



Equal Employment Opportunity Public File Report For Big River Broadcasting

December 1, 2018-November 30, 2019

Big River Broadcasting firmly believes in Equal Employment opportunities and is insistent that policies and procedures relative to the search and procurement of qualified applicants be followed with each opening that becomes available at Big River Broadcasting Corp. Station hires represented within this report include WQLT-FM, WXFL-FM and WSBM-AM. Big River Broadcasting is an Equal Opportunity Employer.

1. Account Executive

Date Open-August 16, 2019 Date Filled- October 28, 2019

Recruitment Sources Utilized: Job Shadow/Mentor Program, University of North Alabama, On-air recruitment ads, ABA Jobs Board, employee referral.

Number Interviewed/source for position: 4

Source for Hire: Employee Referral

Addresses for Recruitment Sources Utilized from the master list in our EEO Policy:

University of North Alabama Communications Dept.

P.O. Box 5066

Florence, AL 35632

Contact: Pat Sanders

Phone: 256-762-8870

Alabama Broadcasters Association

2180 Parkway Lake Drive

Hoover, AL 35244

2. Account Executive

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EEO Outreach and Recruitment Initiatives

To insure compliance with current EEO rules set forth by the FCC, the following Outreach Initiatives took place between December 1, 2018 through November 30, 2019.

1. Training Programs for Station Personnel

Big River Broadcasting Employees participated in the following training programs during this period to enable them to acquire skills that could qualify them for higher level positions:

Sales Department

The Sales Department participated in the following training programs during this period:

*Arbitron/Nielsen/V Creative/Marketron Software Training...Sales Department provided with online training sessions and support throughout the year.

ABA Sales Seminar with Darren Steenburgen in Madison, AL, April 2019. Sales and air staff members attended this seminar related to sales practices, ideas for small business development and personal development.

Nielsen Training with Judy McDowell on October 30, 2019. New hires spent 4 hours in an overview of the radio industry.

Nielsen State of Audio Informational Seminar on November 13, 2019. All sales personnel attended.

Local Broadcast Sales Training Webinar November 12, 2019 with host Eric Moore and Paul Weyland discussing Small Business Development Ideas, Creative Best Practices and Budgeting for Small Businesses.

Sales Staff participated in the Shoals Chamber of Commerce Ambassador Program for new businesses.

Sales Department participated in the Local Broadcast Training Sessions with Eric Moore, August – October.

Digital and Sales Training support provided by Second Street Promotion, Zip Whip, Socast ,Zocele and our Digital Marketing Director and department throughout 2019.

Programming

The Programming Department participated in the following training programs during this period:

Program Directors and air personalities were provided software training for VCreative work flow and promotions as well as Marketron traffic and Wide Orbit automation throughout the year.

Program Directors and all Air Personalities were provided Music Software Training and Programming Consultations by Rusty Walker and Associates.

.Program Director WXFL, Operations Mgr, GM participated in industry panels and training sessions during the Country Radio Seminar in Nashville, February 2019.

Digital

Director of Digital Mktg and GM participated in industry panels and training sessions at the Alabama Broadcasters Convention, August 2019

Digital Assistant/Sales Assistant/Success Manager participated in digital and sales promotion training at the Second Street Summit in St. Louis, MO, June 2019

SoCast Ads (Digital/Programmatic) training for Director of Digital Marketing and Digital Assistant/Sales Assistant./Success Manager, July 2019

SoCast Digital website build training for Director of Digital Marketing and Digital Assistant/Sales Assistant./Success Manager, September 2019

Traffic/Production

Traffic Department, Network Coordinator and Production Director participated in online Traffic Seminars provided by Marketron and production/work flow seminars by V Creative for updated software enhancements and training 2019.

Engineering

Operations Manager Steifon Passmore attended the ABA Engineering Academy November 2019. WSBM Program Director. Chuck Hammer, WSBM Program Director, attended the ABA Engineering in February 2018 and received his SBE certificate.

II. Educational Events Related to Broadcast Careers

Big River Broadcasting was the presenting sponsor of 'Backyard Blitz' for the Shoals Chamber of Commerce on October 15, 2019. This event was an outreach day of activities; open to the public with the objective of informing local residents and the business community about opportunities and what the chamber members offer in betterment of the community.

Big River Broadcasting has hosted and participated in classes from area grade schools, High Schools and the University of North Alabama to provide educational opportunities about Broadcasting and careers that are available.

Department heads and team members conducted the sessions. The stations also hosted in house tours and sessions for area groups.

Some of the 2019 events included:

Brooks High School presentation on the broadcast industry and opportunities by WSBM afternoon air personality Jordan Campbell, September 5, 2019.

Rogers High School presentation on the broadcast industry and opportunities by WSBM afternoon air personality Jordan Campbell and Program Director Chuck Hammer, October 18, 2019.

Wilson High School presentation on the broadcast industry and opportunities by WSBM afternoon air personality Jordan Campbell and Program Director Chuck Hammer, November 7, 2019.

Operations Manager hosted the University of North Alabama Com 341 Radio Production and Performance class for a presentation on November 7, 2019.

Colbert County Tourism hosted tours in June and October. Presentations on broadcasting were handled by the Operations Manager, General Manager, Digital Marketing Director and Network Coordinator.

WQLT worked with the marketing class at Colbert County High school in April 2019 to organize and execute an event. The event was designed to give students hands on experience to learn how to plan, budget, market/promote and execute a live event. Big River participated in classroom discussions and provided promotional support and production, including a live remote at the event. Colbert Heights High School marketing class and 20 students from the Huntsville City School system also shadowed the event for educational purposes.

General Manager participated in Advisory Board meetings between Students, University Department Heads and Broadcast Professionals in April 2019 to discuss better curriculum options for Broadcast Student Career Paths at the University of Tennessee at Martin.

General Manager participated in a networking event with the Alabama Broadcasters Association at the University of Alabama College of Communications and Information Sciences, November 2019. The ABA provided curriculum assistance/guidance for a sales class during the fall semester. The event hosted 24 students from the department.

Director of Sales, Digital Marketing Director and Morning Air Personalities participate in educational classroom events at the University of North Alabama, Spring 2019.

III. Job Shadowing/Mentoring Program

WQLT, WXFL and WSBM host students at various times On Air during the school year. The students are also allowed to participate in the appropriate day part and promotional activities based on their schedule. WXFL continued a program during 2019 called DJ of Hope.

WQLT/WXFL and WSBM hosted a job shadow event for High School students in Lauderdale County, AL on September 18, 2019. Each department head presented information and led discussions regarding their departmental responsibilities and job opportunities within the broadcast industry. Participating students and schools included: Carson Daniel/Brooks High School. Andrew Tate, Dylan Ridgeway, Devin Ellege/Lexington High School, Bill Martin/Waterloo High School.

IV. Intern Program

Big River Broadcasting participated in an internship program with the University of North Alabama Radio Television and Film Department. Students participating during 2019 were Jacob Scott, Jordan Windsor and Alex Moody. Jordan Windsor interned May through July 2019. Alex started his internship in August 2019 and will continue through the end of the Fall 2019 semester, totaling 480 hours.

Jacob Scott was specifically assigned to the Sales Department for a Summer Internship May 2019-July 2019. He participated in sales meetings, learned sales practices including proposal writing, sales orders, utilizing VCreative for production orders, copy writing, recorded audio and participated in producing a commercial. He attended Remote Broadcasts, accompanied the General Sales Manager on sales calls, and attended Chamber Ambassador Ribbon Cuttings.