

EEO PUBLIC FILE REPORT

for

WBHM(FM)

**This EEO Public File Report Covers the Period
December 1, 2022 thru November 30, 2023**

Recruitment Activity Summary

December 1, 2022 - November 30, 2023

This EEO Public File Report is filed in the public inspection files for Station WBHM(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

1. Total Full-Time Vacancies

During the period ending on November 30, 2022-November 30, 2023, there were 3 full time job vacancies: **WBHM Business Officer, GSNR Program Manager and Host/Reporter(not filled).**

2. Total Interviewees for Full-Time Vacancies

During the period ending on November 30, 2023, there were (2) full time job vacancies filled and (9) in person interviews of candidates.

3. Recruitment Sources

The following are the recruitment sources collected for use in the event of a recruitment opportunity for all positions. We will revise and add to the list as appropriate:

- University of Alabama at Birmingham Career Page
- www.wbhm.org and www.uab.edu)
- WBHM 90.3 FM On-Air Broadcasts
- AWARE Disability Management
- Employee Referral
- ALABAMA Broadcaster Association
- Corporation for Public Broadcasting (CPB) Jobline
www.cpb.org/jobline
- WBHM Facebook
- Twitter/Reddit/other
- Current (public media trade publication) (paid)
- Indeed www.indeed.com
- Publicmediajobs.org
- LinkedIn
- HigherEdJobs.com
- Monster.com

The Following Exhibits (A and B)

Catalogue WBHM's (A) Vacancy/Hiring Information (All applicants either by referral or by one of the Recruitment sources go through the UAB HR Recruitment Department and the applicants that are determined to be suitable for the position are then forwarded to WBHM Staff for possible interviews.

(B) Training-Professional Development, Outreach to the Public, Job Fair Activity/Recruitment and Internship/Mentorship Initiatives.

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **Business Officer**

Recruitment Source that Referred the Hiree: UAB Career Page

Date Vacancy Opened: 6/30/2023

Date Vacancy Filled: 9/18/2023

Total Number of Persons Interviewed for the Vacancy:

Recruitment Source	Total Number of Referrals
University of Alabama at Birmingham Career Page	15
www.wbhm.org and www.uab.edu)	2

WBHM 90.3 FM On-Air Broadcasts	0
Employee Referral	0
Corporation for Public Broadcasting (CPB)	
Alabama Broadcasters Association	0
WBHM's Facebook page	2
Twitter/Reddit/other	3
Current Magazine (paid)	0
Indeed www.indeed.com	10
Linkedin	14

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **GSNR Program Manager**

Recruitment Source that Referred the Hiree: Employee

Date Vacancy Opened: 07/21/23

Date Vacancy Filled: 09/18/23

Total Number of Persons Interviewed for the Vacancy: 2

Recruitment Source	Total Number of Referrals
University of Alabama at Birmingham Career Page	23
www.wbhm.org and www.uab.edu)	0
WBHM 90.3 FM On-Air Broadcasts	0
Employee Referral	0
Corporation for Public	0
Alabama Broadcasters Association	0
HigherEdJobs	1

WBHM's Facebook page	0
Twitter/Reddit/other	2
Current Magazine (paid)	0
Indeed www.indeed.com	4
Linkedin	1
Other	3

EXHIBIT B

MENU OPTION ACTIVITIES

Station WBHM has engaged in the following Training activities during the period covered by this Report covering 47CFR 73.2080.

- Managerial Staff are encouraged to enroll in workshops and training programs administered by the licensee, University of Alabama at Birmingham. These workshops include HR training, FSLA Training, Manager Skills training and Performance Appraisal methods and application. Workshops include online elements and classroom training.
- Other training included: **CPB is requiring annual harassment prevention training for all officers, employees and interns of each station as a condition of the grantee's eligibility for a radio or television Community Service Grant (CSG).** Completed by ALL WBHM Employees by 7/01/2023 deadline. WBHM used the CPB Provided Navex Global Training service.
- **UAB implemented an online harassment-prevention education program that will establish a common definition of inappropriate behavior.** All UAB Exempt and Non-Exempt faculty and staff are asked to complete the interactive course within 60 days. WBHM Staff completed the training via the UAB E-Learning system throughout the year.
- **UAB/PCI Training** for All WBHM Employees.
- **DEI Training/Seminars** for All WBHM Employees. **WBHM is part of PMFA.**

Programs that WBHM participates in during the year.

1-Mentoring

2023-WBHM's Reflect Alabama Fellowship draws students from area colleges and adult learners in the community to discover more about journalism and broadcasting procedures and techniques. Regional participants work alongside staff and produce feature stories that air on WBHM and our digital assets. The Fellowship typically lasts for one semester and participants are paid as part-time employees.

This year's Fellows were from these Universitys:

University of Alabama

University of Alabama at Birmingham

University of Montevallo

Marymount Manhattan College

Samford University

2/25/2023-Breakthrough Birmingham-In Person-WBHM hosted a media literacy workshop for middle schoolers sponsored by the nonprofit Breakthrough Birmingham. Attending the sessions were staff members Andrew Yeager, Will Dahlberg, Kyra Miles, and Rashah McChesney.

7/19/2023-Mary Scott Hodgin-Audio storytelling class assistance with in-person working with **Martha Earwood's criminal justice class at UAB** to help students learn how to tell stories with audio, implement audio diary project with formerly incarcerated men.

9/25/2023-Instructing UAB Class on Podcasting-in Person Andrew Yeager guest lectured for a UAB class about podcasting. Also gave a tour of the station to the students.

10/16/2023-UAB Instruction on Adobe Audition-In Person- Andrew Yeager gave talk to UAB class about how to use Adobe Audition.

2-Recruitment

2-23-23 UM MEDIA CAREER DAY-In person-Met with 31 students from the University of Montevallo Communications Department. Attended by Irmon Kirt and Darrell McCalla

2/28/2023 Speaking to Current Hiram College Students about Your Non-Profit Career Path. Will Dahlberg, WBHM's Executive Director, joined a virtual panel of 4 other alumni to talk about his career in working in non-profits and how the undergraduate experience at Hiram helped him prepare for it. There was also additional follow-up with individual students.

3/1/2023-Race, Gender, and the Media at Syracuse University. Priska Neely with the GSNR was a virtual guest speaker in a Race, Gender, and the Media at Syracuse University.

03/29/2023- Public Media Career Fair- Led a Gulf States Newsroom virtual booth and talked to job seekers about job openings at GSN, WBHM, WWNO, and MPB. Hosted by Priska Neely and Rashah McChesney.

07/24-28/23-Alabama Broadcasters Association Virtual Job Fair: The ABA Virtual Job fair had 636 unique visitors during the 4 day event. This Virtual Fair included the WBHM positions: **Host/Reporter, Program Manager and WBHM's Reflect Alabama Fellowship.** WBHM received 6 inquiries to the UAB HR Department.

09/26/2023- UAB Non-Profit Career Fair. At this in-person fair the station gave out information about WBHM and our fellowship opportunities. Also followed up with a detailed resource list about opportunities in public media around the country and advice. Attended by Will Dahlberg, Sabrina Balch, and Caroline Spears.

11/16/2022 -Social Justice Café-Mary Scott Hodgin spoke to a UAB social justice group about her reporting on Alabama prisons.

11/16/2022 UAB Social Justice Café-Webinar. Mary Scott Hodgin spoke to UAB's Social Justice Cafe about incarceration in Alabama and process of making Deliberate Indifference podcast.

Other Community Outreach:

11/1/2022-Locked Up in Alabama: Live Event. (In person) WBHM hosted an event for the station's podcast: Deliberate Indifference, hosted and reported by Mary Scott Hodgin. She hosted conversations with those related to the podcast and those with life experiences around incarceration in Alabama. Event at the Alys Stephens Center with members of the community attending and resource tables in the lobby of those affected by incarceration in the state. This was a free event. All Staff participated.

12/2/2022-WBHM Open House (In person). WBHM hosted an Open House for our members and listeners, which consisted of meeting and greeting the community and a staff-led station tour. All Staff attended.

2/19/2023-Universalist Unitarian Church (In person). Mary Scott Hodgin spoke to congregation about issues related to Alabama prisons and making The Deliberate Indifference Podcast.

3/14/2023-Volunteering at Blazer Kitchen (In person). WBHM's Leadership Team volunteered at UAB Blazer Kitchen. Attended by Will Dahlberg, Sabrina Balch, Andrew Yeager, Irmon Kirt, Caroline Spears, and Michael Krall.

3/15/2023-Prince of Peace Catholic Church (In person). Mary Scott Hodgin spoke to the congregation about issues impacting Alabama's prisons and her podcast work.

4/6/2023-1A Live Event at the Carver Theatre (In person). This live event was held at the historic Carver Theatre, Jenn White, the host of 1A, discussed interviewed guests about how far Birmingham has come since 1963. This event coincided with the anniversary of the Civil Rights Movement and demonstrations in Birmingham. The event was open to the public at no cost. Guests included Civil Rights demonstrators and Mayor Randall Woodfin.

4/15/2023-**An Evening with David Sedaris** (In person). Bestselling author David Sedaris performed at the BJCC Concert Hall. WBHM was invited to have a table for the station out front. We gave away items and answered questions about the station. Will Dahlberg also introduced David Sedaris on stage that evening.

4/28/2023-**Magic City Art Connection** (In person). WBHM is a sponsor of the art festival and had a tent set-up for the art festival in an effort to show up for the community WBHM Staff

5/3/2023-**Public Radio Day** Celebration at Trvl Love Coffee. (In person). In honor of National Public Radio Day, WBHM held a public event which was open to the community. We supported a local black-owned business and bought coffee for members of the public who attended. We answered questions about public radio and celebrated our work with members as well as engaged with those who were unfamiliar with the station and mission of public radio.

5/6/2023-**Birmingham Folk Festival** (In person). WBHM is a sponsor of the music festival and had a table set up to meet and greet members of the community. WBHM staff attended.

5/23/2023-**WBHM Community Support Day and Summit** (In person). The WBHM Sponsorship Team hosted a meet & greet to connect and network with Black-owned businesses in the area. Attended by Amasico Rainer, Karma Tolliver, and Caroline Spears.

6/9/2023-**Evening Edition:** (In person). NPR's Lakshmi Singh interviewed biographer, Jonathan Eig-In Person-WBHM hosted a free live event at the historic Carver Theatre to discuss his newly released book, King: A Life, a biography of Dr. Martin Luther King Jr. WBHM Staff and audience.

6/12/2023-**Meeting with Prosper** (In person). WBHM proposed to partner with Prosper for a collaboration with local businesses to help increase their reach to WBHM's diverse group of listeners. Community Engagement. Attended by Karma Tolliver and Caroline Spears

7/19/2023-**Meeting with Prosper-** (In person). Another meeting with Prosper to meet with Angela Abdur-Rasheed to discuss final plans for "Amplified Opportunities"-Attended by Caroline Spears and Karma Tolliver

8/4/2023-**Think.Public.Media**-Reception for NABJ Career Fair (In person). WBHM hosted a reception with NPR's Think.Public.Media. for attendees of the NABJ, for those who are part of public media and those interested in working in public media. Attended by Will Dahlberg, Priska Neely, Sabrina Balch, Karma Tolliver, Lissa LeGrand, Amasico Rainer, Jon Malone, Mary Scott Hodgin

8/31/2023-**Junior Board Trivia Night** (In person). The Junior Board hosted a trivia night at Cahaba Brewing to recruit new JB members. Sabrina Balch, Stephan Bisaha, Will Dalhberg

9/7/2023-Avondale Movies in the Park (In person). Tabling at Movies weekly in September in the park. Attended by Caroline Spears, Will Dahlberg, Karma Tolliver, and Sabrina Balch.

4-Professional Development

The following listings are a record of WBHM Employee's Group Training Seminars/Webinars:

2022-23-Monthly-Public Media for All national cohort calls-zoom-Nationwide PMFA Cohort for DEIA discussions. Attended monthly by Sabrina Balch and Caroline Spears.

2022-23 Monthly-Public media for all Small Peer Group-Zoom-Peer group with BPR, Marfa, Moab, WYSO DEIA discussions. Attended monthly by Sabrina Balch and Caroline Spears.

2022-23, Bi-weekly recurring-WBHM Equity Committee, Internal and External DEIA -In person meeting. Attended by Will Dalberg, Sabrina Balch, Caroline Spears and Rashah McChesney.

12/20/2022-PMFA Day of Action Debrief Meeting-In-person-PMFA Debrief. Attended by Sabrina Balch, Diana Beattie, Sabrina Balch, Karma Tolliver, Caroline Spears, and Rashah McChesney

2/14/2023-Share of Ear Update with NPR-Webinar-Audience habits and routines continue to evolve in our fast-changing industry and Edison Research keeps on top of those trends with their quarterly Share of Ear® study. Join NPR Audience Insights and Edison Research for a summary of the latest Share of Ear® report, providing findings and trends on the share of listening across all audio platforms and NPR's position in these audio habits. After decades of researching audio platforms, the Edison team is able to offer an in-depth and holistic presentation on the listening landscape. They'll share what audiences are listening to, how much they listen and when, where they listen, and what device they listen on. Attended by WBHM Staff.

2/24/2023-WBHM Field Trip to the Birmingham Civil Rights Institute-In Person-The WBHM visited the BCRI in Birmingham to learn more about Civil Rights history in our community and how it applies to our work and the service we provide.

05/19/2023-Pitching stories to NPR seminar: With NPR Southern Bureau chief Susanna Capelouto-WBHM and GSNR Staff

05/23/2023- AP Inclusive Storytelling seminar, part 2-Examination of biases and macroaggressions: Understand the formation of macroaggressions and biases and how. Attended by WBHM newsroom staff.

2022-2023-Weekly Sponsorship Team Meeting-In Person-Weekly Sponsorship Team Meeting Attended weekly by Karma Tolliver, Amasico Rainer, and Caroline Spears.

11/10/2022-From Ally to All In: Public Media for All's 3rd Annual Day of Action & Education-Webinar-where we heard from leaders who are taking an All-In approach to elevate racial diversity, equity, and inclusion within our public media organizations and in service to our communities

11/17/2022-Local That Works 2022 Grand Finale Webinar-Learning about innovative content and engagement events at non-profit media organizations. Members of the WBHM team gathered to see presentations from finalists for Current's contest that highlights innovative reporting and engagement projects from local public media outlets. Heard from 5 different media organizations talking about their projects which were ultimately competing for a \$20,000 grand prize. Participants had a chance to vote on the winner. Members of the WBHM team then discussed which one they voted for and discussed potential ideas we might want to consider. Attended by-Andrew Yeager, Karma Tolliver, Caroline Spears, Zoe McDonald, Stephan Bisaha, Will Dahlberg.

2/27/2023-WBHM Community Engagement Meeting (In person). WBHM Staff Community Engagement Meeting to discuss upcoming events and staff involvement.

3/1/2023-External Activities Training with UAB-Members of UAB's Compliance office came and provided an in-person training for WBHM employees on the External Activities policy and procedures for WBHM employees.

3/8/2023-WBHM Listener Survey Results-Meeting (In person). Staff reviewed results from listener survey with staff and shared insights found in the survey.

3/9/2023-Audience Development Planning-recurring meeting, every other week-Staff members began Audience Development strategy. Professional Development. Attended by Will Dahlberg, Diana Beattie, Sabrina Balch, Karma Tolliver, Caroline Spears, and Rashah McChesney.

5/9/2023-Inclusive Storytelling Workshop Webinar-Training on inclusive storytelling provided by the Maynard Institute. Attended by Andrew Yeager, Richard Banks, Mary Scott Hodgin, Kyra Miles

6/22/2023-Sales Force Marketing Cloud training (Webinar Training) Marketing Cloud Staff Training. Attended by Sabrina Balch, Diana Beattie, Sabrina Balch, Karma Tolliver, Caroline Spears, and Rashah McChesney

08/2023 Performance Evaluation: Planning and Conversations for Managers-Virtual-An offering covering UAB's overall strategy for Performance Management; includes planning, feedback, conversation recommendations, and action steps to submit an annual evaluation form. UAB's overall strategy for Performance Management; includes planning, feedback, conversation recommendations, and action steps to submit an annual evaluation form. All Leadership Team Members-Will Dalberg, Caroline Spears, Darrell McCalla, Sabrina Balch.

The following listings are a record of WBHM Employee's Training, Individual Outreach, Mentoring and Professional Development that are part of the WBHM EEO Program.

- **Sabrina Balch, Membership Manager WBHM attended the following outreach conferences and training Seminars/Webinars..**

6/29/2023-Salesforce Marketing Cloud Training-Zoom-UAB-led training of Salesforce Marketing Cloud, as we migrate over from Constant Contact to Salesforce. Attended by Caroline Spears and Sabrina Balch.

7/06/2023-Sabrina Balch, DEIA Certificate (in progress) two-year Master's level certificate in Diversity, Equity, Inclusion, and Advocacy. Graduate School Class:

Diversity, Equity and Inclusion offices have been established in many corporate, government and higher education environments. While the term diversity is common and more widely understood in organizations, equity and inclusion are somewhat more elusive and require intentional effort. This course will address approaches to equity and inclusion in organizations.

Graduate School Class: Examination of leadership and advocacy issues, models, competencies and approaches related to the practice of diversity, equity and inclusion. Topics include social justice, advocacy and empowerment obligations, both to the profession and to the individuals served by professional diversity practitioners.

Graduate School Class: The Advancing Equity in DEI Engaged Scholarship practicum serves as the link between knowledge gained in the classroom and the practice of inclusive excellence in facilitating equity work throughout organization and communities

2022-23 monthly recurring-Public media for all cohort calls-zoom-Nationwide PMFA Cohort, Monthly cohort for DEIA discussions. Attended by Sabrina Balch and Caroline Spears

- **Stephan Bisaha, Wealth and Poverty Reporter, attended the following outreach conferences and training Seminars/Webinars**

2022-2023-STAR – Start Talking About Race-Zoom-I am presenting an exciting opportunity to your member station! Before I came to NPR in 2021, I designed and launched STAR – **Start Talking About Race** – a dialogue-based program that addresses how race impacts how we show up and do business. May marked two years that we have been having twice-monthly dialogues about race and ethnicity at NPR.

01/19/2023- GSN organized a staff-wide training with DART Center for Journalism & Trauma-Virtual- on trauma-aware reporting and self-care and resilience for trauma-exposed news professionals.

02/24/23-DART Center for Journalism & Trauma –Virtual- leads a training for managers. This 60-minute training will offer knowledge and tools for supporting trauma-exposed staff, as well as guidance for modeling trauma-informed leadership and building resilient teams. It will cover the effects of stress, trauma and burnout on individuals and teams, signs to look out for, and provide recommendations for how managers can help mitigate its effects while maintaining appropriate and necessary boundaries.

4/30-May 05/3023-NextGenRadio –In person and virtual-A 5-day digital journalism and audio training project open to current students, recent graduates and folks early in their audio storytelling careers

4/17-18/2023-IRE Total Newsroom Training-In Person-For two days, Investigative Reporters & Editors (IRE) provides training for our newsroom based on the needs of your organization.

11/16/2023-Vocal Training with Jessica Hansen-Zoom-Voice training to improve my tracking in radio stories.

3/2-5/2023-NICAR-In-Person-NICAR, the National Institute for Computer-Assisted Reporting, is a program of IRE, founded in 1989 and supported by the Missouri School of Journalism.

10/11/2023-PMJA Editors Workshop-Zoom meeting-Join trainers Kelsey Proud, Alicia Zuckerman and Phyllis Fletcher for this valuable workshop. In PMJA's popular workshop for editors, experienced, new and aspiring editors alike will come away refreshed and inspired, with new tools for your editor's toolbox. We'll spend the day helping you: Identify and communicate your values as an editor. Dig into some of the nuts and bolts of editing, including doing a live-edit together and trading our (and your) favorite tips. Explore strategies on how to approach your work, and that of reporters you work with, as a creative (and fun!) pursuit. Share and troubleshoot real-world challenges together in a supportive and off-the-record environment.

- **William Dahlberg, Executive Director, WBHM attended the following outreach conferences and training Seminars/Webinars.**

2/1/2023-What is NFFS ?- Webinar-Non Federal financial support (NFFS) is an eligibility criterion for the Community Service Grant (CSG) program as well as a key component in calculating CSGs. This is the principal reason for submitting an annual financial report to CPB. This webinar explains the concept of NFFS and provides simple methods for determining the NFFS eligibility of direct and in-kind revenue.

3/15/2023 Unlock The Philanthropic Potential Of Your Donor File And Deepen Donor Relationships-Webinar-This training included tips and tricks on looking at your donor files in

new ways to examine data and possibly discover donors that you might have overlooked that have more potential or other ways to better support the mission of the organization.

3/28/2023-Q4 "State of the System" with CPD-Webinar-An update on financial and donor trends in public media for Q4 with the Contributor Development Partnership (CDP), of which WBHM is a member.

9/22/2023-Public Radio and DEI in the Next Decade-Webinar-What can public radio do to sustain and expand the diversity, equity and inclusion work that is critical to the future of our system? Sadly, there is no crystal ball image of what lies ahead. For that kind of insight, we must unpack what is taking place in our industry, acknowledge the ever-shifting demographics of our communities, and adapt to the evolving media landscape. Join us for a thought-provoking webinar, featuring NPR's Keith Woods and Whitney Maddox, where we will use your questions, scenarios, and suggestions to better understand the upcoming challenge and the work required of us as we lay the foundation for the future.

7/28/2023-Station Resources Group Retreat-In Person-The Station Resources Group retreat encompasses both training and mentorship opportunities for station leaders from across the country. It includes discussions and ideas about solutions for some of the biggest challenges facing public media.

7/28/2023-Tour of Nashville Public Radio-In Person-In gathering information for WBHM's strategic planning efforts, Will Dahlberg visited and toured WPLN and Nashville Public Radio to gather information and learn from other station leadership.

9/22/2023-The Opportunities Ahead – A Broadcast Veteran's View of the Future Steve Wexler, Leadership Coach, Good Karma Brands talks about his career and give advice from what he has learned after a long career in radio and sales.

9/12/2023-NPR 2023 Annual Membership Meeting-Webinar-Annual membership meeting for all NPR member stations, leaders, and public Q&A. Updates from NPR leadership about finances, business matters, and new initiatives.

10/17-18/23-Attended NPR Business Meeting at NPR HQ-in person meeting was with NPR and other station General Managers and leaders to focus on network collaboration, business models and concerns, Artificial Intelligence in our industry, as well as a number of other sessions.

- **Mary Scott Hodgin, Host/Reporter** attended the following outreach conferences and training Seminars/Webinars

8/2/2023-National Association of Black Journalists Convention-In Person-Attended training sessions at the NABJ convention in Birmingham.

- **Darrell McCalla, WBHM Director of Technology**
attended the following conferences and training
Seminars/Webinars.

4/13-14/23 PREC Conference, AT PREC our reach is extending; many of our attendees this year are virtual. This year we also expanded our scholarship program to include 10 recipients, made possible by the support of our generous sponsors and smart logistic arrangements. Welcome new engineers from the PRSS training program.

On Demand Seminars from the SBE taken throughout the year:

IP Networking, part 6 – an Introduction to IP Multicast

Wayne Pecena, CPBE-This webinar focuses on understanding Multicast terminology, the addressing utilized, and the basics of switching and routing in a

FCC Enforcement Actions – an Analysis of Broadcast Violations

–Dennis Baldrige, CPBE and James Roop, FCC District Director Chicago Field Office. This webinar, presented jointly by a representative of the FCC and an SBE technical presenter, reviews the most common violations committed by broadcasters, categorizes them into groups and discusses how to prevent them.

IPv6 for Broadcasters-Wayne Pecena, CPBE-In order to keep up with the competition, broadcasters need to know more about IPv6 technology basics (terminology focus), and expand on the technical details of implementation multicast IP network.

Springtime Maintenance to Keep You on the Air- John Bisset will lead engineers through a series of inspections and tasks to prepare your site for warmer weather.

The Nuts and Bolts of the FCC FM Allocation Procedures-Doug Vernier, CPBE-will be useful to station engineers and managers in the process of understanding FM allocation and why their licenses limit transmission power and tower height, and what they can do to improve coverage over the population they reach.

Chief Operator Responsibilities-Dennis Baldrige, CPBE-The licensee of each AM, FM, TV or Class A TV broadcast station must designate a person to serve as the station's chief operator (FCC Rules 73.1870).

Streaming Radio: a Tutorial for Broadcasters-Chris Tarr, CSRE, DRB, CBNT-Streaming radio stations these days is far more complicated than in the past. Whether you're considering streaming for the first time, or looking to upgrade your streaming produc

Managing a Project and Outside Contractors for Success-John Luff-The nature of our business is wrapped around change. One of these types of change occurs when stations face major projects that can be disruptive, yet fulfilling for those involved. This significant change causes stress unless a carefully designed structure is wrapped around the work. This webinar will help attendees learn the roles and responsibilities of those involved in planning and executing a capital project. Emphasis is placed on the roles and responsibilities of the station, consultants, and system integrators.

Creative Strategies for Translators and Boosters-Doug Vernier, CPBE-Are you interested in learning what creative station engineers are doing today with FM translators and boosters? Referencing real life examples of creative translators and boosters now on the air, attendees will hear about how AM day stations can be programmed at night by using fill-in translator, translator location hopping move-ins to larger populations and translators with HD2 or HD3 primary signal inputs. Basic translator rules for NCE and commercial frequencies will be covered, in addition to how operators can optimize translator coverage. Examples of synchronous boosters that are working well today will also be provided.

- **Andrea Miller, Gulf States Newsroom Program Manager, attended the following outreach conferences and training Seminars/Webinars during UAB/WBHM's onboarding process.**

E-Learning Online Videos:

9/29/2023 UAB Patent Agreement- UAB Onboarding Required Training
UAB Enterprise Code of Conduct - UAB Onboarding Required Training
UAB Memorandum of Record- UAB Onboarding Required Training
Freedom of Expression and Use of UAB Facilities Policy
Title IX: Building Supportive Community- UAB Onboarding Required Training
Emergency Evacuation Safety 9/29/2023 - UAB Onboarding Required Training
Annual Security Awareness Training 2023 9/29/2023 - UAB Onboarding Required Training
Cultural Awareness Building Blocks: Part 1 (Video) 9/29/2023 - UAB Onboarding Required Training

10/1/2023-Discover UAB - Part 1 (Online)- UAB **10/2/2023**-Onboarding Required Training
Discover UAB - Part 2 (Zoom)-Attended with other UAB employees

10/4/2023-Overview of Oracle Financial Accounting

BuyUAB Training

P-Card Training

PCI Training 2023

Prevent Discrimination and Harassment: Faculty & Staff-New Hires

10/6/2023-Introduction to Oracle Administrative Systems (Online)

Effort Reporting: Principles, Process, and Certification

Understanding Payroll and Labor Distributions in the Oracle HR and Finance System

Using the ACT Form – Online 10/6/2023

In Person Training

Oracle HR: Running and Viewing HR Reports in Oracle

10/16/2023- Cultural Awareness Building Blocks UAB Onboarding Required Training

Attended with other UAB employees

- **Rashah McChesney, Gulf States Newsroom Senior Content Editor, attended the following outreach conferences and training Seminars/Webinars**

11/18/2022-Online Master Class: Managing investigators... or how to lead journalists born to challenge authority-Webinar-Being a news manager is already tough but what if you supervise investigative journalists? They come with an extra layer of challenges, because their very job (and likely their personality) makes them hyper-alert to authority figures. This course is designed to give you some tools and tactics to lead individuals and entire teams of investigators in a more effective way. Learn from four investigative managers from different media at different stages of their leadership careers. Topics will include: managing compassionately, hiring challenges, transitioning to management, forging partnerships, building relationships, handling resource cuts, organization/structure, tough decisions/conversations, in-house training/growth, delivering feedback, creating inclusive opportunities, and juggling responsibilities/projects/work.

01/19/2023- GSN organized a staff-wide training with DART Center for Journalism & Trauma-Virtual- on trauma-aware reporting and self-care and resilience for trauma-exposed news professionals.

02/24/23-DART Center for Journalism & Trauma –Virtual- leads a training for managers. This 60-minute training will offer knowledge and tools for supporting trauma-exposed staff, as well as guidance for modeling trauma-informed leadership and building resilient teams. It will cover the effects of stress, trauma and burnout on individuals and teams, signs to look out for, and provide recommendations for how managers can help mitigate its effects while maintaining appropriate and necessary boundaries.

- **Priska Neely, Gulf States Newsroom Managing Editor, attended the following outreach conferences and training Seminars/Webinars**

01/19/2023- GSN organized a staff-wide training with DART Center for Journalism & Trauma-Virtual- on trauma-aware reporting and self-care and resilience for trauma-exposed news professionals.

02/24/23-DART Center for Journalism & Trauma –Virtual- leads a training for managers. This 60-minute training will offer knowledge and tools for supporting trauma-exposed staff, as well as guidance for modeling trauma-informed leadership and building resilient teams. It will cover the effects of stress, trauma and burnout on individuals and teams, signs to look out for, and provide recommendations for how managers can help mitigate its effects while maintaining appropriate and necessary boundaries.

03/01/23- Addressed a journalism class at Syracuse University about public media careers-In Person

4/30-May 05/3023-NextGenRadio –In person and virtual-A 5-day digital journalism and audio training project open to current students, recent graduates and folks early in their audio storytelling careers.

06-21/2023- Public Media Journalists Association Conference-in person in San Antonio TX-conference for learning and development.

10/10-11/23- American Press Institute’s Local News Summit on Mental Health and Sustainability- In person in Atlanta, GA – session for news leaders around the country on how to support the mental health of their teams.

- **Caroline Lopez-Spears , Director Corporate Development** attended the following outreach conferences and training Seminars/Webinars

2022-2023-Monthly PRADO Board Meeting-11/15,12/13,02/21,3/23,4/18,5/16,6/20
Monthly PRADO-DEIA-12/16/22,06/16/23
Slack/Listserv Committee Meeting-11/4,
Marketing Committee Meeting-3/23/23

1/18/2023-Gen Z in the Room: Making Public Media By and With Youth for the Future- Zoom Presentation celebrating the publication, Gen Z in the Room. Report summarizes insights from 30 in-depth interviews with stakeholders involved in public media youth projects across the country.

1/30/2023-Greater Public: The Return of In-Person Events-Zoom meeting-Public media events teams meet to discuss strategy in bringing back in-person events and share insights.
3/21/2023-Balancing Leadership and Management-In Person-UAB Learning and Development Course on how to balance leadership and management.

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7/27/2023-Constant Contact Webinar: How to Master Nonprofit Event Planning and Promotion-Zoom-Uncovered key strategies and techniques to help achieve greater success and maximize the impact of our event marketing.

4/11/2023-Phone Conversation with Paul Spatola from National Public Media-Phone meeting about WBHM working with NPM on large, regional buys, how that works, how best to make that connection. Attended by Caroline Spears and Karma Tolliver.

6/28/2023-Greater Public: Selecting Inclusive Images for Public Media-Zoom-Help develop an inclusive lens when evaluating images for digital and print media; shared tips for searching for inclusive images and examples of what it looks like when done well.

6/29/2023-Salesforce Marketing Cloud Training-Zoom-UAB-led training of Salesforce Marketing Cloud, as we migrate over from Constant Contact to Salesforce. Attended by Caroline Spears and Sabrina Balch.

7/11/2023-PMDMC Conference-In Person-Public Media Development and Marketing Conference in Atlanta; networking and professional development training for sponsorship and events. Attended by Caroline Spears and Karma Tolliver

8/10/2023-Performance Evaluation: Planning and Conversations for Managers-Virtual-An offering covering UAB's overall strategy for Performance Management; includes planning, feedback, conversation recommendations, and action steps to submit an annual evaluation form. UAB's overall strategy for Performance Management; includes planning, feedback.

10/3/2022-Bizleads- Market Recap-Webinar-Short re-intro into using Bizleads, an online database for finding sponsorship leads. Attended by Caroline Spears and Karma Tolliver

- **Karma Tolliver**, Corporate Account Executive attended the following outreach conferences and training Seminars/Webinars

4/11/2023-Phone Conversation with Paul Spatola from National Public Media-Phone meeting about WBHM working with NPM on large, regional buys, how that works, how best to make that connection. Attended by Caroline Spears and Karma Tolliver.

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12/21/2022-Strategic Selling: How to Communicate with the C-Suite and Decision Makers-Webinar-Creating lasting value to C-Suite decision makers. Tips and techniques to improve the sales component of the relationship.

- **Richard Banks**, ATC Host attended the following outreach conferences and training Seminars/Webinars.

08/31/2023- NPR Climate Solutions group meeting-Attended by Affiliates, NPR staff, and me

09/05/2023 thru 10/05/2023- Trained Tim Stout on "Morning Edition" Operations, Clock timing, News and Logs.

