

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-0922 (September 2002)		FOR FCC USE ONLY	
FCC 397					
BROADCAST MID-TERM REPORT				FOR COMMISSION USE ONLY FILE NO. B397 - 20080731ASG	
Legal Name of the Licensee BARRINGTON MYRTLE BEACH LICENSE LLC					
Mailing Address 2500 W. HIGGINS ROAD SUITE 155					
City HOFFMAN ESTATES			State or Country (if foreign address) IL		Zip Code 60169 -
Telephone Number (include area code) 8478841877			E-Mail Address (if available)		
FCC Registration Number 0015249261		Facility ID Number 17012		Call Sign WPDE-TV	
TYPE OF BROADCAST STATION:		Commercial Broadcast Station <input type="radio"/> Radio <input checked="" type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International		Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV	
Application Purpose <input checked="" type="radio"/> New Program Report <input type="radio"/> Amendment to Program Report					
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.					
[Station List]					
Station List					
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-TV	17012	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	FLORENCE, SC	<input type="radio"/> Yes <input checked="" type="radio"/> No	
WWMB	3133	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	FLORENCE, SC	<input checked="" type="radio"/> Yes <input type="radio"/> No	

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

Name ROBERT M. SHERMAN, ESQ.		Street Address COVINGTON & BURLING LLP 1201 PENNSYLVANIA AVENUE, N.W.	
City WASHINGTON	State DC	Zip Code 20004-2401	Telephone Number 2026625115

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 [through Section I and the Certification].

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 PAUL M. MCNICOL
Title SECRETARY	Telephone No. (include area code) 8478841877
Date 7/31/2008	

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: WILLIAM HUGGINS	Title: GENERAL MANAGER
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.

Exhibits

Exhibit 1
Description: EXHIBIT 1

Attachment 1

Description
2006-2007 Report
2007-2008 Report

EEO REPORT
July 31, 2006 - July 31, 2007

Recruiting Sources

Number	Source	Contact	Address	Telephone	E-Mail	Interviewees
1	tvjobs.com	Mark Holloway	roadcast Employment Services PO Box 4116 Oceanside, CA 9252	450-2101	markch@www.tvjobs.com	6
2	Medialine	Mark Shilstone	PO Box 51909 Pacific Grove, CA 93950	800-237-8073	mark@medialine.com	0
3	Sun News	Denise	PO Box 406 Myrtle Beach, SC	843-626-8555	www.myrtlebeachonline.com	0
4	wjde.com	Station Website	1194 Atlantic Ave. Conway, SC 29626	843-234-9733	www.wjde.com	13
5	NAB	nab.org	1771 N Street NW Washington, DC 20036	202-429-5424	www.nab.org	0
6	SCBA	Karen Nettles	1 Harrison Way Columbia, SC	803-732-1186	www.scba.net	0
7	Coastal Workforce	Melanie Motley	ment Security Commission PO Box 995 1550 Gadsen St. Columbia	843-234-0352	mmotley@scses.org	0
8	Coastal Carolina University	Carolyn	PO Box 261954 Conway, SC 29628	843-349-2718	www.coastal.edu	0
9	Francis Marion University	Janice Smith	PO Box 100547 Florence, SC 29501	843-681-1373	www.fmarion.edu	0
10	Benedict College	Rutherford	1600 Haden St. Columbia, SC 29204	864-646-1314	rutherford@benedict.edu	0
11	Tri-County Tech	Amy Roberts	7900 Hwy 76 PO Box 587 Pendleton, SC 29670	864-646-1314	www.tctc.edu	0
12	SC Employment Commission	S Daniels	Coastal Workforce Center 200A Victory Ln. Conway, SC 29526	843-234-9675	n/a	0
					TOTAL:	19

Organizations that have requested notifications of full-time vacancies are designated by an asterisk.

EEO REPORT
 July 31, 2006 - July 31, 2007
 Supplemental Outreach Initiatives

Date	Name of Activity	Description	Outreach Category (see attachment)
	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.	5
	Spring 2006	Kelena Edwards, CGU	
	Spring 2006	Mela Lenghi, CGU	
	Summer 2006	Peter Kogler, Honey Georgetown Tech	
28-Mar-07	South Carolina Broadcaster's 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.	3

Category	Category Description
1	Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions
2	Hosting of at least one job fair
3	Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities
4	Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues
5	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment
6	Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies)
7	Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions
9	Establishment of a mentoring program for station personnel
10	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting
11	Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting
12	Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities
13	Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination
15	Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions
16	Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities

WPDE-TV, Florence, South Carolina
 EEO REPORT
 July 31, 2007 - July 31, 2008

Job Postings

Job Title	Department	Recruiting Sources Posted (see attachment)	Date Filled	Hiree's Recruiting Source(s)	Number of Interviewees
Nightside Editor	News	1 - 11	8/7/2006	USC	1
Photographer (Conway)	News	1 - 11	10/16/2006	1	1
Morning Editor	News	1 - 11	10/10/2006	former employee	2
Traffic Data Entry	Traffic	1 - 11	5/1/2007	4	2
Account Executive (Surfside)	Sales	1 - 11	11/27/2006	12	3
Account Executive (Conway)	Sales	1 - 11	4/16/2007	12	3
Account Executive (Conway)	Sales	1 - 11	5/15/2007	12	3
Sales Manager (Florence)	Sales	1 - 11	9/11/2006	12	2
Photographer (Florence)	News	1 - 11	1/2/2007	6	1
Weekend Director	Production	1 - 11	1/2/2007	4	2
Master Control Supervisor	Engineering	1, 4, 6	6/5/2007	4	1
Master Control Operator	Engineering	1, 4, 6	6/11/2007	4	2
Maintenance Supervisor	Engineering	1 - 11	6/16/2007	4	1
Internet News Producer	News	1 - 11	7/9/2007	4	1
Programming Assistant	Sales	1 - 11	4/9/2007	4	1
Account Executive MB	Sales	4, 6, 8, 9, 12		12	3
Account Executive FLO	Sales	4, 6, 8, 9, 12		12	3
Producer (Conway)	News	1, 2, 5, 6, 13	5/12/2008	1	2
Reporter/Photographer	News	1, 2, 5, 6, 13	1/28/2008	word of mouth	3
Photographer	News	1, 2, 5, 6, 13	3/19/2008	1	1

EEO REPORT
 July 31, 2007 - July 31, 2008
 Recruiting Sources

Number	Source	Contact	Address	Telephone	E-Mail	Interviews
1	tvjobs.com	Mark Holloway	Broadcast Employment Services PO Box 4116 Oceanside, CA 92025	450-27101	markh@www.tvjobs.com	6
2	Medialife	Mark Stillstone	PO Box 51908 Pacific Grove, CA 93960	800-237-8073	mark@medialife.com	0
3	Sun News	Denise	PO Box 406 Myrtle Beach, SC	843-698-8666	www.myrtlebeachonline.com	0
4	wrde.com	Shallon Website	1194 Atlantic Ave. Conway, SC 29626	843-234-9793	www.wrde.com	19
5	NAB	nab.org	1771 N Street NW Washington, DC 20036	202-423-5424	www.nab.org	0
6	SCBA	Karen Nettles	1 Harmon Way, Columbia, SC	803-732-1186	www.scba.net	1
7	Coastal Workforce	Melanie Molley	SC Employment Security Commission PO Box 698 1660 Gadsden St. Columbia, SC 29202	843-234-0352	mnmolley@scses.org	0
8	Coastal Carolina University	Carolyn	PO Box 281954 Conway, SC 29628	843-349-2718	www.coastal.edu	0
9	Francis Marion University	Jenice Smith	PO Box 100547 Florence, SC 29501	843-661-1373	www.fmarion.edu	0
10	Benedict College	Rutherford	1800 Haden St. Columbia, SC 29204	864-646-1314	rutherford@benedict.edu	0
11	Tri-County Tech	Amy Roberts	7900 Hwy 76 PO Box 687 Pendleton, SC 29670	864-648-1314	www.tctc.edu	0
12	SC Employment Commission	B Daniels	Coastal Workforce Center 200A Victory Ln. Conway, SC 29628	843-234-9875	n/a	17
13	The Horry Independent	Tom Brown	2510 Main St. PO Box 740 Conway, SC 29628	843-248-8871	tbrown@scocoast.net	0
	Other Interviewees Sources:					
			University of South Carolina			1
			Former Employee			1
			Word of Mouth			1
	<i>Organizations that have requested notifications of full-time vacancies are designated by an asterisk.</i>					
					TOTAL:	48

EEO REPORT
July 31, 2007 - July 31, 2008

Outreach

Description	Outreach Category (see attachment)
<p>The internship program at WPDE-TV15 is a cooperative effort between area universities and the WPDE News department. We tailor each internship to requirements of each 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.</p>	6
<p>Jade Horner, CCU Molia Lenghi, CCU Josey Godshall, CCU Chris Stokes, FMU</p>	
<p>Krystal Martin, Horry Georgetown Tech Betsy Barrows, Clemson Amanda Hoerner, Wingate University Lauren Philbeck, Meredith College</p>	
<p>Billy Huggins, Ed Piotrowski, and Robert Blair participated in a Youth Leadership conference held at Coastal Carolina University. As a part of the station's participation, these station personnel mentored high school students from across the state and discussed their careers in broadcasting.</p>	11
<p>During the spring 2008 semester, Assistant Chief Engineer Robert Blair, with the assistance of station employees Joel Allen and Robble Bischoff, taught a program on newscast production to early college students at Georgetown Tech. As a part of the program, students worked together to prepare a newscast. The program culminated in a visit to the WPDE news studio, where the students produced the newscast.</p>	16
<p>During the reporting period, the station listed every upper-level category job opening with the job bank of the South Carolina Broadcasters Association, a media trade group whose membership includes substantial participation by women and minorities.</p>	12
<p>During March and April 2008, the station personnel met with participants in the Horry County special needs program. They discussed broadcasting careers with the participants and introduced participants to various aspects of the station's operations.</p>	16
<p>The station's engineering department conducts in-service training programs for its personnel that are designed to provide employees with skills needed to qualify for higher level vacancies. For example, the department trains its employees on new technologies associated with the digital television transition. The station also arranges for its Assistant Chief Engineer to attend training programs outside the station that provide him with advanced training in his field.</p>	8

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10	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting
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12	Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities
13	Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination
15	Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions
16	Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities