

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, 2016

## 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, 2016, the station filled the following full-time vacancies:

Account Executive (5)  
National Sales Assistant  
Producer  
Traffic Manager

The station interviewed a total of 45\* people for all full-time vacancies during the period covered in this report.

*\* One person was interviewed for two positions*

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:

Account Executive - 1

Recruitment Source That  
Referred the Hiree:

ZipRecruiter.com

Date Vacancy Opened:

April 27, 2015

Total Number of Persons  
Interviewed for the Vacancy:

12

Date Vacancy Filled:

October 30, 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<br>Suite 112<br>Columbia SC 29212 |                  | 803-732-1186     |   | No                                   |
| Internal Referral                       | 3364 Huger Street<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   |   | No                                   |
| WFXB.com                                | 3364 Huger Street<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   | 4   | No                                   |
| TVJobs.com                              | Internet site                                      | Mark Holloway    |                  |   | No                                   |
| NAACP                                   | 611 Main Street<br>Columbia SC 29203               | Dwight James     | (803) 754-8484   |   | No                                   |
| Coastal Carolina University             | PO Box 261954<br>Hwy. 501<br>Conway SC 29526       | Molly Fout       | (843) 349-2333   |   | No                                   |
| WCCB Charlotte                          | 1 Television Place<br>Charlotte NC 28205           | Cathy Hodges     | (704) 632-7345   |   | No                                   |
| WOLO Columbia                           | 5807 Shakespeare Rd<br>Columbia SC 29223           | Marty White      | (803) 754-7525   |   | No                                   |
| ZipRecruiter.com                        | Internet site                                      | Customer Service |                  | 8   | No                                   |



# **FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy:

Account Executive - 2

Recruitment Source That  
Referred the Hiree:

ZipRecruiter.com

Date Vacancy Opened:

June 13, 2015

Date Vacancy Filled:

August 10, 2015

Total Number of Persons

Interviewed for the Vacancy:

5

| Name of Recruitment Source                 | Address  | Contact Person   | Telephone Number | Total Number of Interviewees<br>Referred by the Source for<br>the Vacancy | Did the Source<br>Request<br>Notification? |
|--|--|------------------|------------------|---|--|
| Internal Referral                          | 3364 Huger Street<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   |   | No   |
| WFXB.com                                   | 3364 Huger Street<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   |   | No   |
| TVJobs.com                                 | Internet site                                      | Mark Holloway    |                  |   | No   |
| South Carolina Broadcasters<br>Association | One Harbison Way<br>Suite 112<br>Columbia SC 29212 |                  | 803-732-1186     |   | No   |
| WOLO Columbia                              | 5807 Shakespeare Rd<br>Columbia SC 29223           | Marty White      | (803) 754-7525   |   | No   |
| WCCB Charlotte                             | 1 Television Place<br>Charlotte NC 28205           | Cathy Hodges     | (704) 632-7345   |   | No   |
| ZipRecruiter.com                           | Internet site                                      | Customer Service |                  | 3   | No   |
| NAACP                                      | 611 Main Street<br>Columbia SC 29203               | Dwight James     | (803) 754-8484   |   | No   |
| Francis Marion University                  | Hwy 301 N<br>Florence SC 29506                     | Joe Arsnelo      | (843) 661-1100   | 2   | No   |

# FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:

Account Executive - 3

Recruitment Source That  
Referred the Hiree:

ZipRecruiter.com

Date Vacancy Opened:

December 8, 2015

Date Vacancy Filled:

March 29, 2016

Total Number of Persons  
Interviewed for the Vacancy:

6

| 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<br>Suite 112<br>Columbia SC 29212 |                  | 803-732-1186     |   | No                                   |
| Internal Referral                       | 3364 Huger Street<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   |   | No                                   |
| WFXB.com                                | 3364 Huger Street<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   | 1   | No                                   |
| TVJobs.com                              | Internet site                                      | Mark Holloway    |                  |   | No                                   |
| NAACP                                   | 611 Main Street<br>Columbia SC 29203               | Dwight James     | (803) 754-8484   |   | No                                   |
| Coastal Carolina University             | PO Box 261954<br>Hwy. 501<br>Conway SC 29526       | Molly Fout       | (843) 349-2333   |   | No                                   |
| Horry Georgetown Tech                   | 2050 Hwy 501 E<br>Conway SC 29526                  | Bertha Fletcher  | (843) 347-3186   |   | No                                   |
| WCCB Charlotte                          | 1 Television Place<br>Charlotte NC 28205           | Cathy Hodges     | (704) 632-7345   |   | No                                   |
| WOLO Columbia                           | 5807 Shakespeare Rd<br>Columbia SC 29223           | Marty White      | (803) 754-7525   |   | No                                   |
| ZipRecruiter.com                        | Internet site                                      | Customer Service |                  | 5   | No                                   |



# **FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy:

Account Executive - 4

Recruitment Source That

Date Vacancy Opened:

October 28, 2015

Referred the Hiree:

ZipRecruiter.com

Date Vacancy Filled:

March 8, 2016

Total Number of Persons

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? |
|---|--|------------------|------------------|---|--------------------------------------|
| South Carolina Broadcasters Association | One Harbison Way<br>Suite 112<br>Columbia SC 29212 |                  | 803-732-1186     |   | No                                   |
| Internal Referral                       | 3364 Huger Street<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   | 1   | No                                   |
| WFXB.com                                | 3364 Huger Street<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   | 2   | No                                   |
| TVJobs.com                              | Internet site                                      | Mark Holloway    |                  |   | No                                   |
| NAACP                                   | 611 Main Street<br>Columbia SC 29203               | Dwight James     | (803) 754-8484   |   | No                                   |
| Coastal Carolina University             | PO Box 261954<br>Hwy. 501<br>Conway SC 29526       | Molly Fout       | (843) 349-2333   | 1   | No                                   |
| Horry Georgetown Tech                   | 2050 Hwy 501 E<br>Conway SC 29526                  | Bertha Fletcher  | (843) 347-3186   |   | No                                   |
| WCCB Charlotte                          | 1 Television Place<br>Charlotte NC 28205           | Cathy Hodges     | (704) 632-7345   |   | No                                   |
| WOLO Columbia                           | 5807 Shakespear Rd<br>Columbia SC 29223            | Marty White      | (803) 754-7525   |   | No                                   |
| ZipRecruiter.com                        | Internet site                                      | Customer Service |                  | 4   | No                                   |

# **FULL-TIME VACANCY EEO INFORMATION**

|                       |                       |  |                  |
|-----------------------|-----------------------|--|------------------|
| Job Title of Vacancy: | Account Executive - 5 | Recruitment Source That Referred the Hiree:          | ZipRecruiter.com |
| Date Vacancy Opened:  | February 5, 2016      |  |                  |
| Date Vacancy Filled:  | March 7, 2016         | Total Number of Persons Interviewed for the Vacancy: | 1                |

| 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<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   |   | No                                   |
| WFXB.com                                | 3364 Huger Street<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   |   | No                                   |
| TVJobs.com                              | Internet site                                      | Mark Holloway    |                  |   | No                                   |
| South Carolina Broadcasters Association | One Harbison Way<br>Suite 112<br>Columbia SC 29212 |                  | 803-732-1186     |   | No                                   |
| WOLO Columbia                           | 5807 Shakespeare Rd<br>Columbia SC 29223           | Marty White      | (803) 754-7525   |   | No                                   |
| WCCB Charlotte                          | 1 Television Place<br>Charlotte NC 28205           | Cathy Hodges     | (704) 632-7345   |   | No                                   |
| Florence Business Tech Center           | 181 East Evans Street<br>Florence SC 29506         | Brian Richardson | 843-629-1431     |   | No                                   |
| ZipRecruiter.com                        | Internet site                                      | Customer Service |                  | 1   | No                                   |



## FULL-TIME VACANCY EEO INFORMATION

|                       |                          |  |
|-----------------------|--------------------------|--|
| Job Title of Vacancy: | National Sales Assistant | Recruitment Source That Referred the Hiree:            |
| Date Vacancy Opened:  | November 4, 2015         | Ziprecruiter.com                                       |
| Date Vacancy Filled:  | December 18, 2015        |  |
|                       |                          | Total Number of Persons 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<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   |   | No                                   |
| WFXB.com                                | 3364 Huger Street<br>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<br>Suite 112<br>Columbia SC 29212 |                  | 803-732-1186     |   | No                                   |
| WOLO Columbia                           | 5807 Shakespear Rd<br>Columbia SC 29223            | Marty White      | (803) 754-7525   |   | No                                   |
| WCCB Charlotte                          | 1 Television Place<br>Charlotte NC 28205           | Cathy Hodges     | (704) 632-7345   |   | No                                   |
| Coastal Carolina University             | PO Box 261954<br>Hwy. 501<br>Conway SC 29526       | Molly Fout       | (843) 349-2333   |   | No                                   |
| ZipRecruiter.com                        | Internet site                                      | Customer Service |                  | 3   | No                                   |

# **FULL-TIME VACANCY EEO INFORMATION**

|                       |                   |  |                   |
|-----------------------|-------------------|--|-------------------|
| Job Title of Vacancy: | Producer          | Recruitment Source That Referred the Hiree:          | Internal Referral |
| Date Vacancy Opened:  | January 4, 2016   |  |                   |
| Date Vacancy Filled:  | February 10, 2016 | Total Number of Persons 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 Hugger Street<br>Myrtle Beach SC 29577        | Rigby Wilson     | (843) 828-4300   | 1   | No                                   |
| WFXB.com                                | 3364 Hugger Street<br>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<br>Suite 112<br>Columbia SC 29212 |                  | 803-732-1186     |   | No                                   |
| WOLO Columbia                           | 5807 Shakespeare Rd<br>Columbia SC 29223           | Marty White      | (803) 754-7525   |   | No                                   |
| WCCB Charlotte                          | 1 Television Place<br>Charlotte NC 28205           | Cathy Hodges     | (704) 632-7345   |   | No                                   |
| Coastal Carolina University             | PO Box 261954<br>Hwy. 501<br>Conway SC 29526       | Molly Fout       | (843) 349-2333   |   | No                                   |
| Horry Georgetown Tech                   | 2050 Hwy 501 E<br>Conway SC 29526                  | Bertha Fletcher  | (843) 347-3186   |   | No                                   |
| NAACP                                   | 611 Main Street<br>Columbia SC 29203               | Dwight James     | (803) 754-8484   |   | No                                   |
| ZipRecruiter.com                        | Internet site                                      | Customer Service |                  | 1   | No                                   |



# **FULL-TIME VACANCY EEO INFORMATION**

|                       |                   |  |                   |
|-----------------------|-------------------|--|-------------------|
| Job Title of Vacancy: | Traffic Manager   | Recruitment Source That Referred the Hiree:          | Internal Referral |
| Date Vacancy Opened:  | February 8, 2016  | Total Number of Persons Interviewed for the Vacancy: | 5                 |
| Date Vacancy Filled:  | February 22, 2016 |  |                   |

| 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<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   | 1   | No                                   |
| WFXB.com                                | 3364 Huger Street<br>Myrtle Beach SC 29577         | Rigby Wilson     | (843) 828-4300   | 1   | No                                   |
| South Carolina Broadcasters Association | One Harbison Way<br>Suite 112<br>Columbia SC 29212 |                  | 803-732-1186     |   | No                                   |
| WOLO Columbia                           | 5807 Shakespeare Rd<br>Columbia SC 29223           | Marty White      | (803) 754-7525   |   | No                                   |
| WCCB Charlotte                          | 1 Television Place<br>Charlotte NC 28205           | Cathy Hodges     | (704) 632-7345   |   | No                                   |
| NAACP                                   | 611 Main Street<br>Columbia SC 29203               | Dwight James     | (803) 754-8484   |   | No                                   |
| ZipRecruiter.com                        | Internet site                                      | Customer Service |                  | 3   | 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 -<br>Job Fair/Career Day              | <b>April 6, 2016</b> - Rigby Wilson, VP & General Manager 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 of sales.   |
| South Carolina Broadcasters Association<br>2016 Winter Conference | <b>January 21, 2016</b> - Brian Richardson, Local Sales Manager and four (4) Account Executives attended the conference which included a "Contagious Selling" session by David Rich. Brian also attend a session on "Contagious Leadership" By David Rich.   |
| South Carolina Broadcasters Association<br>2016 Winter Conference | <b>January 21, 2016</b> - Rigby Wilson, VP & General Manager attended the board meetings and conference sessions which included "Contagious Leadership" session by David Rich.   |
| South Carolina Broadcasters Association<br>2016 Winter Conference | <b>January 21, 2016</b> - Alan Ball, Operations Manager and Doug Carter, Chief Engineer attended the Winter Conference.  |
| Francis Marion Career Fair  | <b>April 11, 2016</b> - Brian Richardson, Local Sales Manager attended this career fair and spoke with students and graduates about careers in broadcasting.   |
| South Carolina Broadcasters Association<br>FLSA Webinar           | <b>June 22 , 2016</b> - Linda Todd, Business Manager attended the webinar titled "When Taking Care of Business Requires Working Overtime" that covered the proposed changes to the wages and overtime laws. It was presented by the Pillsbury Winthrop Shaw Pittman LLP.                               |
| Coastal Carolina University<br>Job Fair                           | <b>April 20, 2016</b> – Rigby Wilson, VP & General Manager met with students and recent graduates interested in the broadcasting field and gathered resumes from some prospective applicants.  |
| Horry Georgetown Technical College<br>Job Fair                    | <b>April 13, 2016</b> - Lee Camp, Local Sales Manager attended and met with students looking for jobs or internships upon graduation. He spoke with some recent graduates about job opportunities in the broadcasting field of sales.  |
| Job Shadowing<br>Horry County Schools                             | <b>January 14, 2016</b> - Horry County student AJ Buskirk Job Shadowed with the news staff, on-air talent, MCO, Local Sales Assistant, Traffic Department and Business Manager. Being a small station we were able to give her a good deal of information regarding working in the broadcasting field. |
| Job Shadowing<br>Horry County Schools                             | <b>February 8, 2016</b> - Horry County student G Johnson Job Shadowed with the news staff, on-air talent, MCO, Local Sales Assistant, Traffic Department and Business Manager. Being a small station we were able to give her a good deal of information regarding working in the broadcasting field.  |
| Job Shadowing<br>Horry County Schools                             | <b>February 9, 2016</b> - Horry County student L Gann Job Shadowed with the news staff, on-air talent, MCO, Local Sales Assistant, Traffic Department and Business Manager. Being a small station we were able to give her a good deal of information regarding working in the broadcasting field.     |
| Job Shadowing<br>Horry County Schools                             | <b>February 9, 2016</b> - Horry County student S Semenetz Job Shadowed with the news staff, on-air talent, MCO, Local Sales Assistant, Traffic Department and Business Manager. Being a small station we were able to give her a good deal of information regarding working in the broadcasting field. |

|  |  |
|--|--|
| South Carolina Broadcasters Association<br>Leaders Edge Training | In 2015 - 2016, 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.   |