

2018 – 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, 2017 to, and including, December 1, 2018 (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 11-30-2018.

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

Time Period Covered: December 2, 2017 to December 1, 2018
 Stations in Employment Unit: WOOF (AM) and WOOF-FM

Full-time Positions Filled by Job Title and Date Filled		Recruitment Source of Hiree
1.	(3/13/18-4/13/18 window) Sales Representative 5/7/2018	Word of Mouth
1.	(3/13/18-4/3/18 window) On-air Personality 4/25/2018	On-air recruitment

Total Number of People Interviewed for All Job Positions:

1. (3/13/18-4/13/18 window) Sales Representative- 9 applications of which 8 were interviewed: 1 on-air recruitment ad, 2 Dothan Eagle Newspaper, 6 word of mouth
2. (3/13/18-4/3/18 window) On-air Personality-12 applications of which 12 were interviewed: 2 on-air recruitment ads, 5 word of mouth, 2 Alabama Career Center, 1 Dothan Eagle Newspaper, 1 AllAccess.com (We did not place ad here. All Access picked it up from an unidentified source and therefore All Access is not listed as a recruitment source), and 1 Alabama Broadcasters Association web site.

***Please note that as of 11/30/2018, the date in which we are placing our 2018 EEO Report in our Public File, we are currently in an On-air Personality opening window of 11/7/2018 through 12/7/2018 and that hire will be reported on 2019 EEO Report as that window will not close until 12/7/2018 and no offers or hires will be made until the 12/2/2018-12/1/2019 period covered in the 2019 EEO Report.

Section 2: Recruitment Sources

Time Period Covered: December 2, 2017 to December 1, 2018

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)		All Positions
2.	On-Air recruitment Ads 744 total	3	All Positions Sales Representative/ On-air Personality combined on 1 ad
3.	Word of Mouth	11	All Positions
4.	Dothan Eagle BH MEDIA GROUP Publishing Solutions Krystyn LeFloor KleFloor@dothaneagle.com 334-712-7936	3	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 nthomas@al.ba.com on 9/13/17 (emailed to Lesa Rice lrice@al-ba.com on 3/22/17	1	All Positions
7.	Bainbridge College/Career Dept. Attn: Ms. Guibor Mary.guibor@bainbridge.edu		All Positions
8.	Enterprise State Community College Career Dept. Attn: Ms. Frazier		All Positions

	Fax: 334-393-6223		
9.	Club Yesepoche c/o Mary Merritt, President 506 Tartan Way Enterprise, AL 36330		All Positions
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 Dr. Debora Pettway Director, Student Support Services Troy University 116G Malone Hall Dothan, AL 36303		All Positions
16.	NAACP Dothan Wiregrass Branch #5025 Mr. Paul Carroll, President P.O. Box 683 Dothan, AL 36302		All Positions
17.	Omega Psi Phi Fraternity,		All Positions

	<p>Inc. c/o Benny E. Griffin 902 DuBoise Street Dothan, AL 36303</p>		
18.	<p>Phi Beta Sigma Fraternity, Inc. c/o Mr. K.O. Mills-President 8003 Cottonwood Road Dothan, AL 36301</p>		All Positions
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</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 Ms. Leila Winther,</p>		All Positions

	Coordinator 5230 Highway 98 Panama City, FL 32401		
26.	Les Vingt Socialete Club Ms. Sharon Kelley, President P.O. Box 10423 Dothan, AL 36304		All Positions
27.	J.F. Drake Technical College Ms. Christina Scissum J.F. Drake Technical College 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 Mrs. Maria Richardson Job Placement Coordinator Trenholm State Technical College Learning Resource Center (Library Tower) 3086 Mobile Highway Montgomery, AL 36108		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		All Positions

	Mr. Carl Davis, Career Counselor 3060 Wilson Road Southwest 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 Ms. Phyllis Griffin, President P.O. Box 7112 Dothan, AL 36302		All Positions
40.	Alpha Kappa Alpha Sorority, Inc. c/o Dr. Jerlyn McCleod- President P.O. Box 1814 Dothan, AL 36302		All Positions
41.	Headland Progressive Women's Club		All Positions

	c/o Christine Underwood- President P.O. Box 485 Headland, AL 363455		
42.	Alabama A&M University Career Development Services Ms. Monique Ryan Monique.ryan@aamu.edu		All Positions
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.	Ala Opelika-Auburn News BH MEDIA GROUP Publishing Solutions Krystyn LeFloor KleFloor@dothaneagle.com 334-712-7936		All Positions
46.	Wiregrass.jobs BH MEDIA GROUP Publishing Solutions Krystyn LeFloor KleFloor@dothaneagle.com 334-712-7936		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 Oswalt Fax: 205-348-5852		All Positions

49.	The Dothan Area Career Center Attn: Ms. Newton (Joblink.AL.Gov) Fax: 334-792-2124	2	All Positions
50.	The Dothan Progress BH MEDIA GROUP Publishing Solutions Krystyn LeFloor KleFloor@dothaneagle.com 334-712-7936		All Positions
51.	The Enterprise Ledger BH MEDIA GROUP Publishing Solutions Krystyn LeFloor KleFloor@dothaneagle.com 334-712-7936		All Positions
52.	Jackson County Floridan BH MEDIA GROUP Publishing Solutions Krystyn LeFloor KleFloor@dothaneagle.com 334-712-7936		All Positions
53.	Job Fairs		All Positions
54.	ALA Army Flier BH MEDIA GROUP Publishing Solutions Krystyn LeFloor KleFloor@dothaneagle.com 334-712-7936		All Positions
55.	Walk-In		All Positions
56.	The Eufual Tribune BH MEDIA GROUP Publishing Solutions Krystyn LeFloor KleFloor@dothaneagle.com 334-712-7936		All Positions

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

Time Period Covered: December 2, 2017 to December 1, 2018

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

1. Career/Job Fair participation

Careers On Wheels Day (New Brockton)

On February 5, 2018 from 8:30-1:45pm WOOF Radio participated in Careers on Wheels day. It was designed to provide students from New Brockton Elementary information about careers and professions that use a vehicle on the job. Brad Bailey represented WOOF Radio. He spoke with the students about careers in radio and showed them how to we broadcast live from our Howler live remote broadcast vehicle.

Abbeville High School Career and College Fair

On February 6, 2018 from 9am-11am, Abbeville High school welcomed upper classmen from Abbeville Christian Academy to join their upperclassmen for their Career and College Fair in their gym. WOOF Radio was asked to be a part of their A/V Technology and Communication Cluster. Deborah Pearson was there for WOOF to share her expertise in the news and Hal shared his years of experience in on-air, production, and management and Kitty Edwards shared with the students her knowledge of marketing.

Troy University Valentine's Day Career Fair

On February 8, 2018 from 9am-12noon WOOF Radio participated in Troy University's Valentine's Career Fair in Malone Hall on the Troy University Dothan Campus. Representing WOOF Radio and explaining and answering questions about their Radio Careers at WOOF were General Sales Manager-Hal Edwards in the areas of Radio Management and Marketing, Afternoon News Anchor-Deborah Pearson in news and journalism and Afternoon Drive air personality-Derrick Jonzun in On-Air Personality and Production.

Careers on Wheels Day (Kinston)

On March 1, 2018 from 9am-12noon in an event designed to provide the Elementary and Junior High Students at Kinston School the opportunity to learn about careers and professions that use a vehicle on the job. Brad Bailey represented WOOF Radio. He spoke with the students about careers in radio and showed them how we broadcast live from the WOOFMobile live remote broadcast vehicle.

Coppinville Junior High School Career Day

This year Coppinville Junior High School held their Career Day on March 19, 2018. 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 marketing, on-air and production and Deborah Pearson shared her three decade long career in news and journalism with them.

Careers on Wheels Zion Chapel (Jack)

On March 23, 2018 from 10am-2pm, Zion Chapel's Careers on Wheels day was held to give students from Zion Chapel Elementary information about careers and professions that use a vehicle on the job. Brad Bailey represented WOOF Radio. He spoke with the students about his 25 year career in radio and showed them how to we broadcast live from our Howler live remote broadcast vehicle.

Coffee County and Elba City Schools College and Career Expo

On April 13, 2018 from 8:30am-2:30pm a College and Career Expo was held at the Coffee County Farm Center in New Brockton. Representing WOOF Radio at this event was Hal Edwards and Deborah Pearson. They both have had over 30 year careers in Radio Broadcasting with Hal sharing his knowledge of On-Air, Marketing and Management and Deborah Pearson her skills in News and Journalism.

Early County High School Career, Technical and Agricultural Education (CTAE)

The Early County Career, Technical and Agricultural Education (CTAE) Department held a job shadow day for high school Seniors and Juniors on April 13, 2018 from 9:00am to 2:00pm. The purpose of the day was to allow students to spend a day with professionals in order to gain "hands-on" experience in a field that matches their career of interest which helps them in their career decision-making process as well as provide networking opportunities. Spending the day with us here at WOOF Radio were Bernice Castro, Dallas White and Ansley Smith. We all loved sharing our Radio Careers with such a nice group of young people.

Ft. Rucker and the Wiregrass Area Job Fair

July 15, 2018 was the date for The 15th annual Ft. Rucker and the Wiregrass Job Fair and this year the event was hosted by Southeast Alabama Works!, Alabama Career Centers (Alabama Department of Labor); Fort Rucker Soldier for Life-transition Assistance and the Army Community Service Employment Readiness Program. The event was held from 9am to 1pm at Northview High School on Reeves Street in Dothan. There for WOOF were Deborah Pearson and Brad Bailey. Brad was there to share his knowledge of on-air, production, marketing and engineering, and Deborah shared her perspective as a longtime member of the press

Dothan City School Head Start Community Helper Rally

This year's DCS Head Start Community Helper Rally was held at the DCS Head Start School on November 29, 2018 from 8:30 to 11:30. Brad Bailey and

Deborah Pearson represented WOOF Radio at the event. Deborah spoke to the students about her job as a news anchor and journalist and Brad Bailey told them about his job as a Marketing consultant, on-air personality but the biggest hit was when he showed them how we broadcast live from events.

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 on February 5, 2018 2.)The Frontier Girls Home school scout troops (am session and pm session on March 22, 2018 and 3.)SAMC Child Development Center (2 sessions, 1 on June 19, 2018 and the other on June 20, 2018.)

3. **Community Outreach /Speaking engagements**

Wicksburg High School FBLA

April 17, 2018 from 10:30a-12noon, Brad Bailey spoke at the Wicksburg High School FBLA “Reach and Teach” seminar, explaining about how radio marketing works.

Entrepreneurship Council Group of Dothan

On October 25, 2018 from 5:30p-7:30p Sabrina De Jong spoke on “Marketing Your Business” at the Entrepreneurship Council Group of Dothan.

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 706 times. (The 744 announcements for the full-sales representative and 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.