



## **Equal Employment Opportunity Public File Report For Big River Broadcasting**

**December 1, 2019-November 30, 2020**

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-March 16, 2020      Date Filled- July 6, 2020

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

Number Interviewed/source for position: 3

Source for Hire: Employee/Industry 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 (part-time)

Date Open-September 1, 2020      Date Filled- September 15, 2020

Recruitment Sources Utilized: Job Shadow/Mentor Program, University of North Alabama Internship

Number Interviewed/source for position: 1

Source for Hire: UNA Internship

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

3. Account Executive (part-time)

Date Open-September 1, 2020      Date Filled- September 15, 2020

Recruitment Sources Utilized: Employee Referral

Number Interviewed/source for position: 1

Source for Hire: Employee Referral

## 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, 2019 through November 30, 2020. Covid 19 government mandated business and educational shut downs limited the amount we were able to safely participate in during this time.

### **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.

Nielsen Training with Tamra Houston via zoom during March and April 2020. Training included sessions on working avails and understanding agencies and scheduling concepts.

Nielsen Training for new hires in August and September 2020 included the following sessions: Radio 101, working local direct avails, scheduling concepts, overcoming objections, welcome to radio, knowing your market and prepping for an appointment.

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

Digital and Sales Training support provided by Second Street Promotion, Zip Whip, Socast ,Zocle and our VP/Digital Marketing Director and department throughout 2020.

## **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 and General Manager participated in industry panels and training sessions during the Country Radio Seminar in Nashville, February 2020.

## **Digital**

SoCast Ads (Digital/Programmatic) training throughout 2020 for sales and digital department. This also included training for ad extension and display training.

VP/Director of Digital Marketing implemented G Suite software conversion and training for the entire staff in October 2020.

VP/Director of Digital Marketing assisted in Nielsen training for new sales hires.

## **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 2020.

## **Engineering**

Production Manager Stella Maner attended the ABA Engineering Academy classes in February 2020 and received her SBE certificate upon completion.

## **II. Educational Events Related to Broadcast Careers**

December 3, 2019 Big River hosts Muscle Shoals City School 8<sup>th</sup> Grade Career Prep Class. Presentations made by General Manager, VP/ Digital Marketing Director, Production Director and Sales team to demonstrate equipment, software capabilities and discuss career opportunities.

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 each year.

Department heads and team members conduct the sessions. The stations also host in house tours and sessions for area groups when safely possible.

Covid 19 limited participation in some of our normal activities this year.

Some of the 2020 events included:

Operations Manager hosted a zoom presentation for the University of North Alabama Com 341 Radio Production and Performance class for a presentation on November 5, 2020. The instruction included demonstrations of automation systems, music scheduling software and production software. This discussion was built around how to build programming content.

Operations Manager participated in a zoom presentation by the class for the University of North Alabama Com 341 Radio Production and Performance submission reviews and critiques on November 12, 2020. Submissions included air shifts, commercial production, imaging and voice breaks.

Director of Sales, VP/ Digital Marketing Director and General Manager meet with UNA Department Head and curriculum adviser for the Steele Center for Professional Selling class to discuss involvement for participation in educational classroom events and workplace learning opportunities for students.

General Manager participates in the NAB State Leadership training in Washington, DC, February 2020.

## **III. Job Shadowing/Mentoring Program/Job Fair**

WQLT/WXFL and WSBM participated in the Shoals Chamber/North Alabama Works virtual job fair July 14-16, 2020.

#### **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 2020 were Kayla Adair, April 1-July 31 and Hunter Collier April 1-31. Given Covid 19 restrictions, both of these students completed their internship remotely. Each worked with WSBM under the guidance of our Fox Sports Shoals program director. The focus was learning digital platforms and how they integrate with on air programming.