

EEO PUBLIC FILE REPORT

FOR

SPRINGFIELD BROADCASTING PARTNERS

WFXB FOX TV

Myrtle Beach, SC 29577

This EEO Public File Report  
Covers the One-Year Period  
Ending on July 31, 2015

## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WFXB public inspection file pursuant to Section 73.2080(c) (6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on July 31, 2015, the station filled the following full-time vacancies:

Master Control Operator	10
National Sales Assistant (3)	10
Producer	7
Sales Assistant	6
Traffic Assistant(2)	10
Traffic Manager	3

The station interviewed a total of 46 people for all full-time vacancies during the period covered in this report.

Attachment A contains the following information for each full-time vacancy:

- < The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- < The recruitment source that referred the hiree for each full-time vacancy;
- < The total number of persons interviewed for each full-time vacancy; and
- < The total number of interviewees referred by each recruitment source used in connection with each vacancy.

**ATTACHMENT A**

**EEO INFORMATION FOR FULL-TIME VACANCIES**

# FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Master Control Operator

Recruitment Source That  
Referred the Hiree:

Internal Referral

Date Vacancy Opened: April 29, 2015

Total Number of Persons

Date Vacancy Filled: June 28, 2015

Interviewed for the Vacancy:

10

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Internal Referral	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	1	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300		No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186		No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525		No
WCCB Charlotte	1 Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345		No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		No
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333	1	No
ZipRecruiter.com	Internet site	Customer Service		8	No
SC Works	Internet site SC	Customer Service			No

## FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: National Sales Assistant

Recruitment Source That  
Referred the Hiree: MyrtleBeachHelpWanted.com

Date Vacancy Opened: July 14, 2014

Total Number of Persons  
Interviewed for the Vacancy: 4

Date Vacancy Filled: August 11, 2014

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Internal Referral	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300		No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	2	No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186		No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525		No
WCCB Charlotte	1 Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345		No
MyrtleBeachHelpWanted.com	Internet site Myrtle Beach SC 29577			2	No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		No
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333		No
Florence Business Tech Center	181 East Evans Street Florence SC 29506	Brian Richardson	843-629-1431		No

### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: National Sales Assistant

Recruitment Source That  
Referred the Hiree:

Internal Referral

Date Vacancy Opened: August 26, 2014

Total Number of Persons

Date Vacancy Filled: October 8, 2014

Interviewed for the Vacancy:

4

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Internal Referral	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	3	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	1	No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186		No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525		No
WCCB Charlotte	1 Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345		No
Horry Georgetown Tech	2050 Hwy 501 E Conway SC 29526	Bertha Fletcher	(843) 347-3186		No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		No
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333		No

## FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: National Sales Assistant

Recruitment Source That  
Referred the Hiree: Coastal Carolina University

Date Vacancy Opened: November 2, 2014

Total Number of Persons  
Interviewed for the Vacancy: 2

Date Vacancy Filled: December 1, 2014

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Internal Referral	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	1	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300		No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186		No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525		No
WCCB Charlotte	1 Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345		No
Horry Georgetown Tech	2050 Hwy 501 E Conway SC 29526	Bertha Fletcher	(843) 347-3186		No
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333	1	No
ZipRecruiter.com	Internet site	Customer Service			No

### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Producer

Recruitment Source That Referred the Hiree: ZipRecruiter.com

Date Vacancy Opened: December 11, 2014

Total Number of Persons Interviewed for the Vacancy: 7

Date Vacancy Filled: February 16, 2015

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Internal Referral	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300		No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	2	No
TVJobs.com	Internet site	Mark Holloway		1	No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186		No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525		No
WCCB Charlotte	1 Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345		No
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333		No
Horry Georgetown Tech	2050 Hwy 501 E Conway SC 29526	Bertha Fletcher	(843) 347-3186		No
ZipRecruiter.com	Internet site	Customer Service		4	No



## FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Sales Assistant

Recruitment Source That  
Referred the Hiree: ZipRecruiter.com

Date Vacancy Opened: January 6, 2015

Total Number of Persons  
Interviewed for the Vacancy: 6

Date Vacancy Filled: April 13, 2015

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186		No
Internal Referral	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300		No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	2	No
TVJobs.com	Internet site	Mark Holloway		1	No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		No
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333	1	No
WCCB Charlotte	1 Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345		No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525		No
ZipRecruiter.com	Internet site	Customer Service		2	No

# FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Traffic Manager

Recruitment Source That  
Referred the Hiree:

Internal Referral

Date Vacancy Opened: May 20, 2015

Total Number of Persons

Date Vacancy Filled: June 12, 2015

Interviewed for the Vacancy:

3

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Internal Referral	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	2	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	1	No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186		No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525		No
WCCB Charlotte	1 Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345		No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		No
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333		No
Horry Georgetown Tech	2050 Hwy 501 E Conway SC 29526	Bertha Fletcher	(843) 347-3186		No
ZipRecruiter.com	Internet site	Customer Service			No

## FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Traffic Assistant

Recruitment Source That  
Referred the Hiree:

WFXB.com

Date Vacancy Opened: February 27, 2015

Total Number of Persons

Date Vacancy Filled: April 6, 2015

Interviewed for the Vacancy:

8

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Internal Referral	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	1	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	1	No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186		No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525		No
WCCB Charlotte	1 Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345		No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		No
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333		No
ZipRecruiter.com	Internet site	Customer Service		6	No

## FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Traffic Assistant

Recruitment Source That  
Referred the Hiree:

WFXB.com

Date Vacancy Opened: June 8, 2015

Total Number of Persons

Date Vacancy Filled: July 6, 2015

Interviewed for the Vacancy:

2

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Internal Referral	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	1	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	1	No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186		No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525		No
WCCB Charlotte	1 Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345		No
Horry Georgetown Tech	2050 Hwy 501 E Conway SC 29526	Bertha Fletcher	(843) 347-3186		No
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333		No
ZipRecruiter.com	Internet site	Customer Service			No

**ATTACHMENT B**

**MENU OPTION ACTIVITIES**

## MENU OPTION ACTIVITIES

Station WFXB has engaged in the following outreach activities during the year covered by this report:

Type of Activity	Brief Description
SC Broadcasters Association - Job Fair/Career Day	<b>April 8, 2015</b> - Sales Manager Lee Camp attended and met with college students looking for jobs or internships upon graduation. Also met with recent graduates about job opportunities in the broadcasting field.
South Carolina Broadcasters Association 2015 Winter Conference	<b>January 29, 2015</b> - Seven (7) Account Executives and Brian Richardsson, Local Sales Manager attended the conference which included a consultive selling session.
South Carolina Broadcasters Association 2015 Winter Conference	<b>January 29, 2015</b> - Brian Richardson, Local Sales Manager attended the conference sessions included topics such as hiring and merit based sales.
South Florence High School	<b>April 29, 2015</b> - Brian Richardson, Local Sales Manager and Andy Locklair, Account Executive / On Air Talent was interviewed by Skylar Costello about careers in broadcasting particularly in Production.
Sneed Middle School Career Fair	<b>May 14, 2015</b> - Brian Richardson, Local Sales Manager met with multiple groups of students and discussed careers in broadcasting. He also answered questions from the students regarding the different careers in broadcasting.
Human Resources Compliance 101 Horry-Georgetown Technical College	<b>May 13, 2015</b> - Linda Todd, Business Manager attended this seminar as a refresher course. Some of the topics covered were: Discrimination, Harassment, ADA, FMLA, EEOC and the need for Social Media Policies.
SC Works of the Pee Dee Job Fair	<b>July 15, 2015</b> - Local Area Sales Manager Brian Richardson attended and met with potential applicants interested in the job opportunities available in the broadcasting field. Collected resumes for open positions.
Coastal Carolina University Job Fair	<b>March 25, 2015</b> - Sales Manager Lee Camp met with students and recent graduates interested in the broadcasting field and gathered resumes from some prospective applicants.
SC Broadcasters Association News Seminar	<b>April 10, 2014</b> - Operations Manager Alan Ball and Producer Lauren Pogulis attended the news seminar. Some of the topics included Storytelling Still Works, Ethic Eye-opener and Time Managaement.
Horry Georgetown Technical College Job Fair	<b>March 12, 2015</b> - Talia Saghri, Traffic Manager attended and met with students looking for jobs or internships upon graduation. Also met with some recent graduates about job opportunities in the broadcasting field.
Florence-Darlington Technical College - SiMT Campus Job Fair	<b>October 22, 2014</b> - Local Area Sales Manager Brian Richardson attended and spoke with the students interested in the job opportunities available in the broadcasting field. Accepted resumes and passed them on the dept. heads.
Francis Marion University Job Fair	<b>October 15, 2014</b> - Local Area Sales Manager Brian Richardson attended and spoke with the students interested in the job opportunities available in the broadcasting field. Accepted resumes and passed them on the dept. heads.
South Carolina Broadcasters Association Leaders Edge Training	In 2014 - 2015, the station provides ongoing training opportunities for the Sales Staff through the SCBA Leaders Edge Training presentations. Some webinars are almost an hour long and there are a variety of 5-Minute Sales Training sessions via the Internet. We encourage the employees to participate as this could lead to a higher level position.
TV promotional announcement	30-second spots air weekly on WFXB soliciting organizations to receive notice of job openings.