

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, 2026

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, 2026, the station filled the following full-time vacancies:

Multimedia Account Executive
Traffic Coordinator

The station interviewed a total of 9 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	3
WFXB.com	1
SC Broadcasters Association	
Linked In	4
WCCB	
WOLO	

- < 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 Vacancy: Multimedia Account Executive

Date Vacancy Opened: May 1, 2026

Date Vacancy Filled: July 13, 2026

Recruitment Source That
Referred the Hiree: LinkedIn

Total Number of Persons
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?
Employee Referral	3364 Huger Street Myrtle Beach, SC 29577	Jeff West	843-839-9755	0	No
WFXB.com	3364 Huger Street Myrtle Beach, SC 29577	Alan Ball	843-839-9768	1	No
WCCB	1 Television Place Charlotte NC 28205	Chris Hoke	704-632-7351	0	No
WOLO	1747 Cushman Drive Columbia, SC 29204	Marty White	(803) 906-4205	0	No
Indeed	www.indeed.com	Michelle Kiser	(843)742-7239	0	No
LinkedIn	www.linkedin.com	Michelle Kiser	(843)742-7239	2	No
SC Broadcaster's Association	www.scba.com/careers/job-bank/		803-732-1186	0	No

Job Title of Vacancy: Traffic Coordinator

Date Vacancy Opened: April 10, 2026

Date Vacancy Filled: July 20, 2026

Recruitment Source That
Referred the Hire: Indeed

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?
Employee Referral	3364 Huger Street Myrtle Beach, SC 29577	Jeff West	(843) 839-9755	1	No
WFXB.com	3364 Huger Street Myrtle Beach, SC 29577	Alan Ball	(843) 839-9768	0	No
WCCB	1 Television Place Charlotte NC 28205	Chris Hoke	(704) 632-7351	0	No
WOLO	1747 Cushman Drive Columbia, SC 29204	Marty White	(803) 906-4205	0	No
Indeed	www.indeed.com	Michelle Kiser	(843)742-7239	3	No
LinkedIn	www.linkedin.com	Michelle Kiser	(843)742-7239	2	No
SC Broadcaster's Association	www.scba/careers/job-bank/		803-732-1186	0	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 Digital Based Training	The sales team, which included Ali DiMarco, sales assistant, and account executives Josh Barber, Ellen Myers, Roger Howle, Ellen Myers and Michelle Marlowe, digital sales manager, participated in digital based training. On August 14, 2025 the topic of training was Legal Services.
#8 Digital Based Training	The sales team, which included Ali DiMarco, sales assistant, and account executives Josh Barber, Ellen Myers, Roger Howle, Ellen Myers and Michelle Marlowe, digital sales manager, participated in digital based training. On August 28, 2025 the topic of training was Home & Garden.
#8 Digital Based Training	WFXB-TV Sales team and Sales Managers participated in Cross Channel Marketing Training on April 16, 2026
#8 Digital Based Training	WFXB-TV Sales team and Sales Managers participated in Selling Live Sports training via CTV on May 28, 2026
#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	30-second spots aired on WFXB informing viewers of current job openings.
#1 USC Job Fair	February 18, 2026 Rich Wandover, Operations Manager for WOLO, represented WOLO and WFXB and discussed job opportunities at both stations for USC students and alumni.
#8 Political Training Seminar	February 17, 2026 V.P. & Gen. Mgr. Jeff West participated in a Political Training Seminar on FCC Political compliance and reporting
#8 Progamming/Promotional Training	V.P./G.M. Jeff West attended FOX Roadshow...July 21st, 2026...Atlanta, GA. The Roadshow is a preview of upcoming prime and sports programming for the upcoming year. We will also discuss promotional ideas and look at the best promotional campaigns from the past season.
#12 Job Banks	Job openings are posted on SC Broadcaster's Association job bank