

## 2017 – 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 signal 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, 2016 to, and including, December 1, 2017 (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 section provide the require information, and summarize the station(s) EEO efforts during the Applicable Period. This Annual Report was placed in our stations’ public inspection file on 11-30-2017.

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

Time Period Covered: December 2, 2016 to December 1, 2017  
 Stations in Employment Unit: WOOF (AM) and WOOF-FM

Full-time Positions Filled by Job Title and Date Filled		Recruitment Source of Hiree
	<b>(3/20/17-4/21/17 window)</b>	
	<b>Sales Representatives</b>	
1.	5/1/2017	On-air recruitment
2.	5/8/2017	Word of mouth
3.	5/8/2017	Word of mouth
4.	7/10/2017	On-air recruitment
	<b>(9/6/17-10/6/17 window)</b>	
	<b>On-air Personality</b>	
1.	10/16/2017	On-air recruitment

Total Number of People Interviewed for All Job Positions: \*\*\*

- (3/20/17-4/21/17 window) Sales Representatives- 32 applications of which 31 were interviewed: 16 on-air recruitment ads, 4 Wiregrass Jobs, 1 Job Fair, 2 WOOF Website (997wooffm.com and woofradio.com), 1 Dothan Eagle, 5 word of mouth, 1 walk-in, 1 TV/Radio Directory 2017, 1 Alabama Broadcasters Association web site.
- (9/6/17-10/6/17 window) On-air Personality-10 applications of which 8 were interviewed: 4 on-air recruitment ads, 4 word of mouth, 1 Job Fair, and 1 Alabama Broadcasters Association web site.

## Section 2: Recruitment Sources

Time Period Covered: December 2, 2016 to December 1, 2017

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

	Recruitment Source (Name, Address, telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period	Full-time Position for Which This Source Was Utilized
1.	Our websites (997wooffm.com and woofradio.com)	2	All Positions
2.	On-Air recruitment Ads 768 total 1068 total	20	Sales Representative On-air Personality
3.	Word of Mouth	9	All Positions
4.	Dothan Eagle BH MEDIA GROUP Publishing Solutions Krystyn LeFloor <a href="mailto:KleFloor@dothaneagle.com">KleFloor@dothaneagle.com</a> 334-712-7936	1	All Positions
5.	Alabama A&M University Alumni Association c/o Betty Smith 1050 County Road 25 Abbeville, AL 36310		All Positions
6.	Alabama Broadcasters Association ABA Job Bank (emailed to Niki Thomas <a href="mailto:nthomas@al.ba.com">nthomas@al.ba.com</a> on 9/13/17 (emailed to Lesa Rice <a href="mailto:lrice@al-ba.com">lrice@al-ba.com</a> on 3/22/17	2	All Positions
7.	Bainbridge College/Career Dept. Attn: Ms. Lindsey Fax: 334-229-248-2623		All Positions
8.	Enterprise State Community College Career Dept. Attn: Ms. Frazier Fax: 334-393-6223		All Positions
9.	Club Yesepoche		All Positions

	c/o Mary Merritt, President 506 Tartan Way Enterprise, AL 36330		
10.	Illustrious Renaissance Club c/o Cynthia Cooper- President 1808 Crenshaw Drive Dothan, AL 36301		All Positions
11.	Eureka Sorelles Club c/o Nichole Thomas- President 106 Lakeside Drive Dothan, AL 36301		All Positions
12.	Alabama State University Alumni Association c/o Mrs. Mina Dickens- President 1308 Kinsey Road Dothan, AL 36301		All Positions
13.	Chipola Jr. College Career Resource Center Ms. Betty Broome 3094 Indian Circle Road Marianna, FL 32446		All Positions
14.	American Business Women's Association Ms. Jan Hamilton 1690 Hickory Grove Road Cottonwood, AL 36320		All Positions
15.	Troy University-Dothan Campus Attn: Ms. Pettway Fax: 334-556-1051		All Positions
16.	NAACP Dothan Wiregrass Branch #5025 Mr. A.Y. Cotton, Branch President P.O. Box 683 Dothan, AL 36302		All Positions
17.	Omega Psi Phi Fraternity, Inc. c/o Benny E. Griffin 902 DuBoise Street Dothan, AL 36303		All Positions
18.	Phi Beta Sigma Fraternity,		All Positions

	<p>Inc.  c/o Mr. K.O. Mills-President  8003 Cottonwood Road  Dothan, AL 36301</p>		
19.	<p>Alpha Phi Alpha Fraternity,  Inc.  c/o Mr. Wallace L. Smith, Jr.  712 Sunset Drive  Dothan, AL 36301</p>		All Positions
20.	<p>Kappa Alpha Psi Fraternity,  Inc.  c/o Mr. Johnny Potter-  President  801 Burkett Road  Dothan, AL 36301</p>		All Positions
21.	<p>Wiregrass-Tuskegee Alumni  Club  (Ms. Birdie Martin,  President  3209 Tennyson Drive  Dothan, AL 36305-1123  was used on 9-6-2017)</p> <p>(Vernell Paul-President  818 Wimbelton Drive  Dothan, AL 36303 was used  on 3-20-2017)</p>		All Positions
22.	<p>Talladega College  Ms. Trailer  Career Center  617 West Battle Street  Talladega, AL 35160</p>		All Positions
23.	<p>Bishop State Community  College  Ms. Juliette Womack  Placement/Career/Fundraiser  Coordinator  414 Stanton Street  Mobile, AL 36617-3299</p>		All Positions
24.	<p>Lurleen B. Wallace College  Ms. Judy Hall  P.O. Box 1418  Andalusia, AL 36420</p>		All Positions
25.	<p>Gulf Coast Community  College  Career Center</p>		All Positions

	Ms. Leila Winther, Coordinator 5230 Highway 98 Panama City, FL 32401		
26.	Les Vingt Socialete Club c/o Deloris Potter-President 801 Burkett Road Dothan, AL 36301		All Positions
27.	J.F. Drake Technical College Ms. Christina Scissum 3421 Meridian Street North Huntsville, AL 35811		All Positions
28.	Auburn University Career Department Fax 334-844-3871		All Positions
29.	Trenholm State Technical College Ms. Benne Edwards Director of Career Development 3920 Troy Highway Montgomery, AL 36116		All Positions
30.	Miles College Dr. Glenda Brown-Wade Career Planning & Placement P.O. Box 3800 Birmingham, AL 35208		All Positions
31.	Selma University Mr. Woodrow Johnson Dean of Student Affairs 1501 Lapsley Street Selma, AL 36701		All Positions
32.	Alabama State University Career Services Ms. Kathryn Williams, Director P.O. Box 271 Montgomery, AL 36101-0271		All Positions
33.	Lawson State Community College Mr. Carl Davis, Career Counselor 3060 Wilson Road Southwest		All Positions

	Birmingham, AL 35221		
34.	Oakwood College Ms. Sonia Paul Career Services P.O. Box 107 Huntsville, AL 35896		All Positions
35.	Stillman College Ms. Jacqueline Currie Director of Student Development 3601 Stillman Blvd. Tuscaloosa, AL 35403		All Positions
36.	Shelton State Community College Ms. Beth Patrick Career Services Center 9500 Old Greensboro Road Tuscaloosa, AL 35405		All Positions
37.	E.L.E.T.E. Professionals c/o Kayotris Whigham- President P.O. Box 6054 Dothan, AL 36302		All Positions
38.	Eureka Club c/o Linda Garrett-President P.O. Box 262 Dothan, AL 36302		All Positions
39.	Dothan Alumnae Chapter of Delta Sigma Theta Sorority, Inc. c/o Vanessa Dickens, President P.O. Box 7112 Dothan, AL 36302		All Positions
40.	Alpha Kappa Alpha Sorority, Inc. c/o Lindda Garrett-President P.O. Box 262 Dothan, AL 36302		All Positions
41.	Headland Progressive Women's Club c/o Christine Underwood- President P.O. Box 485 Headland, AL 363455		All Positions
42.	Alabama A&M University		All Positions

	Career Development Services Ms. Monique Ryan Monique.ryan@aamu.edu		
43.	Mr. Chestnut Student Activities Concordia College 1712 Broad Street Selma, AL 36701-4102		All Positions
44.	Wallace Community College/Wallace Campus "Career Dept." attn: Ms. Lisa Clingerman Fax: 334-983-6066		All Positions
45.	The Center for Economic and Workforce Development/Wallace College Fax: 334-984-2132		All Positions
46.	Wiregrass.jobs BH MEDIA GROUP Publishing Solutions Krystyn LeFloor <a href="mailto:KleFloor@dothaneagle.com">KleFloor@dothaneagle.com</a> 334-712-7936	4	All Positions
47.	Tuskegee University Career Dept. Attn: Ms. Sarah Stringer Fax: 334-727-8258		All Positions
48.	The University of Alabama Career Center Attn: Ms Oswald Fax: 205-348-5852		All Positions
49.	The Dothan Area Career Center Attn: Ms. Newton (Joblink.AL.Gov) Fax: 334-792-2124		All Positions



50.	The Dothan Progress BH MEDIA GROUP Publishing Solutions Krystyn LeFloor <a href="mailto:KleFloor@dothaneagle.com">KleFloor@dothaneagle.com</a> 334-712-7936		On-air Personality Position
51.	The Enterprise Ledger BH MEDIA GROUP Publishing Solutions Krystyn LeFloor <a href="mailto:KleFloor@dothaneagle.com">KleFloor@dothaneagle.com</a> 334-712-7936		All Positions
52.	Jackson County Floridan BH MEDIA GROUP Publishing Solutions Krystyn LeFloor <a href="mailto:KleFloor@dothaneagle.com">KleFloor@dothaneagle.com</a> 334-712-7936		All Positions
53.	Job Fairs	2	All Positions
54.	TV/Radio Directory 2017	1	Sales Representative Positions
55.	Walk-In	1	All Positions
56.	The Eufual Tribune BH MEDIA GROUP Publishing Solutions Krystyn LeFloor <a href="mailto:KleFloor@dothaneagle.com">KleFloor@dothaneagle.com</a> 334-712-7936		On-air Personality Position

### **Section 3: Supplemental (Non-Vancany Specific) Recruitment Activities Undertaken**

Time Period Covered: December 2, 2016 to December 1, 2017

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

#### **1. Career/Job Fair participation**

##### **Troy University-Dothan Campus 2017 Valentine's Career Day**

The job fair was held on February 9, 2017 from 9a-12noon in Malone Hall at Troy University-Dothan.

AmyDee represented On-air and Production at WOOF and Hal Edwards represented Sales and Management.

##### **Abbeville High School Career and College Fair**

On February 16, 2017 from 8am-2 pm Abbeville High school welcomed upper classmen from Abbeville Christian and Headland High to join their upperclassmen for their Career and College Fair in their gym. Deborah Pearson was there for WOOF to share her expertise in the news and Hal shared his years of experience in on-air, production, marketing and management. WOOF received 2 applications for summer internships from this event.

##### **Enterprise High School Career Fair**

On February 16, 2017 from 8am-2pm the Enterprise High School Agriscience Department hosted the 4<sup>th</sup> annual Enterprise High School Career Fair in the competition gymnasium at Enterprise High School. Over 2,200 Enterprise High School Students attended as well as students from the Coffee County School system. Representing WOOF at this large event were Brad Bailey and Stephano. Brad loved sharing with the students his knowledge of sales, on-air and engineering and Stephano talked to the students about his career in on-air and production. WOOF received 2 applications at this career fair from students who would love to experience any job we might have in the radio field.

##### **Wiregrass Works**

On February 21<sup>st</sup>, 2017, The National Peanut Festival Fairgrounds was taken over by thousands of 8<sup>th</sup> grade students from Alabama, Georgia and Florida. Wiregrass WORKS hosted the "Wiregrass WORKS Career Experience" with over 6,000 tri-state area students getting to experience how area careers work. WOOF was there from 8a to 2p and from 9a-11a we broadcasted with a live remote which allowed the students to experience live in action a real radio live on location remote broadcast. Brad Bailey was there to demonstrate his engineering skills and AmyDee, her on-air personality skills and when we were not broadcasting live, Brad Bailey was able to share his knowledge of marketing and AmyDee her expertise in production.

### **Coppinville Jr High School Career Day**

This year Coppinville Jr. High School held their Career Day on March 23<sup>rd</sup>, 2017. WOOF participated in the event from 8:30a to 11:30a and representing WOOF was Hal Edwards and Deborah Pearson. Hal shared with the students his lifetime knowledge of radio in sales, on-air and production and Deborah Pearson shared her three decade long news career with them.

### **Ft. Rucker Job Fair**

July 27, 2017 was the date for The Alabama Career Center System's 14<sup>th</sup> annual Ft. Rucker Job Fair and this year Enterprise High School hosted the huge event in their gymnasium. The big event was held from 9am to 1pm and there for WOOF were Hal Edwards, Kitty Edwards, and Deborah Pearson. Hal was there to share his vast knowledge of management, on-air, and production, Kitty her career in marketing and Deborah as a longtime member of the press. WOOF received 6 applications for possible employment or internships from this Job Fair.

### **Houston/Henry County Schools Job Fair**

September 25<sup>th</sup> from 8:30a-12noon was the date and time this year for the Houston/Henry County School Job Fair that was held in the Northview High School Smith Convocation center. WOOF was there with Deborah Pearson representing our News Department, Brad Bailey our Marketing and Engineer departments and John Houston our on-air and production departments.

### **Early County High School College and Career Fair**

This year's Early County High School College and Career Fair was on October 6<sup>th</sup>, 2017 from 8am to 10a (central time) in the Early County High School's Tommy Whitehurst Gymnasium. Hal Edwards and Deborah Pearson were there on behalf of WOOF Radio. Hal informed and answered the ECHS Junior's and senior's questions relating to marketing, management, on-air and production and Deborah explained about how the Press works and how we broadcast the news.

### **Dothan Technology Center's annual Career Day**

The date of the DTC annual Career Day was November 9<sup>th</sup> 2017 and it was held on the campus of Dothan Technology Center (right behind Northview High School). 5<sup>th</sup> graders from all 11 Dothan elementary schools were bused in for this big event. Representing WOOF and the careers it has to offer in radio broadcasting were Brad and Deborah. Brad Bailey with his 25 years in radio was able to explain to the students about marketing, sales, on-air, production and engineering and 30+ year broadcasting veteran Deborah Pearson explained to them about the news department and the vital role the Press has in our society in the World. Even though these students are only 5<sup>th</sup>

graders, you never know when just one little spark of interest might shape their future. WOOF loves sharing our radio careers with young and old alike.

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 Scouts, clubs, individuals and schools. Examples of such tours were: 1.) Headland Middle School News Team 2.) Girl Scout troop 9106 3.) Vaughn Blumberg Center 4.) Wiregrass Rehab Center 5.) Genteel Beaux: Young Men of Distinction.

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

Troy University's J. Harris interned with us for 2 months last year and then, after spending time with her family during the holidays, she returned to her internship, completing it on 3-31-17. While Ms. Harris learned about sales, on air, production, and traffic, she really seemed to enjoy learning life and news skills under the caring leadership of news anchor Deborah Pearson where they were always trying to perfect Ms. Harris' story writing skills. Who knows? - Ms. Harris might be a published author soon.

This year we also welcomed T. Roberts to WOOF to learn about radio. Ms. Roberts is a high school graduate and is trying to decide on her future career. Ms. Roberts joined us on November 7, 2017 so she's just getting started but she seems to really enjoy learning production skills under the guidance of on-air personality AmyDee. Hopefully when she has finished her internship with us, she will like radio so much that she will head in that direction when she starts her life in college to prepare for her future.

The entire WOOF Radio family loved being able to share our careers with both of these young ladies this past year and hopefully radio might be their future. This year we were not able to welcome many interns to WOOF. Our small WOOF Radio family was rocked this year, beginning with a family member's heart attack, and ending the year with another losing her battle to cancer. Time heals and hopefully with time, we will return to normal.

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 station imaging person, Randy Reeves, aired 766 times. (The 768 announcements for the full-sales representatives and the 1068 full time on-air

personality are NOT a part of this figure.)

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. We are very proud of our diversity and we feel this would be a very attractive reason for job seekers to want to be a part of our staff in the future.

6. **Southern Christian Leadership Conference advertisement**

WOOF Inc. placed advertisements in 1 of the widely distributed issues of their national magazine promoting our ongoing support of the SCLC which helps to upgrade the quality of life for all minorities through all of their national Civil Rights and Humanitarian endeavors.