

2016 – Annual EEO Public File Report

The purpose of this EEO Public File Report (“Annual EEO Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following stations, which collectively form a single Station Employment Unit for purposes of the EEO Rules:

<u>Call Sign</u>	<u>Community</u>	<u>FIN</u>
WOOF(AM)	Dothan, Alabama	73675
WOOF-FM	Dothan, Alabama	73674

The information contained in this Annual EEO Report covers the time period from December 2, 2015 to, and including, December 1, 2016 (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

- A list of all full-time vacancies filled by the Station(s) during the Applicable Period;
- For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station(s) about any new job openings, which are separately identified;
- The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period;
- Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
- A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station(s) during the Applicable Period.

The following sections provide the required information, and summarize the station(s) EEO efforts during the Applicable Period. This Annual Report was placed in our stations’ public inspection file on 11-29-2016.

SECTION 1: Full-Time Job Openings Filled During This Period

Time Period Covered: December 2, 2015 to December 1, 2016
Stations in Employment Unit: WOOF (AM) and WOOF-FM

Full-time Positions Filled by Job Title and Date Filled		Recruitment Source of Hiree
0	n/a	n/a

Section 2: Recruitment Sources

Time Period Covered: December 2, 2015 to December 1, 2016

Stations in Employment unity: WOOF(AM) and WOOF-FM

No Full-time hires occurred during this period and therefore no additional Recruitment Sources were utilized beyond our normal on-going recruitment activities which are implemented during non-vacancy periods.

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered: December 2, 2015 to December 1, 2016

Stations in Employment Unit: WOOF(AM) and WOOF-FM

1. Career/Job Fair participation

Girard Middle School's Advisory Program

Deborah Pearson spoke to the entire 7th grade class on December 16th, 2015. She shared with them the career opportunities she had in radio, including a college internship at WOOF Radio and her college education at Alabama State University that prepared her path for a career in Radio

Abbeville High School Career Fair

WOOF Inc. participated in Abbeville High School's Career Day on February 4th, 2016 from 8:00 am to 2:00pm at the High School. Hal Edwards shared with the students his expertise in sales and management. Brad Bailey offered to the potential media career students his experience in on-air and engineering. Deborah Pearson explained to the students what a career in news is like.

Troy University-Dothan Campus Valentine's day Career Fair

WOOF Inc. was pleased to again participate in Troy University's annual Valentine's Day Career Fair from 9:00am to 12 noon. Representing WOOF was morning show host Amy Dee as she shared her long career as an on-air personality. Deborah Pearson shared her career in Radio News with the perspective career seekers.

Hal Edwards shared his vast knowledge of Radio Sales and Management.

Rehobeth Elementary School Career Day

On May 6, 2016 from 8:00am to 2:30pm WOOF Inc. attended Rehobeth Elementary's annual School Career Day. In attendance for WOOF was Hal Edwards, our general sales manager. Hal shared with the students some of his knowledge of Radio Sales and Management. Deborah Pearson was in attendance to explain her role in news and representing their On-air Personality careers were Laura Pate from 8:00am to 11:00am and Amy Dee from 11:00am to 2:30p.

Early County High Career Day

Early County High School in Blakely, Georgia held its annual Career Day from 8:00 am to 10:00 am (central time). Representing WOOF Inc. and their careers with WOOF that have each spanned over 20 years were Deborah Pearson in News and Hal Edwards in Sales and Management

2. **Tours of Broadcast Facilities**

Throughout the year we conduct numerous tours of our facility and explain what careers are available in broadcasting. Those who participate in our tours are various clubs and organizations, individuals and schools. Examples of such tours were: 1.) January 25th, 2016-Vaughn Blumberg 2.) February 22nd, 2016 Headland Middle School News Team 3.) Wiregrass Home School Group 1 and Wiregrass Home School 2, both on August 23rd, 2016 4.) Wiregrass Home School Group 3 and Wiregrass Home School Group 4, both on August 24th, 2016

3. **On-going Internship Programs and new Internships Programs**

This year we had 4 college internships. One of the internships was for full College credit, one was for hours in field of study for graduate school and 2 were for experience in their field of study.

Our interns during this period were as follows:

Troy University's D. Christmas interned from May 2016 to June 2016

Birmingham-Southern's S. Ledlow interned from May 2016 to July 2016

Troy University's K. Griffin interned with us from May 2016 to July 2016

Troy University's J. Harris interned with us from October 2016 to November 2016

All of us here at WOOF Radio absolutely loved sharing our careers with all of this young people...the future of our electronic media.

4. **On Air employment outreach**

On air EEO statement and invitation to file an application with WOOF Inc. for future employment with our company, professionally voiced by our long time station imaging person, Randy Reeves, aired 834 times.

5. **Our websites, woofradio.com and 997wooffm.com**

In all times other than during specific opening hiring periods we post our EEO statement and invitation to submit an application with WOOF Inc. to have on file for future employment opportunities with our company. We also post the gender and racial composition of our staff. Even though we are a small company we are extremely proud of our diversity and we think this is a very attractive reason for job seekers to might want to be a part of our staff in the future.

6. **Southern Christian Leadership Conference advertisement**

WOOF Inc. placed an advertisement in the Memorial issue (April/May/June) of the widely distributed Southern Christian Leadership Conference Magazine illustrating WOOF Inc.'s equal employment message.

7. **School and Public speaking events**

Houston County/Dothan City Headstart Preschool Center

On March 16th, 2016 Deborah Pearson and Alicia Kessel, the WOOF Wolf went to the Houston/County/Dothan City Headstart Preschool Center for Their Read Across America Day. Deborah explained how important exposing children at the earliest age to reading is so vitally important and how it has lead her into her path of writing for Radio News and its delivery.

Delta Sigma Theta Sorority Dothan Alumnae Chapter Community Service Award Ceremony

On May 21st, 2016 Our very own Deborah Pearson accepted a very prestigious honor from the Delta Sigma Theta Sorority, The Community Service Award. Deborah certainly deserved this honor. Even though being a single Mom and having a career in the much demanding career of Radio, she has never missed the opportunity to always lead and work endless hours for her Church, The Dothan Community Church, her many civic organizations, and her alma mater, Alabama State University. We are truly blessed to have had Deborah chose WOOF for her Radio News Career. She is truly a "Torch of Light" in our community.

Wallace College

Wallace College's Orientation 105 was held on September 1, 2016. Hal Edwards shared with the students about his life's path into radio. Explaining to the students about the decisions you make in life determine the shaping of your career. He explained to them about his college choices that prepared him for a career in radio, first as an on air personality and then into sales and management.

Girard Middle School

On October 20th, 2016 Deborah Pearson represented WOOF Inc. at Girard Middle School Parent Advisory Program and explained to parents the part WOOF Radio, especially our News plays in informing and supporting our community.

Houston County/Dothan City Headstart Preschool Center

On November 29th, 2016 Deborah Pearson and Brad Bailey, the WOOF Wolf attended The Community Helper Rally from 9:00am to 11:30am. Fourteen other careers will be represented at the rally. The purpose of the rally is to introduce the students about the people in the communities who

through their careers help our community be the best it can be. There are approximately 325 students at this event.