

## 2011 – Annual EEO Public File Report

The purposed 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, 2010 to, and including, December 1, 2011 (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 11-17-2011.

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

Time Period Covered: December 2, 2010 to December 1, 2011  
Stations in Employment Unit: WOOF (AM) and WOOF-FM

Full-time Positions Filled by Job Title and Date Filled		Recruitment Source of Hiree
1.	Administrative Assistant 4-5-2011	On-Air Recruitment Ads

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

1. Administrative Assistant 172 applications of which 151 were interviewed: 72 on-air recruitment ads, 7 Troy University Job Fair, 9 Alabama Career Center/Alabama Joblink, 25 Monster.com, 15 Indeed.com, 1 WOOF Website (997wooffm.com), 10 applications on file (2 word of mouth/4 walk-in/3 on-air advertisement/1 2009 Troy University Job Fair) , 1 walk-in, 17 Dothan Eagle, 1 Jackson Co. Floridian, 11 word of mouth, 3 Career Builder

## Section 2: Recruitment Sources

Time Period Covered: December 2, 2010 to December 1, 2011

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)	1	All Positions
2.	On-Air recruitment Ads 645 total	72	All Positions
3.	Word of Mouth	11	All Positions
4.	Dothan Eagle Contact: Krystyn LeFloor 334-712-7936	17	All Positions
5.	Auburn University Career Dept. Fax: 334-844-3871		All Positions
6.	ABA Job Bank Tina Currier and Cindi McGee Fax: 205-982-0015		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 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		All Positions

	Dothan, AL 36301		
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.	Ed Vaughn President of State NAACP P.O. Box 9581 Dothan, AL 36304		All Positions
16.	NAACP-Dothan Chapter c/o Franklin Jones 401 Spellman Street Dothan, AL 36301		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 Dothan, AL 36301		All Positions
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		All Positions

	Dothan, AL 36301		
21.	Tuskegee University Alumni Association Dothan Vernell Paul-President 818 Wimbelton Drive Dothan, AL 36303		All Positions
22.	Talladega College Dr. Jacqueline Paddio V.P. Student Affairs 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 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.	Tuskegee University Ms. Sarah Stringer Director of Career Placement Tuskegee, AL 36088		All Positions
29.	Trenholm State Technical College Ms. Benne Edwards		All Positions

	Director of Career Development 3920 Troy Highway Montgomery, AL 36116		
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 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 Career Center Ms. Carolyn Lewis, Director 101 Patton Hall P.O. Box 997 Normal, AL 35762		All Positions
43.	Concordia College Ms. Cheri Brown 1804 Green Street Selma, AL 36701		All Positions
44.	Eufaula Tribune Krystyn LeFloor 334-712-7936		All Positions
45.	Opelika/Auburn News Krystyn LeFloor 334-712-7936		All Positions
46.	Dothan Progress Krystyn LeFloor 334-712-7936		All Positions

47.	Jackson County Floridan Krystyn LeFloor 334-712-7936	1	All Positions
48.	Army Flier Krystyn LeFloor 334-712-7936		All Positions
49.	Enterprise Ledger Krystyn LeFloor 334-712-7936		All Positions
50.	Applications on File	10	All Positions
51.	Topjobs.com Krystyn LeFloor 334-712-7936		All Positions
52.	The Dothan Area Career Center Attn: Ms. Newton and Mr. Carl White (Joblink.AL.Gov) Fax: 334-792-2124	9	All Positions
53.	The University of Alabama Career Center Attn: Ms Oswalt Fax: 205-348-5852		All Positions
54.	Tuskegee University Career Dept. Attn: Ms. Sarah Stringer Fax: 334-727-8258		All Positions
55.	The Center for Economic and Workforce Development/Wallace College Fax: 334-984-2132		All Positions
56.	Wallace Community College/Wallace Campus "Career Dept." attn: Ms. Lisa Clingerman Fax: 334-983-6066		All Positions
57.	Troy University-Dothan Campus Attn: Ms. Pettway Fax: 334-556-1051		All Positions
58.	Indeed.Com	15	All Positions
59.	Monster.com Krystyn LeFloor	25	All Positions

60.	334-712-7936 CareerBuilder.com	3	All Positions
61.	Walk-In	1	All Positions
62.	Troy University Job Fair	7	All Positions

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

Time Period Covered: December 2, 2010 to December 1, 2011

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

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

##### **Troy University-Dothan Campus 2011 Career Day**

The job fair was held on 2-10-2011 from 9a-12noon in Malone Hall at Troy University-Dothan.

Gary Gibson represented On-air and Production. Deborah Pearson represented News. Hal Edwards represented Sales and Management. Through this career fair we received 13 applications.

##### **Ariton High School Career Day**

On Wednesday, February 16<sup>th</sup>, 2011, The Ball's morning show talk show host Phil Paramore spoke to the 7<sup>th</sup> through 12<sup>th</sup> grade classes at Ariton High School at their Career Day in Ariton, Alabama. Since he is a past Alumni of Ariton High School he made quite an impact on the students introducing them to the possibility of a career in broadcast journalism.

##### **Mass Media Class Daleville School**

On August 18, 2011 Amy Dee visited the school at the request of Miss Olivia, 8<sup>th</sup> grade teacher. She asked Amy to speak to the group of twelve students about her radio experiences, jobs in television, production work, and remotes. Amy explained some of the differences in radio now and when she started in radio over twenty years ago. They discussed commercials, music, vocal styling, sound effects, job descriptions, and mascot work. After the class Amy and the students recorded a "break" with Laura Pate back at the radio station.

#### **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.) on 2-4-2011 Headland Middle School's News Team under the leadership of Roger Mixson. There were 11 students and 3 adults on the tour. 2.) On 2-21-2011 Headland Boy Scout Troop 123 under the leadership of Jennifer Caesar. There were 9 youth and 3 adults. 3.) on 9-19-2011 The Les Vingt Socialete' Club 2011 Genteel Beaux: Young Men of Distinction under the leadership of Deborah Pearson. Attending were 6 youth and 3 adults.

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

From June 2011 to August 2011 a Florida State University Senior interned at WOOF. The internship was a requirement towards completing the student's degree in Music in August 2011. The student learned about promotions, news, on-air, remotes, traffic, production, and sales. Through our Chief

Engineer Michael Holderfield's assistance, the student was also introduced to a music recording studio at Michael's son Reid Holderfield's professional recording studio.

In June 2011 another student came to us to participate in an internship. Along with the other intern, she learned about promotions, news, on-air, remote, traffic production, and sales. Unfortunately due to her job she was only able to stay with us for a few weeks.

This year has truly been a blessing in which the WOOF staff has been able to share our careers with 3 such outstanding young people.

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 794 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. 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 an advertisement in the widely distributed January/February/March 2011 Dr. King Birthday Issue 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. **Promoting of the Alabama Broadcaster's Association Scholarship**

WOOF Inc. During March and April of 2011 aired 440 promotional ads in which Broadcasting Majors were encouraged to supplement their career education with a scholarship through the Alabama Broadcaster's Association.