Exhibit A
(May 2011)

RESPONSE TO 2011 FCC RANDOM EEO AUDIT
WPDE-TV, Florence, SC (17012)

Attached are the two most recent Annual EEO Public File Reports for the WPDE-TV employment unit, which reports together cover the 24-month period July 31, 2008 to July 31, 2010.

Annual EEO Public File Report (July 31, 2009 - July 31, 2010)

WPDE-TV ANNUAL EEO PUBLIC FILE REPORT*
July 31, 2009 - July 31, 2010

Full Time Hires

Job Title	Department	Recruiting Sources Posted (tab 3)	Date Filled	Hiree's Recuriting Source(s)	Interviewees	Sources
Media Production Specialist	Media Operations	1,4,6,7	11/2/2009	wpde.com (#4)	3	[#4], [#1], [#7]
Overnight Producer	News	1,2,6,7	9/21/2009	tvjobs (#1)	4	[#1], [#4], [#2], [#14]
7 & 11pm Producer	News	1,2,6,7	11/9/2009	word of mouth (#16)	3	[#2],[#1], [#14]
AE Assistant	Sales	1-12	6/14/2010	wpde.com (#4)	7	[#4],[#7],[#7],[#7],[#7],[#7],[#4]
Carolina & Company Live Host	News	[Special circumstance]**	7/12/2010	Other (#16)	1	[#16]
				Total # of Interviewees	18	

*The employment unit includes employees who provide services to WWMB pursuant to a time brokerage agreement.

*Revised May 11, 2011 to eliminate positions where unit recruited, but positions were never filled; to make additional clerical changes.

**The Unit hired a local, on-air personality for the specific purpose of creating a daily talk show based on a particular local, on-air personality.

EEO REPORT
July 31, 2009 - July 31, 2010

Recruiting Sources

Number	Source	Contact	Address	Telephone	E-Mail
1	tvjobs.com	Mark Halloway	Broadcast Employment Services PO Box 4116 Oceanside, CA 92525	450-2101	markch@www.tvjobs.com
2	Medialine	Mark Shilstone	PO Box 51909 Pacific Grove, CA 93950	800-237-8073	mark@medialine.com
3	The Horry Independent	Tom Brown	2510 Main St. PO Box 740 Conway, SC 29528	843-248-6671	TBrown@sccoast.net
4	wpde.com	Rob Price	1194 Atlantic Ave. Conway, SC 29526	843-234-9733	rprice@wpde.com
5	NAB	nab.org	1771 N Street NW Washington, DC 20036	202-429-5424	nab@nab.org
6	uth Carolina Broadcasters Associa	Karen Nettles	1 Harrison Way Columbia, SC	803-732-1186	karen@scba.net
7	Coastal Workforce	Corin	SC Employment Security Commission 1558 W. Evans Street, Florence, SC 29501	843-669-4271	florence@sces.org
8	Coastal Carolina University	Yvonne Lasane	PO Box 261954 Conway, SC 29528	843-349-2341	yvonne@coastal.edu
9	Francis Marion University*	Dollie Newhouse	PO Box 100547 Florence, SC 29502	843-661-1676	dnewhouse@fmarion.edu
10	Benedict College*	Karen Rutherford	1600 Harden St. Columbia, SC 29204	803-253-5000	rutherfordk@benedict.edu
11	Tri-County Tech*	Glen Hellenga	7900 Hwy 76 PO Box 587 Pendelton, SC 29670	864-646-1500	ghellenq@tctc.edu
12	SC Employment Commission	Susan Crutchfield	Coastal Workforce Center 200A Victory Ln. Conway, SC 29526	843-234-9675	scrutchfield@dew.sc.gov
13	NAACP*	Dr. Daniel Blue	PO Box 966, Mullins, SC 29574	843-526-0029	FAX: 843-526-0067
14	The Leadership Institute*	Megan Olshefski	1101 N. Highland Street, Arlington, VA 33301	703-247-2000	molshefski@limail.us
15	Florence County DSS*	Margie Goodson	2685 S. Irby St., Florence, SC 29501	843-669-3354 x217	margiegoodson@dss.sc.gov
16	Word of Mouth/Other	N/A	N/A	N/A	N/A

*Organizations that requested notification of full-time vacancies on or around June 22, 2010 are designated by an asterisk.

EEO REPORT
July 31, 2009 - July 31, 2010
Supplemental Outreach Initiatives

Date	Name of Activity	Description	Category (see tab 5)
4/13/2010	Job Fair	News Director, Victoria Spechko participated in the South Carolina Broadcasters Association Job Fair, Columbia SC	1, 3, 4,12
August-Nov 2009	College Interns News	Executive Producer of Carolina and Company Cameron Murray worked with Broadcast Major from Horry County Technic	5
May 11-15, 2010	High School Interns	Cameron Murray, shadowed by student group of Technology Majors from Academy for Art, Science & Technology	5
April-June 2010	College Interns News	Cameron Murray worked with Broadcast Major from Horry County Technical College for a 3-month period	5
June-Current	College Interns Wx	Weather Department regularly hosts Interns from UNC Charlotte & NCSU for a 3month-period	5
	Training Programs	The station's engineering department conducts in-service training programs for its personnel, directors, & production staff to provide employees with skills needed to qualify for higher level vacancies.	8
		Chief Assistant Engineer regularly attends training programs outside station to keep up w/technology advances	8
1/25/2010	Training Programs	Annual Managerial training reviews EEO guidelines for broad reach hiring & nondiscrinminatory practices	14
5/11/2010	Webinar	EEO Coordinator Linda Revel participated in a South Carolina Broadcasters Association webinar on navigating the FCC's	14
9/3/2009	Youth Leadership	Chief Engineer gave speech to incoming freshman at Socastee HS highlighting Broadcast Engineering as career choice	10, 16
9/15/2009	Youth Leadership	Chief Meterologist Ed Piotrowski gave Senior Scholars Speech including Meteorology as a career option, Georgetown, S	10, 16
11/12/2009	Career Day / Job Fair	Chief Meterologist Ed Piotrowski gave career talk, including options in Broadcasting opportunities, at North Myrtle Beach	4, 10, 11, 16
11/17/2009	Career Day / Job Fair	Chief Meterologist Ed Piotrowski shared his experiences as a Meteorologist at Career Day, Myrtle Beach HS	4, 10, 11, 16
11/18/2009	Youth Leadership	Chief Meterologist Ed Piotrowski spoke of career opportunities in Weather and Broadcasting at Byrnes School, Myrtle Be	10, 16
5/12/2010	Youth Leadership	Allyson Floyd was the keynote speakers for the Quill & Scroll induction at Carolina Forest High School, sharing an overview of career opportunities in the field of News & Broadcasting	4, 10,16
5/13/2010	Youth Intern	Meteorologist Darren Stack had a Forestbrook Middle School Student job-shadow	5
	Station Tours	* (All tours include overview of the various facets of News & Weather production as career choices)	
11/20/2009	Tour	Chief Meterologist Ed Piotrowski gave Chabad School station tour	10, 16
1/18/2010	Tour	Meterologist Darren Stack gave station tour to Leadership Conway	4, 10, 11, 16
2/5/2010	Tour	Weather team gave station tour	10, 16
2/26/2010	Tour	Anchor, Allyson Floyd gave station tour to Conway Christian School 7th & 8th Graders	10, 16
3/2/2010	Tour	Anchor, Allyson Floyd gave station tour to homeschool group from Horry County	10, 16
6/24/2010	Tour	Meterologist Darren Stack gave a studio tour to students from the Georgetown & Horry County Mentoring Program	4, 10,16
7/2009 - 7/2010	Outreach	List job openings in job banks such as South Carolina Broadcasters Association and S.C. Employment Commission.	12

Annual EEO Public File Report (July 31, 2008 - July 31, 2009)

WPDE-TV ANNUAL EEO PUBLIC FILE REPORT*
July 31, 2008 - July 31, 2009

Full Time Hires

Job Title	Department	Recruiting Sources Posted (tab 3)	Date Filled	Hiree's Recuriting Source(s)	# of Interviewees	Interviewee Sources
Weekend Anchor	News	1, 2, 6, 7, 13	9/22/2008	Word of mouth/former employee (#14)	4	[#7], [#1], [#2/#14]**, [#14]
National / Research Analyst	Sales	4	3/2/2009	Laid-off employee re-hired (#14)	1	[#14]
Morning Anchor	News	1, 2, 6, 7	7/13/2009	tvjobs.com (#1)	4	[#1], [#1], [#1], [#1]
				Total # of Interviewees	9	

*The employment unit includes employees who provide services to WWMB pursuant to a time brokerage agreement.

**Interviewee was referred to us by F.N. Magid Assoc. Talent Placement Services, which became aware of the job opening through our recruitment efforts to Medialine.

*** Revised May 11, 2011 to eliminate positions where unit recruited, but positions were never filled; to make additional clerical changes.

EEO REPORT
July 31, 2008 - July 31, 2009

Recruiting Sources

Number	Source	Contact	Address	Telephone	E-Mail
1	tvjobs.com	Mark Halloway	Broadcast Employment Services PO Box 4116 Oceanside, CA 92525	450-2101	markch@www.tvjobs.com
2	Medialine	Mark Shilstone	PO Box 51909 Pacific Grove, CA 93950	800-237-8073	mark@medialine.com
3	Sun News	Denise	PO Box 406 Myrtle Beach, SC	843-626-8555	www.myrtlebeachonline.com
4	wpde.com	Station Website	1194 Atlantic Ave. Conway, SC 29526	843-234-9733	www.wpde.com
5	NAB	nab.org	1771 N Street NW Washington, DC 20036	202-429-5424	www.nab.org
6	uth Carolina Broadcasters Associa	Karen Nettles	1 Harrison Way Columbia, SC	803-732-1186	www.scba.net
7	Coastal Workforce	Melanie Motley	SC Employment Security Commission PO Box 995 1550 Gadsen St. Columbia, SC 29202	843-234-0352	mmotley@sces.org
8	Coastal Carolina University	Carolyn	PO Box 261954 Conway, SC 29528	843-349-2718	www.coastal.edu
9	Francis Marion University	Janice Smith	PO Box 100547 Florence, SC 29501	843-661-1373	www.fmarion.edu
10	Benedict College	Rutherford	1600 Haden St. Columbia, SC 29204	864-646-1314	rutherford@benedict.edu
11	Tri-County Tech	Amy Roberts	7900 Hwy 76 PO Box 587 Pendelton, SC 29670	864-646-1314	www.tctc.edu
12	SC Employment Commission	S Daniels	Coastal Workforce Center 200A Victory Ln. Conway, SC 29526	843-234-9675	n/a
13	The Horry Independent	Tom Brown	2510 Main St. PO Box 740 Conway, SC 29528	843-248-6671	TBrown@sccoast.net
14	Word of Mouth/Other	N/A	N/A	N/A	N/A

EEO REPORT
July 31, 2008 - July 31, 2009

Supplemental Outreach Initiatives

Date	Name of Activity	Description	Outreach Category (see tab 5)
8/8/2008	Youth Leadership	8/8/08 Chief Meterologist Ed Piotrowski spoke at Leadership Summit... Beach Church, Myrtle Beach	4, 10, 11, 16
8/12/2008	Youth Leadership	8/12/08 Chief Meterologist Ed Piotrowski spoke at Florence School District 1 Convocation MC Florence, SC	10, 16
8/13/2008	Youth Leadership	8/13/08 Chief Meterologist Ed Piotrowski gave Step Ahead Child Development Speech in Conway	10, 16
8/14/2008	Youth Leadership	8/14/08 Chief Meterologist Ed Piotrowski gave Children's Museum Speech Myrtle Beach	10, 16
8/20/2008	Youth Leadership	8/20/08 Chief Meterologist Ed Piotrowski gave Carolina Forest AM Rotary Speech Carolina Forest	16
9/9/2008	Youth Leadership	9/9/08 Chief Meterologist Ed Piotrowski gave Georgetown Library speech Georgetown, SC	10, 16
9/10/2008	Youth Leadership	9/10/08 Chief Meterologist Ed Piotrowski gave Lion's Club speech Florence, SC	16
9/18/2008	Youth Leadership	9/18/08 Chief Meterologist Ed Piotrowski gave MB Kiwanis Breakfast speech Myrtle Beach, SC	16
9/30/2008	Youth Leadership	9/30/08 Chief Meterologist Ed Piotrowski gave HGTC speech Conway, SC	10, 16
9/30/2008	Youth Leadership	9/30/08 Meteorologist Darren Stack spoke at NMB Christian Academy	10, 16
10/8/2008	Youth Leadership	10/8/08 Chief Meterologist Ed Piotrowski spoke at Savannah Grove Elementary Florenec, SC	10, 16
10/9/2008	Youth Leadership	10/09/08 Chief Meterologist Ed Piotrowski spoke at Dewey L. Carter Elementary Florence, SC	10, 16
10/13/2008	Youth Leadership	10/13/08 Chief Meterologist Ed Piotrowski spoke at Pleasant Hill Elementary Andrews, SC	10, 16
10/15/2008	Youth Leadership	10/15/08 Chief Meterologist Ed Piotrowski spoke at Christian Academy Myrtle Beach, SC	10, 16

EEO REPORT
July 31, 2008 - July 31, 2009

Supplemental Outreach Initiatives

Date	Name of Activity	Description	Outreach Category (see tab 5)
10/15/2008	Youth Leadership	10/15/08 Chief Meterologist Ed Piotrowski spoke at Grace Baptist Preschool Myrtle Beach, SC	10, 16
10/16/2008	Tour	10/16/08 Meteorologist Darren Stack gave station tour to Myrtle Beach High School students	10, 16
10/22/2008	Youth Leadership	10/22/08 Chief Meterologist Ed Piotrowski spoke at Brittons Neck Elementary Britton's Neck, SC	10, 16
10/22/2008	Youth Leadership	10/22/08 Chief Meterologist Ed Piotrowski spoke at Socastee Home Schoolers Socastee, SC	10, 16
10/28/2008	Youth Leadership	10/28/08 Chief Meterologist Ed Piotrowski spoke at Poyner School Florence, SC	10, 16
10/29/2008	Youth Leadership	10/29/08 Chief Meterologist Ed Piotrowski spoke at Brunson Dargan Elementary Darlington, SC	10, 16
10/30/2008	Youth Leadership	10/30/08 Chief Meterologist Ed Piotrowski spoke at Homewood Elementary	10, 16
10/31/2008	Youth Leadership	10/31/08 Chief Meterologist Ed Piotrowski spoke at Marion HS Geography Class Marion, SC	10, 16
11/3/2008	Youth Leadership	11/03/08 Chief Meterologist Ed Piotrowski spoke at MB Rotary Club Myrtle Beach, SC	16
11/4/2008	Youth Leadership	11/04/08 Chief Meterologist Ed Piotrowski spoke at Spring Hill Middle School Laurinburg, NC	10, 16
11/6/2008	Youth Leadership	11/06/08 Chief Meterologist Ed Piotrowski spoke at Royal Elementary Florence, SC	10, 16
11/13/2008	Youth Leadership	11/13/08 Chief Meterologist Ed Piotrowski spoke at Wallace-Gregg Elementary Myrtle Beach, SC	10, 16
11/18/2008	Youth Leadership	11/18/08 Chief Meterologist Ed Piotrowski spoke at MBHS Myrtle Beach, Sc	10, 16
11/19/2008	Youth Leadership	11/19/08 Chief Meterologist Ed Piotrowski spoke at Risen Christ Lutheran School North Myrtle Beach	10, 16

EEO REPORT
July 31, 2008 - July 31, 2009

Supplemental Outreach Initiatives

Date	Name of Activity	Description	Outreach Category (see tab 5)
11/20/2008	Youth Leadership	11/20/08 Chief Meterologist Ed Piotrowski spoke at MB Elementary Myrtle Beach, SC	10, 16
11/24/2008	Youth Leadership	11/24/08 Chief Meterologist Ed Piotrowski spoke at Hartsville HS Hartsville, SC	10, 16
11/25/2008	Career Day / Job Fair	11/25/08 Anchor/Producer Sharon Greene spoke at Myrtle Beach HS for Career Development Month	4, 10. 11. 16
11/26/2008	Youth Leadership	11/26/08 Chief Meterologist Ed Piotrowski spoke at MB Intermediate Myrtle Beach, SC	10, 16
12/3/2008	Youth Leadership	12/3/08 Chief Meterologist Ed Piotrowski spoke at Loris Elementary Loris, SC	10, 16
12/4/2008	Youth Leadership	12/4/08 Chief Meterologist Ed Piotrowski spoke at Georgetown Rotary Georgetown, SC	10, 16
12/9/2008	Tour	12/9/08 Chief Meterologist Ed Piotrowski gave station tour to 1st Presbyterian Church Conway, SC	10, 16
1/13/2009	Youth Leadership	1/13/09 Chief Meterologist Ed Piotrowski spoke at Carolina Forest Elementary Myrtle Beach, SC	10, 16
1/21/2009	Youth Leadership	1/21/09 Chief Meterologist Ed Piotrowski gave K-Kids speech NMB, SC	10, 16
1/27/2009	Youth Leadership	1/27/09 Chief Meterologist Ed Piotrowski spoke at Learning Tree Day School Surfside Beach, SC	10, 16
2/7/2009	Youth Leadership	2/7/2009 Chief Meterologist Ed Piotrowski gave Kidz Time Festival speech Myrtle Beach, SC	10, 16
2/18/2009	Youth Leadership	2/18/09 Meteorologist Darren Stack spoke at Forestbrook Elementary School Myrtle Beach, SC	10, 16
2/20/2009	Tour	2/20/09 Meteorologist Darren Stack gave station tour to Bridgewater Academy	10, 16
3/2/2009	Youth Leadership	3/2/09 Chief Meterologist Ed Piotrowski spoke Holy Lamb Child Development Socastee, SC	10, 16

EEO REPORT
July 31, 2008 - July 31, 2009

Supplemental Outreach Initiatives

Date	Name of Activity	Description	Outreach Category (see tab 5)
3/3/2009	Youth Leadership	3/3/09 Chief Meterologist Ed Piotrowski gave Senior Scholars speech Georgetown, SC	10, 16
3/10/2009	Youth Leadership	3/10/09 Rich Crampanis, Sports Director, hosted Hoop Zone banquet Myrtle Beach, SC	10, 11, 16
3/13/2009	Tour	3/13/09 Meteorologist Darren Stack gave station tour for Aynor Elementary Students	10, 16
3/24/2009	Career Day / Job Fair	3/24/09 Evening News Anchor Tim McGinnis spoke for Career Development tostudents at Forestbrook Middle School Myrtle Beach	4, 10. 11. 16
3/27/2009	Youth Leadership	3/27/09 Chief Meterologist Ed Piotrowski spoke at NMB Elementary NMB, SC	10, 16
4/2/2009	Youth Leadership	Chief Meterologist Ed Piotrowski spoke at Career Day at Aynor Middle School Aynor, SC	1, 4
4/7/2009	Career Day / Job Fair	4/7/09 News Director Victoria Spechko at SCBA Job Fair Columbia, SC	1,4
4/21/2009	Youth Leadership	Chief Meterologist Ed Piotrowski spoke at 1st Presebyterian Growing Tree Myrtle Beach, SC	10, 16
4/22/2009	Youth Leadership	Meteorologist Darren Stack spoke at Forestbrook Elementary School in Horry County	10, 16
4/24/2009	Youth Leadership	Chief Meterologist Ed Piotrowski spoke at McDonald Elementary Georgetown, SC	10, 16
4/28/2009	Youth Leadership	Chief Meterologist Ed Piotrowski gave Limos for Learning Speech NMB	10, 16
4/29/2009	Youth Leadership	Anchor/Producer Sharon Greene spoke at Jonakin Middle School, Marion, SC	10, 16
4/30/2009	Youth Leadership	Chief Meterologist Ed Piotrowski spoke at Johnsonville HS Career Da, Johnsonville, SC	10, 16
5/1/2009	Youth Leadership	Chief Meterologist Ed Piotrowski gave Limos for Learning Speech Surfside Beach, SC	10, 16
5/1/2009	Tour	Meteorologist Darren Stack and Chief Meterologist Ed Piotrowski gave station tour to Homewood Elementary School students	16

EEO REPORT
July 31, 2008 - July 31, 2009

Supplemental Outreach Initiatives

Date	Name of Activity	Description	Outreach Category (see tab 5)
5/19/2009	Youth Leadership	Chief Meterologist Ed Piotrowski gave NARFE Speech Litchfield Beach, SC	4, 10, 16
5/27/2009	Youth Leadership	Chief Meterologist Ed Piotrowski gave Palmetto Bays Speech Conway, SC	10, 16
5/27/2009	Youth Leadership	Meteorologist Darren Stack spoke at Lakewood Elementary School in Horry County	10, 16
6/15/2009	Tour	Meteorologist Darren Stack gave station tour to HGTC Education and Futures Program	16
7/12/2009	Tour	Meteorologist Darren Stack gave station tour to St. Mary Missionary Baptist Church camp	16
7/2008 - 7/2009	Outreach	List job openings in job banks such as South Carolina Broadcasters Association and S.C. Employment Commission.	12
Sept. 2008	Scholarship	Help fund the WPDE-TV News Channel 15 Endowed Scholarship at Coastal Carolina University	7