2010	5 Internship Program	2	WHKY Radio & WHKY-TV provide Internship Opportunities for High School and College aged students within the community. The Interns are required to work with various departments of the TV and Radio stations to gather a well rounded knowledge of careers in broadcasting. The program is designed to introduce students and others to broadcasting careers and to assist them with acquiring skills needed for broadcast employment. The stations hosted two interns of high school and college age from within the community on a full time basis from August through November 2010 assigned to work with Operations and Engineering Department staffers.
Spring 2011	5 Internship Program	1	The stations hosted an intern of college age from within the community on a full time basis from February through May 2011 assigned to work with Operations and Engineering Department staffers.
Continuous	6 Participation in Job Banks	1	WHKY Radio & WHKY-TV participate in Internet based Job Banks pages that are designed to promote outreach. These include: North Carolina Association of Broadcasters Job Bank, CareerPage, America's Job Bank, NAB Job Bank and TV Jobs. These pages include helpful information like descriptions of Jobs in

			the broadcast industry and answers to FAQ's like: "How do I get my first job in Broadcasting"?
Continuous	9 Mentoring Program	1	WHKY Radio & WHKY-TV Sports Director mentored students from the TV News & Sports Reporting class at Appalachian State University from August to November 2010. Students produced and submitted approximately 15 stories to WHKY for use on-air in the local news and sports programs.
January 27, 2011	10 Participation in Educational Institution Sponsored Career Opportunities in Broadcasting	1/4	Participation in Lenoir-Rhyne University's annual Summer Experience and Internship Fair by WHKY-TV Production Manager whom has substantial responsibility for hiring decisions. Interacted with students to expose them to the myriad of opportunities that are available to them in Radio and Television broadcasting both locally and beyond.
February 17, 2011	10 Participation in Educational Institution Sponsored Career Opportunities in Broadcasting	1/4	Participation in all day Caldwell County School's Careers in Focus by WHKY-TV Production Manager who has substantial responsibility for hiring decisions. Interacted with students to expose them to the myriad of opportunities that are available to them in Radio and Television broadcasting both locally and beyond. High School aged Students were allowed to do mock TV Interviews that were aired on WHKY-TV Local Newscast and were featured on front page of the local newspaper.
February 18, 2011	10 Participation in Educational Institution Sponsored Career Opportunities in Broadcasting	1/4	Participation in half day South Newton Elementary School Career Day by WHKY-TV Production Manager whom has substantial responsibility for hiring decisions. Interacted with students to expose them to the myriad of opportunities that are available to them in Radio and Television broadcasting both locally and beyond. Students allowed to do mock TV Interviews and News Stories that were aired on WHKY-TV Local Newscast.
Total Menu Options Completed:		6.0	