

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, 2011

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, 2011, the station filled the following full-time vacancies:

Account Executive	2
Traffic Assistant	1

The station interviewed a total of 30 people for all full-time vacancies during the period covered in this report.

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: WFXB.com

Date Vacancy Opened: January 7, 2011

Total Number of Persons Interviewed for the Vacancy: 11

Date Vacancy Filled: May 9, 2011

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 Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	3	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	4	No
SC Virtual One Stop	200 Victory Lane Conway SC 29526	Lisa	(843) 234-9675	1	Yes
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333	1	No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484	0	No
TVJobs.com	Internet site	Mark Holloway		1	No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186	1	No
Horry Georgetown Tech	2050 Hwy 501 E Conway SC 29526	Bertha Fletcher	(843) 347-3186	0	No
WCCB Charlotte	One Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345	0	No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525	0	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive (2)
 Date Vacancy Opened: May 16, 2011
 Date Vacancy Filled: June 6, 2011

Recruitment Source That Referred the Hire: Internal Referral
 Total Number of Persons Interviewed for the Vacancy: 14

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 Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	5	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	4	No
SC Virtual One Stop	200 Victory Lane Conway SC 29526	Lisa	(843) 234-9675	1	Yes
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333	2	No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484	0	No
TVJobs.com	Internet site	Mark Holloway		1	No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186	1	No
Horry Georgetown Tech	2050 Hwy 501 E Conway SC 29526	Bertha Fletcher	(843) 347-3186	0	No
WCCB Charlotte	One Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345	0	No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525	0	No

The station used the same recruitment for this position and the Account Executive position filled on May 9, 2011
 Eleven of the interviews are counted twice in the overall total number of interviewees (30) during the one-year reporting period.

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Traffic Assistant

Recruitment Source That Referred the Hiree: WFXB.com

Date Vacancy Opened: December 31, 2010

Total Number of Persons Interviewed for the Vacancy: 5

Date Vacancy Filled: January 24, 2011

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 Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	0	No
WFXB.com	3364 Huger Street Myrtle Beach SC 29577	Rigby Wilson	(843) 828-4300	3	No
TVJobs.com	Internet site	Mark Holloway		0	No
South Carolina Broadcasters Association	One Harbison Way Suite 112 Columbia SC 29212		803-732-1186	0	No
WOLO Columbia	5807 Shakespeare Rd Columbia SC 29223	Marty White	(803) 754-7525	0	No
WCCB Charlotte	One Television Place Charlotte NC 28205	Cathy Hodges	(704) 632-7345	0	No
NAACP	611 Main Street Columbia SC 29203	Dwight James	(803) 754-8484	0	No
SC Virtual One Stop	200 Victory Lane Conway SC 29526	Lisa	(843) 234-9675	1	Yes
Coastal Carolina University	PO Box 261954 Hwy. 501 Conway SC 29526	Molly Fout	(843) 349-2333	1	No
Horry Georgetown Tech	2050 Hwy 501 E Conway SC 29526	Bertha Fletcher	(843) 347-3186	0	No

ATTACHMENT B
MENU OPTION ACTIVITIES

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

Activity Classification	Type of Activity	Brief Description
10	Elon, UNC Faculty, RTNDAC Meeting for Communications	October 29 & 30, 2010 – Ken White, News Director attended a discussion on class offerings and how to better prepare students for jobs. Learned how to do a better weather program with Weather Channels Mike Seidel.
1	Francis Marion University Spring Career Fair	April 11, 2011 - Pete Sieler, Local Sales Manager attended and meet with students and recent graduates about job opportunities.
10	Elon University Communications Advisory Board meeting	September 23 & 24, 2009 – Ken White, News Director spoke to 2 classes and reviewed the Phoenix 14 program and students work.
3	Radio & Television News Directors Association of the Carolinas	February 5, 2011 – Reg Taylor, Chief Meteorologist, Audrina Bigos, Multi Media Journalist, and Ken White, News Director met with 192 students from North and South Carolina at WCNC an NBC News channel for training, reviewing, and coaching on virtually every aspect of broadcast news and radio.
10	Charlotte-Mecklenburg Schools Internship Program & Business Meeting	October 13, 2010 – Ken White, News Director met with students and faculty to discuss plans to increase intern options and skills needed to get jobs and internships.
4	University of South Carolina Mass Communications and Journalism Meeting	November 9, 2010 – Ken White, News Director met with approximately 40 students in journalism class & newsroom. Reviewed their newscast and answered questions. Discussed changes in the industry and how classes can be "tweaked" for improvements.
10	Charlotte-Mecklenburg Schools Academic Internship Program	December 1, 2010 – Ken White, News Director met and interviewed students about possible career choices. Spoke with faculty and administrators about what skills are needed.
8	Job Shadowed / Training at WCCB	August 20, 2010 - Austin Kokel, Traffic Manager job shadowed the News and Creative Services Staff which included graphics and studio production. This training will help him in his broadcasting career.

14	“Building Bridges” Workshop- WFXB, Florence Darlington Technical College, Pee Dee Food Service, Pepsi Bottling Plant of Florence and Adams Outdoor	October 18, 2010 – Introduction to the program by staff from the SC Human Affairs Commission on how to increase awareness of diversity in our workplace and community in the 5 week course. Area Sales Manager Pete Sieler chaired & participated.
14	“Building Bridges” Workshop- WFXB, Florence Darlington Technical College, Pee Dee Food Service, Pepsi Bottling Plant of Florence and Adams Outdoor	October 25, 2010 – Discussion on Religion in work place, and public functions - should prayers be said at Public events and should "Under God" to be listed on public buildings and our currency? Area Sales Manager Pete Sieler chaired & participated.
14	“Building Bridges” Workshop- WFXB, Florence Darlington Technical College, Pee Dee Food Service, Pepsi Bottling Plant of Florence and Adams Outdoor	November 1, 2010 –School consolidation discussions with local school administrators on pro's and con's of district consolidation and related cost savings advantages. Diversity and discrimination in the workplace. Area Sales Manager Pete Sieler chaired & participated.
14	“Building Bridges” Workshop- WFXB, Florence Darlington Technical College, Pee Dee Food Service, Pepsi Bottling Plant of Florence and Adams Outdoor	November 8, 2010 - Juvenile crime and gangs and it's impact on youth and the community conducted by Lt. Ron Swaggard of the Florence Police Department. Area Sales Manager, Pete Sieler chaired & participated.
14	“Building Bridges” Workshop- WFXB, Florence Darlington Technical College, Pee Dee Food Service, Pepsi Bottling Plant of Florence and Adams Outdoor	November 15, 2010 – General discussion on what the participants got out of the five previous sessions and where do we go from here. Area Sales Manager Pete Sieler chaired & participated.
1	Georgetown High School - Career Day	November 18, 2010 – Lee Camp, Local Sales Manager met with students interested in broadcasting or a Job Shadowing program.
1	Coastal Carolina University - Job Fair	March 23, 2011 – Rigby Wilson, VP & General Manager and Tyler Kamp, Videographer met with students and recent graduates interested in the broadcasting field. Some answered questions on camera.
4	Journalism Day at Carowinds	April 29, 2011 - Morgan Fogarty, Anchor/reporter and Ken White, News Director spoke with about 600 students from North and South Carolina to further their work as collegiate and professional journalist.

1	SC Broadcasters Association - Job Fair/Career Day	April 5, 2011 - Rigby Wilson, VP & General Manager attended and meet with students and recent graduates about job opportunities in broadcasting.
7	Charlotte-Mecklenburg Schools Academic Internship Program Advisory	February 9, 2011 – John Hutchinson, GM/Corporate VP, Jim Babb, Corporate VP of TV , Angela Robbins, Asst. News Director, Deborah Barnes, News Director Asst and Intern Contact, and Ken White, News Director hosted this meeting, gave station tours, interacted with students and administrators. Discussed further internship opportunities with parents and students.
4	Winthrop University	August 30, 2010 - Morgan Fogarty, Anchor/reporter, Deborah Barnes, Internship Coordinator and Web Producer, and Ken White, News Director spoke with students about how to be a reporter, producer, photographer. We keyed on which skill set to polish for internships and jobs We also discussed radio training and interation with TV news opportunities.
4	Elon University hosted with University of Alabama, Coastal Carolina Unviversity, U of SC, SC State, UNC-CH, UNCC, Wake Forrest, U of Florida, U of Tenn., Middle Tennessee State, App. State and U of Georgia in attendance	September 24&25, 2010 - Ken White, News Director took part in a "think tank" on how media should be addressing the changes in technology and consumers habits in the future and how students should be trained for the same.
16	TV promotional announcement	30-second spots air weekly on WFXB soliciting organizations to receive notice of job openings.

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

- 1 Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
- 2 Hosting of at least one job fair;
- 3 Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
- 4 Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
- 5 Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
- 6 Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
- 7 Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
- 8 Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
- 9 Establishment of a mentoring program for station personnel;
- 10 Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
- 11 Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;

- 12 Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
- 13 Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
- 14 Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
- 15 Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
- 16 Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.