

2019 – 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, 2018 to, and including, December 1, 2019 (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 10-21-2019.

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

Time Period Covered: December 2, 2018 to December 1, 2019
 Stations in Employment Unit: WOOF (AM) and WOOF-FM

Full-time Positions Filled by Job Title and Date Filled		Recruitment Source of Hiree
1.	<p>(11/7/18-12/7/18 window) On-air Personality 12/17/18</p>	Word of Mouth
2.	<p>(6/26/19-7/26/19 window) On-air Personality 7/26/19</p>	Word of Mouth

Total Number of People Interviewed for All Job Positions:

1. (11/7/18-12/7/18 window) On-air Personality- 12 applications of which 12 were interviewed: 4 on-air recruitment ad, 1 Dothan Eagle Newspaper, 3 word of mouth, 1 walk-in, 3 Alabama Broadcasters Association website.
2. (6/26/19-7/26/19 window) On-air Personality-5 applications of which 5 were interviewed: 2 on-air recruitment ads, 2 word of mouth, and 1 Alabama Broadcasters Association web site.

Section 2: Recruitment Sources

Time Period Covered: December 2, 2018 to December 1, 2019

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 1097 1. On-Air Personality 730 2. On-Air Personality	6	All Positions
3. Word of Mouth	5	All Positions
4. Dothan Eagle BH MEDIA GROUP Publishing Solutions Linda Ferguson lferguson@dothaneagle.com 334-702-6030	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 nthomas@al.ba.com on 11/6/18 and 6/25/19	4	All Positions
7. Walk-In	1	All Positions
8. Enterprise State Community College Career Dept. Attn: Ms. Frazier Fax: 334-393-6223		All Positions
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		All Positions

	1808 Crenshaw Drive Dothan, AL 36301		
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, Inc. c/o Benny E. Griffin 902 DuBoise Street Dothan, AL 36303		All Positions
18.	Phi Beta Sigma Fraternity, Inc. c/o Mr. K.O. Mills-President 8003 Cottonwood Road		All Positions

	Dothan, AL 36301		
19.	Alpha Phi Alpha Fraternity, Inc. c/o Mr. Wallace L. Smith, Jr. 712 Sunset Drive Dothan, AL 36301		All Positions
20.	Kappa Alpha Psi Fraternity, Inc. c/o Mr. Johnny Potter- President 801 Burkett Road Dothan, AL 36301		All Positions
21.	Wiregrass-Tuskegee Alumni Club Ms. Birdie Martin, President 3209 Tennyson Drive Dothan, AL 36305-1123		All Positions
22.	Talladega College Ms. Trailer Career Center 617 West Battle Street Talladega, AL 35160		All Positions
23.	Bishop State Community College Ms. Juliette Womack Placement/Career/Fundraiser Coordinator 414 Stanton Street Mobile, AL 36617-3299		All Positions
24.	Lurleen B. Wallace College Ms. Judy Hall P.O. Box 1418 Andalusia, AL 36420		All Positions
25.	Gulf Coast Community College Career Center Ms. Leila Winther, Coordinator 5230 Highway 98 Panama City, FL 32401		All Positions
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 Mr. Carl Davis, Career Counselor 3060 Wilson Road Southwest Birmingham, AL 35221		All Positions
34.	Oakwood College Ms. Sonia Paul Career Services		All Positions

	P.O. Box 107 Huntsville, AL 35896		
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 c/o Christine Underwood- President P.O. Box 485 Headland, AL 363455		All Positions
42.	Alabama A&M University Career Development Services Ms. Monique Ryan		All Positions

	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.	Job Fairs		All Positions
46.	Wiregrass.jobs BH MEDIA GROUP Publishing Solutions Linda Ferguson lferguson@dothaneagle.com 334-702-6030		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 Linda Ferguson lferguson@dothaneagle.com 334-702-6030		All Positions

51.	The Enterprise Ledger BH MEDIA GROUP Publishing Solutions Linda Ferguson lferguson@dothaneagle.com 334-702-6030		All Positions
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Section 3: Supplemental (Non-Vancany Specific) Recruitment Activities Undertaken

Time Period Covered: December 2, 2018 to December 1, 2019
Stations in Employment Unit: WOOF(AM) and WOOF-FM

1. Career/Job Fair participation

Abbeville High School Career and College Fair

On February 8, 2019 from 8am-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 marketing.

Troy University Valentine's Day Career Fair

On February 13, 2019 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 afternoon news anchor-Deborah Pearson who shared her knowledge of news and journalism and Afternoon Drive air personality Derrick Jonzun shared his knowledge of on-air and production.

Early County High School 2018-2019 College & Career Day

On February 7, 2019 from 9a –11a, WOOF Radio attended Early County HS Career Day. Representing WOOF Radio at the event in Blakely, Georgia Were Hal Edwards, our general sales manager and afternoon news anchor Deborah Pearson.

Coffee County/Elba City Schools Career

On April 5, 2019 from 8am-2:30pm a Career day was held in New Brockton for students at Coffee County High students and Elba City School students. Representing WOOF Radio were general sales manager Hal Edwards and afternoon news anchor Deborah Pearson.

Early County High School 2019-2020 Career

On Thursday November 14, 2019 from 9am to 11 am WOOF Radio will be participating in Early County High School's Career day in Blakely, Georgia. Representing WOOF Radio at the event will be afternoon news anchor Deborah Pearson who will share her knowledge of News and Journalism and Brad Bailey who will share his knowledge of his on-air personality career, his sales knowledge as well as his engineering experiences.

Fort Rucker Job Fair

WOOF Radio participated in this year's Ft. Rucker Job Fair on July 31st from 9am to 1pm. Representing WOOF Radio at the event were Hal Edwards and Deborah Pearson. Hal shared his knowledge of management and marketing Deborah shared her knowledge of news and journalism.

2. **Tours of Broadcast Facilities**

Throughout the year we conduct tours of our facility and explain what careers are available in broadcasting. Those who participate in our tours this year were Southeast Health Summer Care on August 5th, from 9am to 10am and Southeast Health Summer Care on August 6th, from 9am to 10am.

3. **Community Outreach /Speaking engagements**

Enterprise Networking Alliance

September 17, 2019 at 7:45a WOOF Radio's Sabrina De Jong spoke on Marketing and WOOF Radio

Enterprise Networking Alliance

June 11, 2019 at 7:45a WOOF Radio's Sabrina De Jong spoke on Marketing and WOOF Radio

Dothan Networking Alliance

August 29, 2019 at 7:30am WOOF Radio's Sabrina De Jong spoke on Marketing and WOOF Radio

Dothan Area Chamber of Commerce

August 28, 2019 at 8:15am WOOF Radio's Sabrina De Jong spoke on Marketing and WOOF Radio

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 750 times. (The 1097

announcements for the full-sales representative and on-air personalities are 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.

7. **Internship**

In July and August 2019 WOOF Radio welcomed high school student L. Brittain to experience what a career in Radio would be like. We shared with her on-air, production, news, remotes, and traffic. The staff at WOOF Radio loves to share our life-long careers in Radio in hopes that it might spark a future education in Radio as a possible future career.