

EO 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, 2025

**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, 2025, the station filled the following full-time vacancies:

Multimedia Sales Consultant (1) Florence

The station interviewed a total of 8 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         | 1                                       |
| Indeed.com                |   |
| WFXB.com                  |   |
| Job Fair                  |   |
| Media Recruiter           |   |
| Linked In                 | 7                                       |
| Handshake                 |   |
| Facebook/Social Media     |   |

- < The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone
- < 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 contains the following information for each full-time vacancy:**





Job Title of Vacant Position: Multimedia Sales Consultant - FLO

Recruitment Source That Referred the Hiree: Employee Referral

Date Vacancy Opened: June 30, 2022

Total Number of Persons Interviewed for the Vacancy: 8

Date Vacancy Filled: January 10, 2025

| 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<br>Myrtle Beach SC 29577                   | Jeff West                     | (843) 839-9755   | 1   | No                                   |
| WFXB.com                   | 3364 Huger Street<br>Myrtle Beach SC 29577                   | Alan Ball                     | (843) 839-9768   | 0   | No                                   |
| WCCB                       | 1 Television Place Charlotte NC 28205                        | Chris Hoke or Cathy Hodges    | (704) 632-7351   | 0   | No                                   |
| WOLO                       | 1747 Cushman Drive<br>Columbia, SC 29204                     | Alison Eubanks or Marty White | (803) 906-4205   | 0   | No                                   |
| WCCB.com                   | 1 Television Place Charlotte NC 28205<br>Charlotte, NC 28205 | Camryn Little                 |                  | 0   | No                                   |
| WAKA/WCCB                  | 100 Interstate Park Drive, Ste 120<br>Montgomery AL 36109    | Laura Ross                    | (334) 420-3220   | 0   | No                                   |
| WWBJ                       | 346 Muse Street<br>Jackson, TN 38301                         | Thelma Jones                  | (731)-424-4545   | 0   | No                                   |
| Indeed/Zip/ADP             | 2101 Arnold Dr<br>Charlotte, NC 28205                        | Stephen Gage                  | (704) 315-0393   | 0   | No                                   |
| NAACP                      | 611 Main Street<br>Columbia, SC 29203                        | Dwight Jones                  | (803) 754-8484   | 0   | No                                   |
| Indeed                     | Internet Website   | Stephen Gage                  | (704) 315-0393   | 0   | No                                   |
| Handshake                  | Internet Website   | Multiple Contacts             | (415) 944-9960   | 0   | No                                   |
| CCU Job Fair               | 100 Chanticleer Drive East Conway SC 29526                   | Jessica Small                 | (843) 349-6515   | 0   | No                                   |
| Linked In                  | Internet Website   | Tania Hyler                   | (843) 839-9754   | 7   | 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   |
|--|---|
| #8 Wide Orbit Media Sales Training   | August 13-August 16- Ali DiMarco, sales assistant, participated in Wide Orbit Media Sales Training with Deb Rapa, the media research director at WCCB Charlotte. This training include training on entering programs, ratings into Wide Orbit media sales and pulling avails and logs for clients.        |
| #8 National Sales Portal   | August 12, 2024 - Ali DiMarco, sales assistant, participated in training for national sales with sales manager Chris Gray. This included training how to use the national portal and order entry for Katz Reps.   |
| #8 Training with WOLO sales assistant Meira Charles and WOLO sales manager Brie Bell | August 14, 2024- Ali DiMarco, sales assistant, had hands on training with WOLO sales assistant Meira Charles and WOLO sales manager Brie Bell. Meira and Brie traveled to Myrtle Beach for a day to train Ali in creating revenue reports and reports from Wide Orbit Media Sales.                        |
| #8 Training with Meira Charles, WOLO sales assistant                                 | August 15, 2024- Ali DiMarco, participated in training on national sales makegoods and revision   |
| #8 - Training with Meira Charles and Chris Gray, national sales manager for Bahakel  | August 20, 2024 - Ali DiMarco took part in more training for the Katz national sales portal with Meira Charles and Chris Gray. This training also included training in inventory.   |
| #8 Wide Orbit Media Sales Training   | August 21, 2024 -Deb Rapa, research director at WCCB, assistant Ali DiMarco with training in Wide Orbit media sales that included training on inventory, posts and rate cards   |
| #8 Wide Orbit Training   | January 13, 2025 - Roger Howell, account executive for the Florence office, participated in training in Wide Orbit Mentor training for WO Media Traffic.  |
| #8 AD Mall 101 Training  | February 5, 2025 - Roger Howell trained in AD Mall 101 learning how to sell local accounts.   |
| #8 Prime Lingo   | February 14, 2025 - Roger Howell participated in training for Prime Lingo   |
| #8 Wide Orbit Training - Order Entry   | March 15, 2025 - Roger Howell took part in Wide Orbit training with Ellen Myers and to learn order entry.   |
| #1 Francis Marion Job Fair   | March 18, 2025 - Jeff West, general manager for both WOLO and WFXB, attended this event and respresented both stations  |
| #1 USC Job Fair  | April 16, 2025 - Rich Vandover, operations manager at WOLO, represented WOLO and WFXB and discussed job opportunities at both stations for USC students and alumni  |
| #10 Field Trip/Job Shadowing   | May 2, 2025 - Four students from Coastal High School attended a live showing of Carolina AM, toured the station, met with current employees to learn about job roles, and shadowed Taya Torres, producer, and Seth Forbes, promotions director, in the control room during a taping of Not the News.      |
| #8 Leveraging Ad Mall  | June 26, 2025 - Roger Howell participated in training for Ad Mall - Hot Summer and Fall Advertising Opportunities   |
| #10 South Carolina Broadcasters Association Board of Directors 2024-2025             | WFXB-TV and WOLO TV V.P. & Gen.Mgr. Jeff West serves on the SCBA Board of Directors. One of the projects conducted is the SCBA Educational Foundation. The foundation grants scholarships and endowments for colleges and technical colleges and universities in the state that offer broadcast training. |
| #16 TV promotional announcement  | 15-second spots air weekly on WFXB soliciting organizations to receive notice of job openings.  |