

EEO PUBLIC FILE REPORT

FOR

WDFX-TV

**EEO Public File Report
December 1, 2024 to November 30, 2025**

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, 2025 (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)
Account Executive	7	5	1-10

ATTACHMENT 2
RECRUITMENT SOURCE INFORMATION

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
1	0	No
2	0	No
3	0	No
4	0	No
5	7	No
6	0	No
7	0	No
8	0	No
9	0	No
10	0	No

*** Note: The above table reflects information for the 7 interviewees who provided referral source information.**

RECRUITMENT SOURCES

1. WDFX-TV website, <http://www.wdfxfox34.com/> 334-794-3434
2. TV Ads aired by WDFX, 334-794-3434, Laura Clark
3. TVJobs.com <http://tvjobs.com/> P.O. Box 4116 Oceanside, CA 92052 760-754-8177
4. Handshake.com <https://www.joinhandshake.com/> 225 Bush St. 12 Floor San Francisco, CA 94104 415-944-9960
5. Indeed <https://www.indeed.com> 6433 Champion Grandview Way, Building 1, Austin, TX 78750 1-800-475-4361
6. Alabama State University, 915 S Jackson Street Montgomery, AL 36104 etucker@alasu.edu Ella Tucker 334-229-4147
7. Disability Staffing Services, Inc, 1100 Washington Street, Huntsville, AL 35801, 256-656-7744, Renee Scruggs, Director
8. North East Alabama Community College, PO Box 159, Rainsville, AL 35896, Career Services, 256-638-4418
9. Faulkner University, 5345 Atlanta Highway, Montgomery, AL 36109, Career Services, 334-272-5820
10. South University, 5355 Vaughn Road, Montgomery, AL 36116, Career Services, 404-679-4500

ATTACHMENT 3

MENU OPTION ACTIVITIES

WDFX-TV has engaged in the following outreach activities during the period covered by this Report, December 1, 2024 - November 30, 2025:

*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.

8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	• January 16, 2025: The General Sales Manager and Account Executive attended a sales training on the sales landscape of 2025 and how digital training will change in 2025. • January 21, 2025: The General Sales Manager and Account Executive attended a sales training on Artificial Intelligence and how it is transforming the broadcasting industry. • February 11-12, 2025 and February 13-February 14, 2025: The General Manager, General Sales Manager, and Account Executives attended the VICI Digital Training. This training introduced the trainees to the digital products available and how to market those products. • March 12, 2025: The Sales staff attended digital training with VICI. The session discussed digital training for recruitment. • August 6, 2025: The Sales staff attended digital training with VICI. The session discussed digital training on how to create and manage captivating creative for the client. • August 20, 2025: The Sales staff attended digital training with VICI. Attendees were trained on what SEO is and how to use it for client benefit. • August 27, 2025: The Sales staff attended digital training with VICI. The training discussed social media products and challenges. • September 3, 2025: The Sales staff attended digital training with VICI. The training discussed pay-per-click ads and digital copy. • September 18-19, 2025: The Chief Engineer attended an engineering academy through the Alabama Association of Broadcasters. The seminar discussed items such as the alternative inspection process, station operational requirements, and tower site inspections.
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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.