

BROADCAST MID-TERM REPORT

(For FCC Use Only)
Code No.

Legal Name of the Licensee

Bannington Myrtle Beach License LLC

Mailing Address

1194 ATLANTIC AVENUE

City

Conway

State or Country (if foreign address)

SC

ZIP Code

29526

Telephone Number (include area code)

Ext. 213
843-234-9733

E-Mail Address (if available)

MOLSON@WPDE.COM

FCC Registration Number (FRN)

0015249261

Facility ID Number

17012

Call Sign

WPDE

TYPE OF BROADCAST STATION:

Commercial Broadcast Station

Noncommercial Broadcast Station

- Radio TV
 Low Power TV Educational Radio
 International Educational TV

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (city, state)	Time Brokerage Agreement (check applicable box)
WPDE	17012	<input type="checkbox"/> AM <input type="checkbox"/> FM <input checked="" type="checkbox"/> TV	Conway, SC	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No

SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS
INDICATED BELOW:

Name		Street Address	
MARK Olson		1194 Atlantic Avenue	
City	State	Zip Code	Telephone No.
Conway	SC	29526	(843) - 234-9733 ext. 213

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed.

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

SECTION I.

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio?

Yes No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

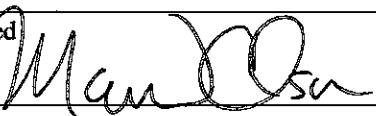
CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT
(U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT
(U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed 	Name of Respondent MARK W. Olson
Title Chief Engineer	Telephone No. (include area code) (843) - 234-9733 ext. 213
Date 6/3/08	

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

SECTION II.

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

NAME	TITLE
Mark Olson	Chief Engineer

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

SECTION III.

MID-TERM REPORT

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

EXHIBIT 1

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

EEO REPORT
July 31, 2006 - July 31, 2007

Job Postings

Job Title	Department	Recruiting Sources Posted	Date Filled
Morning Producer	News	1, 3	3/1/2006
Reporter (Conway)	News	1, 2	6/13/2006
Reporter (Conway)	News	1 - 11	7/10/2006
Reporter (Florence)	News	1 - 11	7/3/2006
Meteorologist (Morning and Noon)	News	1 - 11	7/12/2006
Producer (Website)	News	1 - 11	7/24/2006

EEO REPORT
July 31, 2006 - July 31, 2007

Recruiting Sources

Number	Source	Contact	Address	Telephone	E-Mail
1	tyjobs.com	Mark Halloway	Broadcast Employment Services PO Box 4116 Oceanside, CA 92621	450-2101	markch@www.tyjobs.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	843-626-8856	www.myrtlebeachonline.com
4	wpde.com	Station Website	1194 Atlantic Ave. Conway, SC 29528	843-234-9733	www.wpde.com
5	NAB	nab.org	1771 N Street NW Washington, DC 20036	202-429-5424	www.nab.org
6	SCBA	Karen Nettles	1 Harrison Way Columbia, SC	803-732-1186	www.scba.net
7	Coastal Workforce	Melanie Motley	ment Security Commission PO Box 995 1550 Gadsen St. Columbia	843-234-0352	mmotley@scscs.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 Pendleton, SC 29670	864-646-1314	www.tctc.edu
12	SC Employment Commission	S Daniels	Coastal Workforce Center 200A Victory Ln. Conway, SC 29526	843-234-9875	n/a

EEO REPORT

July 31, 2006 - July 31, 2007

Outreach

Date	Name of Activity	Description
	Internship Program	The internship program at WPDE-TV15 is a cooperative effort between the area Universities and the WPDE News department. We tailor each internship to requirements of the University. We have the intern initially shadow each position in the newsroom for an entire shift. We then permanently assign the intern to a position based on their level of interest and career goals. We provide each student and the University with a detailed report of their participation and performance.
Spring 2006	Keisha Edwards, CCU	
Spring 2006	Mola Lenghi, CCU	
Summer 2006	Peter Kogler, Horry Georgetown Tech	
28-Mar-07	South Carolina Broadcasters Association Job Fair	The SCBA job fair is a dynamic program for bringing all the broadcast stations in the state of South Carolina together annually to attract students and individuals seeking a career in the field of television broadcasting, which we participate annually.

EEO REPORT
July 31, 2007 - July 31, 2008

Job Postings

Job Title	Department	Recruiting Sources Posted	Date Filled
Nightside Editor	News	1 - 11	8/7/2006
Photographer (Conway)	News	1 - 11	10/16/2006
Morning Editor	News	1 - 11	10/10/2006
Morning Anchor	News	1 - 11	11/13/2006
Traffic Data Entry	Traffic	1 - 11	5/1/2007
Account Executive (Surfside)	Sales	1 - 11	11/27/2006
Account Executive (Conway)	Sales	1 - 11	4/16/2007
Account Executive (Conway)	Sales	1 - 11	5/15/2007
Sales Manager (Florence)	Sales	1 - 11	9/11/2006
Photographer (Florence)	News	1 - 11	1/2/2007
Weekend Director	Production	1 - 11	1/2/2007
Master Control Supervisor	Engineering	1, 4, 6	6/5/2007
Master Control Operator	Engineering	1, 4, 6	6/11/2007
Maintenance Supervisor	Engineering	1 - 11	6/15/2007
Internet News Producer	News	1 - 11	7/9/2007
Programming Assistant	Sales	1 - 11	4/3/2007

EEO REPORT

July 31, 2007 - July 31, 2008

Recruiting Sources

Number	Source	Contact	Address	Telephone	E-Mail
1	t4jobs.com	Mark Halloway	Broadcast Employment Services PO Box 4116 Oceanaside, CA 92525	450-2101	markch@www.t4jobs.com
2	Medialine	Mark Shillstone	PO Box 61908 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
6	NAB	nab.org	1771 N Street NW Washington, DC 20036	202-429-5424	www.nab.org
6	SCEA	Karen Netties	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 281954 Conway, SC 29528	843-348-2718	www.coastal.edu
9	Frandis Marion University	Janice Smith	PO Box 100547 Florence, SC 29501	843-861-1373	www.fmarion.edu
10	Benedict College	Rutherford	1600 Haden St. Columbia, SC 29204	864-346-1314	rutherford@benedict.edu
11	Tri-County Tech	Amy Roberts	7900 Hwy 76 PO Box 587 Pendleton, SC 29670	864-346-1314	www.tctc.edu
12	SC Employment Commission	S Daniels	Coastal Workforce Center 200A Victory Ln. Conway, SC 29526	843-234-9675	n/a

EEO REPORT
July 31, 2007 - July 31, 2008

Outreach

Date	Name of Activity	Description
	Internship Program	The internship program at WPDE-TV15 is a cooperative effort between the area Universities and the WPDE News department. We tailor each internship to requirements of the University. We have the intern initially shadow each position in the newsroom for an entire shift. We then permanently assign the intern to a position based on their level of interest and career goals. We provide each student and the University with a detailed report of their participation and performance
Fall 2006	Jade Horner, CCU	
Fall 2006	Mola Lenghi, CCU	
Fall 2006	Josey Godshall, CCU	
Spring 2007	Chris Stokes, FMMU	
Spring 2007	Krystal Martin, Horry Georgetown Tech	
Summer 2007	Betsy Barrows, Clemson	
Summer 2007	Amanda Hoerner, Wingate U	
Summer 2007	Lauren Philipcock, Meredith College	
January 14, 15, 2008	Youth Leadership	Billy Huggins, Ed Piotrowski, and Robert Blair. Youth Leadership conference at Coastal Carolina University. Mentoring High School kids from across the state.
22-Feb-08	Mentoring	Robert Blair Teaching Mentoring Class at Horry Georgetown Tech to early college students
15-Mar-08	Tour	Special needs and disabilities of Horry county tour Station. Robert Blair, Ed Piotrowski, Rich Campmanis.
21-Mar-08	Mentoring	Robert Blair teaching mentoring class at Horry Georgetown Tech to early college students. Working on news cast project
15-Apr-08	Tour	Second group of Horry County Special needs tour. Robert Blair, Ed Piotrowski, Robbie Bischoff.
18-Apr-08	Mentoring	Robert Blair teaching mentoring class at Horry Georgetown Tech. to early college students. Joel Allen present as Technical Advisor.
9-May-08	Mentoring	Robert Blair wrapping up project on news cast with early college students at Horry Georgetown Tech
30-May-08	Mentoring	Early college students come to WPDE new studio to complete news cast project. Robert Blair, Joel Allen, and Robbie Bischoff present.