

EEO PUBLIC FILE REPORT

FOR

WDFX-TV

**EEO Public File Report
December 1, 2022 to November 30, 2023**

**EEO Annual Public File Report
December 1, 2022 to November 30, 2023**

WDFX-TV

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission’s EEO Rule. This Report has been prepared on behalf of WDFX. This Report will be placed in WDFX’s online public inspection file and posted on WDFX’s website. This Report covers the time period ending November 30, 2023 (the “Reporting Period”).

Attachments 1 through 3 are intended to provide the information required by the FCC’s EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number.
- * The recruitment source that referred the hiree for each full-time vacancy.
- * The total number of persons interviewed for each full-time vacancy.
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC’s EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Tiffany Humphrey at (804) 672-6565.

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ATTACHMENT 1

FULL-TIME VACANCY INFORMATION

Position Title	Total No. Interviewees for the Vacancy	Recruitment Source of Hiree	Recruitment Sources Utilized (see attached list of sources)
None			

Not applicable. No full-time positions filled during this reporting period.

ATTACHMENT 2
RECRUITMENT SOURCE INFORMATION

Not applicable. No full-time positions filled and no applicable recruitment sources during this reporting period.

ATTACHMENT 3

MENU OPTION ACTIVITIES

WDFX-TV has engaged in the following outreach activities during the period covered by this Report, December 1, 2022 - November 30, 2023:

*Activity Classification	Type of Activity	Brief Description
6	Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies)	WDFX produced and aired announcements that encouraged viewers interested in pursuing a television career to utilize the websites of the Alabama Broadcasters Association to learn of employment opportunities at member stations. These announcements ran throughout the year on WDFX. WDFX also provided a link from our website to the Alabama Broadcasters Association website/job bank.
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	<ul style="list-style-type: none"> • April 4, 2023: Local Sales Manager and Account Executives participated in training with the Alabama Broadcasters Association. This session consisted of trainings on customized proposals to help Account Executives and Sales Managers perfect their proposal process. • August 29, 2023: Local Sales Manager and Account Executive participated in digital training. Topics discussed included such items as why digital sales are critical to ad spending, what opportunities exist in the digital market, and standardized plans. • September 1, 2023: Local Sales Manager and Account Executive participated in digital training. Topics discussed included digital solutions, station wins, OTT, differentiating OTT from streaming, and how the AI Creative tool works. • September 8, 2023: Local Sales Manager and Account Executives participated in digital training. The training included learning how to use the LWD portal, RFP and dashboard and the AI creative tool. • September 15, 2023: Local Sales Manager and Account Executives participated in digital training. The training addressed such topics as product training and conversions.

10	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	<ul style="list-style-type: none"> April 24 to April 26, 2023: The General Manager participated in the Alabama Broadcasters Association Annual Board Retreat whereby the General Manager and fellow board members discussed how the attending institutions, Alabama State University, Troy University, University of Alabama, and University of North Alabama, can assist broadcasters to become aware of students' capabilities. In kind, the General Manager and other board members spoke to the attending institutions about how broadcasters can help the institutions to prepare their students for careers in broadcasting.
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*** For “Activity Classification”, use “1” through “16” in accordance with attached list.**

***Menu Option Activity Classifications**

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions.
2. Hosting of at least one job fair.
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues.
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies).
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-Level positions.
9. Establishment of a mentoring program for station personnel.
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting.
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities.
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.