



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

**December 1, 2021-November 30, 2022**

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.

There were no additional hires during this time period.

# 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, 2021 through November 30, 2022. Covid 19 protocols 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 virtual training programs during this period:

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

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 , and our VP/Digital Marketing Director and department throughout 2022.

Traffic Director and Network Coordinator successfully completed the P1 Media Sales Training course during the spring of 2022.

### **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 educational panels and training sessions during the Country Radio Seminar, February 2022.

Program Directors for WQLT and WXFL, Production Director and General Manager participated in the Small Market Radio Forum at the NAB show in April 2022.

## **Digital**

VP/Director of Digital Marketing provided continued G Suite software conversion and training for the entire staff throughout 2022. Additional digital product integration and training included SoCast, Second Street Promotions, social media and texting platforms.

## **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 2022.

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

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 again this year.

General Manager participated in the University of North Alabama Com 341 Radio Production and Performance Class on October 25, 2022 to discuss broadcast careers and employment opportunities as the class completed the P1 Media Sales Training Course over the fall semester. 17 students participated in the training and class.

General Manager and President of the Alabama Broadcasters Association met with the University of North Alabama Communications Department Head November 18, 2022 to discuss hosting a job fair for communications students

General Manager and President of the Alabama Broadcasters Association met with the Executive in Residence and Department representatives of the Steele Center for Professional Sales program at the University of North Alabama on November 18, 2022 to discuss including media sales training in the curriculum. We also discussed employment opportunities and internship programs for students currently in the sales program. This also provided an opportunity for university departments to work together to provide access to broadcast educational training for students

## **Management**

General Manager participated in the NAB State Leadership training in Washington, DC, February 2022.

General Manager participated in small market radio training at the Alabama Broadcasters Association conference in August 2022.

General Manager participated in the Radio Insights Executive Seminar at the NAB Show New York October 19,2022.

General Manager participated in the Georgia Association of Broadcasters Small Market Radio Workshop in Atlanta October 21,2022.

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

Big River Broadcasting participated in a job shadowing program on September 21, 2022. WQLT and WXFL air personalities hosted 8 students from Lauderdale County High Schools. Students spent time in the control rooms and participated in the on air programming from 8am-10am. The program was designed to introduce students to broadcast career opportunities.

## **IV. Intern Program**

Big River Broadcasting participated in an internship program with the University of Tennessee at Martin and the University of North Alabama during 2022. Blaine McDonald (UTM) participated in this program from June 13-July 21, 2022. She worked with the General Manager and all team members for a sales internship. She was introduced to different sales training courses and completed the P1 Media Sales training course after the conclusion of the internship period.. Mark Gallegos (UNA) participated in the program from January 17-May 6, 2022. He worked with Operations Manager Fletch Brown to learn areas of programming, promotion and audio/visual event production requirements.