

The attached document was timely prepared by the August 2, 2021, deadline.

Station personnel made reasonable efforts to upload this document by the deadline, but the FCC's online public file (OPIF) system was unavailable for uploads on Monday, August 2, 2021, and, as a result, the station was prevented due to technical difficulties with the OPIF from meeting the upload deadline. The station timely uploaded this document once the OPIF was back online and in service.

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, 2021

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, 2021, the station filled the following full-time vacancies:

Account Executive
Anchor / Producer
Creative Producer (2)
Digital Sales Manager
Traffic Assistant

The station interviewed a total of 22 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	2
Indeed.com	14
WFXB.com	6

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 Recruitment Source That Referred the Hiree: Employee Referral

Date Vacancy Opened: February 9, 2021

Date Vacancy Filled: April 19, 2021

Total Number of Persons Interviewed for the Vacancy: 5

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	Chris Bailey	(843) 839-9755	1	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 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
LinkedIn	Internet site	Annie Cordell	(704) 632-7329		No
Indeed.com	Internet site	Elayna Cassella	203-487-7219	3	No
Handshake.com	Internet web site for college students and alumni	Multiple contacts/colleges			No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Anchor / Producer Recruitment Source That Referred the Hiree: WFXB.com

Date Vacancy Opened: August 14, 2020

Date Vacancy Filled: October 12, 2020 Total Number of Persons Interviewed for the Vacancy: 5

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	Chris Bailey	(843) 839-9755	1	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Alan Ball	(843) 839-9768	4	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		No
Handshake.com	Internet web site for college students and alumni	Multiple contacts/colleges			No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Creative Producer 1 Recruitment Source That Referred the Hiree: Indeed.com

Date Vacancy Opened: March 31, 2020

Date Vacancy Filled: June 1, 2021 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?
Employee Referral	3364 Huger Street Myrtle Beach SC 29577	Chris Bailey	(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
WBBJ	346 Muse Street Jackson TN 38301	Thelma Jones	(731) 424-4515		No
MBACoC	1200 N Oak Street Myrtle Beach SC 29577	Kema Faulk Parsley	(843) 916-7276		No
Indeed.com	Internet site	Elayna Cassella	203-487-7219	4	No
Handshake.com	Internet web site for college students and alumni	Multiple contacts/colleges			No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Creative Producer 2

Recruitment Source That Referred the Hiree: Indeed.com

Date Vacancy Opened: May 5, 2021

Total Number of Persons Interviewed for the Vacancy: 4

Date Vacancy Filled: July 12, 2021

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	Chris Bailey	(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
WBBJ	346 Muse Street Jackson TN 38301	Thelma Jones	(731) 424-4515		No
MBACoC	1200 N Oak Street Myrtle Beach SC 29577	Kerna Faulk Parsley	(843) 916-7276		No
Indeed.com	Internet site	Elayna Cassella	203-487-7219	4	No
Handshake.com	Internet web site for college students and alumni	Multiple contacts/colleges			No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Digital Sales Manager
 Date Vacancy Opened: July 8, 2020
 Date Vacancy Filled: October 5, 2020

Recruitment Source That Referred the Hiree: WFXB.com
 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?
Employee Referral	3364 Huger Street Myrtle Beach SC 29577	Chris Bailey	(843) 839-9755		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
Indeed.com	Internet site	Elayna Cassella	203-487-7219		No
NAACP	611 Main Street	Dwight James	(803) 754-8484		No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Traffic Assistant

Recruitment Source That Referred the Hiree: Indeed.com

Date Vacancy Opened: April 12, 2021

Total Number of Persons Interviewed for the Vacancy: 3

Date Vacancy Filled: May 24, 2021

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	Chris Bailey	(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
WBBJ	346 Muse Street Jackson TN 38301	Thelma Jones	(731) 424-4515		No
MBACoC	1200 N Oak Street Myrtle Beach SC 29577	Kema Faulk Parsley	(843) 916-7276		No
Indeed.com	Internet site	Elayna Cassella	203-487-7219	3	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
Coastal Carolina University Virtual Career Fair	September 17, 2020 – Chris Bailey, VP & General Manager attended the virtual event. He discussed job and internship opportunities in TV with college-age employment seekers on a virtual platform.
University of South Carolina Virtual Career Fair	February 17, 2021 – Chris Bailey, VP & General Manager attended the virtual event. He discussed job and internship opportunities in TV with college-age employment seekers on a virtual platform.
North Myrtle Beach Job Fair	March 4, 2021 – Alan Ball, Station Manager met with attendees to explain the different roles in the TV station and discussed opportunities in TV with employment seekers. Also discussed internship opportunities.
Grand Strand Area Drive-Thru Job Fair	March 16, 2021 – Due to Covid-19 we are trying different ways to reach out to people. This event was so popular that they ran out of the 200-packets of job openings. BJ Kinard, WFXB Co-host, promoted the event live on our CAM show. Additional job openings were emailed to people that did not receive a packet. We had 2-job openings that were included in the packets.
Horry-Georgetown Technical College Job Fair	May 18, 2021 – Alan Ball, Station Manager met with attendees to explain the different roles in the TV station and discussed opportunities in TV with college-age employment seekers. Also discussed internship opportunities.
SCBA Political Webinar	August 19, 2020 – Linda Todd, Business Manager attended the webinar that went over compliance issues. Including how to comply with the rules regarding the political files and the new consent decree process.
Online Brand Management	March 18, 2021 – Steve White, Account Executive - attended the training sessions that went over online brand management with digital sales.
Sellers Workshop: Prospect, Conduct a CAN, & Develop the Right Proposal	June 15, 2021 – Talia Jewell and Steve White, Account Executives - attended the workshop / training sessions that went over a variety of information giving the AE's tools to help determine prospective clients and how to create the right proposal for that client.
How to Pitch & Overcome Objections	June 16, 2021 – Talia Jewell and Steve White, Account Executives - attended the workshop / training sessions that went over a variety of information giving the AE's tools to help pitch their sales and overcome the objections of the prospective clients.
How to Close the Sale, Follow Up, & Follow Along	June 17, 2021 – Talia Jewell and Steve White, Account Executives - attended the workshop / training sessions that went over a variety of information giving the AE's tools to help with their sales calls, how to close the deal, and follow-up after the sales.

<p>Jim Doyle On Demand Sales Training - New Account Executive Training, Prospecting: The Art of Finding the Money, The Process of Closing, and The Leaders Edge</p>	<p>August 20, 2020 through November 2, 2020 – Allyson Paric, Sara Bush, Stephanie Wilson, Talia Jewell, Richard Outler and Steve White, Account Executives and the Local Sales Manager, Dino Damelio - took part in the Jim Doyle training sessions that went over a variety of information giving the AE's tools to help with their sales and how to close the deal. At the end of most sessions the AE's took test to see how well they understood the program.</p>
<p>College Student Internship Program</p>	<p>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.</p>
<p>TV promotional announcement</p>	<p>15-second spots air weekly on WFXB soliciting organizations to receive notice of job openings.</p>