

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, 2019

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, 2019, the station filled the following full-time vacancies:

Account Executive (2)
Creative Producer
General Manager
MCO
Producer (2)
Traffic Assistant

The station interviewed a total of 42 people for all full-time vacancies during the period covered in this report.

The following is the cumulative number of interviewees by referral source.

<u>Recruitment Source</u>	<u>Total # of Interviewees Referred</u>
Employee Referral	6
Indeed.com	25
SpotsNDots	6
WFXB.com	5

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 Hire: Indeed.com

Date Vacancy Opened: February 21, 2018

Total Number of Persons
Interviewed for the Vacancy: 5

Date Vacancy Filled: November 12, 2018

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	Paula Thayer	803-732-1186		No
Employee Referral	3364 Huger Street Myrtle Beach SC 29577	Jim White	(843) 839-9755		No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Alan Ball	(843) 839-9768		No
TVJobs.com	Internet site	Mark Holloway			No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		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
Indeed.com	Internet site	Elayna Cassella	203-487-7219	5	No
handshake.com	Internet web site for college students and alumni	Multiple contacts			No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	Account Executive - 2	Recruitment Source That Referred the Hiree:	Indeed.com
Date Vacancy Opened:	July 28, 2018	Total Number of Persons Interviewed for the Vacancy:	5
Date Vacancy Filled:	November 13, 2018		

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?
Employee Referral	3364 Huger Street Myrtle Beach SC 29577	Jim White	(843) 839-9755		No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Alan Ball	(843) 839-9768		No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212	Paula Thayer	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
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		No
Indeed.com	Internet site	Elayna Cassella	203-487-7219	5	No
handshake.com	Internet web site for college students and alumni	Multiple contacts			No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	Creative Producer	Recruitment Source That Referred the Hiree:	Indeed.com
Date Vacancy Opened:	March 9, 2018	Total Number of Persons Interviewed for the Vacancy:	8
Date Vacancy Filled:	August 20, 2018		

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?
Employee Referral	3364 Huger Street Myrtle Beach SC 29577	Jim White	(843) 839-9755		No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Alan Ball	(843) 839-9768	2	No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212	Paula Thayer	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
Indeed.com	Internet site	Elayna Cassella	203-487-7219	6	No
handshake.com	Internet web site for college students and alumni	Multiple contacts			No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: General Manager

Recruitment Source That Referred the Hiree: SND Publishing LLC (Spots'n'Dots)

Date Vacancy Opened: December 3, 2018

Total Number of Persons Interviewed for the Vacancy: 9

Date Vacancy Filled: March 4, 2019

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?
Employee Referral	3364 Huger Street Myrtle Beach SC 29577	Jim White	(843) 839-9755	3	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Alan Ball	(843) 839-9768		No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212	Paula Thayer	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
WBBJ	346 Muse Street Jackson TN 38301	Thelma Jones	(731) 424-4515		No
KILO	1805 E Cheyenne Rd Colorado Sprin CO 80905	Sarah Udell	(719) 955-1306		No
WDEF	2615 Broad Street Chattanooga TN 37408	Christa DeBerry	(423) 321-6208		No
TVNewsCheck.com	Internet site	Customer Service			No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		No
SND Publishing LLC (Spots'n'Dots)	600 West Peachtree Street NW Suite 350 Atlanta GS 30308	April Causey	(888)-884-2630 x1	6	No
Indeed.com	Internet site	Elayna Cassella	203-487-7219		No
iHireBroadcasting.com	Internet site	Rachael Simmons	877-798-4854		No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	MCO	Recruitment Source That Referred the Hiree:	Employee Referral
Date Vacancy Opened:	July 11, 2018	Total Number of Persons Interviewed for the Vacancy:	3
Date Vacancy Filled:	August 5, 2018		

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?
Employee Referral	3364 Huger Street Myrtle Beach SC 29577	Jim White	(843) 839-9755	1	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Alan Ball	(843) 839-9768	2	No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212	Paula Thayer	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
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		No
Indeed.com	Internet site	Elayna Cassella	203-487-7219		No
handshake.com	Internet web site for college students and alumni	Multiple contacts			No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Producer-1

Recruitment Source That Referred the Hiree: Indeed.com

Date Vacancy Opened: August 10, 2018

Total Number of Persons Interviewed for the Vacancy: 3

Date Vacancy Filled: August 29, 2018

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?
Employee Referral	3364 Huger Street Myrtle Beach SC 29577	Jim White	(843) 839-9755		No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Alan Ball	(843) 839-9768		No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212	Paula Thayer	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	Dwight James	(803) 754-8484		No
Indeed.com	Internet site	Elayna Cassella	203-487-7219	3	No
handshake.com	Internet web site for college students and alumni	Multiple contacts			No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	Producer - 2	Recruitment Source That Referred the Hire:	Indeed.com
Date Vacancy Opened:	December 11, 2018	Total Number of Persons Interviewed for the Vacancy:	6
Date Vacancy Filled:	February 4, 2019		

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?
Employee Referral	3364 Huger Street Myrtle Beach SC 29577	Jim White	(843) 839-9755		No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Alan Ball	(843) 839-9768		No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212	Paula Thayer	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
Indeed.com	Internet site	Elayna Cassella	203-487-7219	6	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Traffic Assistant

Recruitment Source That Referred the Hiree: Employee Referral

Date Vacancy Opened: July 26, 2018

Total Number of Persons Interviewed for the Vacancy: 3

Date Vacancy Filled: September 10, 2018

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?
Employee Referral	3364 Huger Street Myrtle Beach SC 29577	Jim White	(843) 839-9755	2	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Alan Ball	(843) 839-9768	1	No
TVJobs.com	Internet site	Mark Holloway			No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212	Paula Thayer	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
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484		No
Indeed.com	Internet site	Elayna Cassella	203-487-7219		No
handshake.com	Internet web site for college students and alumni	Multiple contacts			No

MENU OPTION ACTIVITIES

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

Type of Activity	Brief Description
"Why Valuable Employees Quit" Seminar Presented by the Myrtle Beach Chamber - # 8	August 23, 2018 - Brian Richardson, Local Sales Manager attended this seminar on how to hire and retain introverted employees and how you can add value to their experience and use them to add value to your bottom line.
South Carolina Broadcasters Association Political Advertising Webinar - # 8	September 6, 2018 - Linda Todd, Business Manager attended the webinar titled "Best Practices for Political Advertising"
Coastal Carolina University Fall Career & Internship Fair - #1	November 7, 2018 – Brian Richardson, Local Sales Manager met with attendees to explain the different roles in the TV station and discussed opportunities in TV with college-age employment seekers.
South Carolina Broadcasters Association 2019 Winter Conference - # 8	January 13, 2019 - Brian Richardson, Local Sales Manager attended the conference which included a Sales Management Training session.
South Carolina Broadcasters Association 2019 Winter Conference - #8	January 31, 2019 - Brian Richardson, Local Sales Manager, Andy Locklair, Local Sales Manager, Karissa Chambers, Digital Sales, and five (5) Account Executives attended the conference which included a Sales Training session.
Horry County Schools Job Shadow - #10	February 13, 2019 - A student met with the news production crew and observed the on-air shows. The student also met with staff in the Traffic department and the Master Control staff.
Horry-Georgetown Technical College Beyond the Campus Business Job and Internship Fair - # 1	March 6, 2019 - Alan Ball, Operations Manager attended and met with attendees interested in job opportunities in the broadcasting field and internships.
SC Broadcasters Association - Job Fair/Career Day - # 1	April 3, 2019 - Jeff McCallister, 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.
Coastal Carolina University Spring Job Fair - # 1	April 3, 2019 – Brian Richardson, Local Sales Manager and Talia Jewell, Traffic Manager attended the event. They collected resumes and discussed opportunities in TV with college-age employment seekers.
College Student Internship Program - # 5	WFXB-TV offers non-paid internships for students who are currently enrolled in an accredited college/university and need the internship for college credit. There were no interns for this period.
TV promotional announcement - # 16	15-second spots air weekly on WFXB soliciting organizations to receive notice of job openings.