



Equal Employment Opportunity Public File Report For Big River Broadcasting

December 1, 2020-November 30, 2021

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 (part-time)

Date Open-December 15, 2020 Date Filled- January 1, 2021

Recruitment Sources Utilized: Employee Referral

Number Interviewed/source for position: 1

Source for Hire: Employee Referral

2. Account Executive

Date Open-December 15, 2020 Date Filled- June 15, 2021

Recruitment Sources Utilized: ABA Jobs Board, employee/industry referral, Indeed.com

Number Interviewed/source for position: 6

Source for Hire: Employee/Industry Referral/Indeed

3. Air personality (part-time)

Date Open-September 1, 2021 Date Filled- September 15, 2021

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

Number Interviewed/source for position: 1

Source for Hire: UNA Internship

4. Air personality (part-time)

Date Open-September 1, 2021 Date Filled- September 15, 2021

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

Number Interviewed/source for position: 1

Source for Hire: Employee Referral

5. Digital support (part-time)

Date Open-September 1, 2021 Date Filled- September 15, 2021

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

Alabama Broadcasters Association

2180 Parkway Lake Drive

Hoover, AL 35244

Indeed.com

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, 2020 through November 30, 2021. Covid 19 protocols, along with 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 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.

January 27-28, 2021. Sales Department and Management team participated in the Rising Above Virtual Sales and Media Summit provided by the Alabama Broadcasters Association.

Sales staff participated in the RAB Professional Development series in May with Digital Sales Training for SEO.

Sales staff participated in virtual training in July for NEOFILL digital program and product implementation led by our Digital Marketing Director.

Nielsen Training for new hire in July 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 2021.

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, Production Director and General Manager participated in industry panels and virtual training sessions during the Country Radio Seminar, February 2021.

Digital

SoCast Ads (Digital/Programmatic) training throughout 2021 for sales and digital department. This also included training for ad extension and display training.

VP/Director of Digital Marketing provided continued G Suite software conversion and training for the entire staff throughout 2021.

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 2021.

II. Educational Events Related to Broadcast Careers

March/April 2021, Big River worked with Muscle Shoals Middle School's Project Based Learning program to write, produce and develop a public service campaign centered around the curriculum's designated project.. Production Director, General Manager and air personalities worked with the class to demonstrate equipment, software capabilities and discuss career opportunities. Students produced the announcements, were given a time slot on air during morning drive to discuss the program and Big River stations aired the finished products for the class.

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.

Some of the 2021 events included:

09/24/21 - Gen C Creatives Building Community. Operations Manager invited to be a guest speaker as an alum of The University of North Alabama. The University sponsored event invited student creatives to the table for discussions, workshops, and activities that will teach them how to build strong, inclusive art communities with their peers.

10/21/21 – Operations Manager hosts NWSCC Benefit Concert, in conjunction with Metallica's All Within My Hands Foundation. Proceeds support NWSCC Students in Advanced Manufacturing and Construction Programs. Big River Broadcasting a title sponsor.

10/26/21 – Operations Manager is an invited guest speaker during a University of North Alabama Theatre class, teaching on the subject of improvisational acting and comedy.

11/4/21 – Operations Manager conducts professional tour of offices for University of North Alabama Radio Broadcasting class. Exposing students to all areas of a professional Radio broadcast company. On air, Production, Sales, Administration, and Engineering.

General Manager participates in the virtual NAB State Leadership training in Washington, DC, May 2021.

III. Job Shadowing/Mentoring Program/Job Fair

Big River Broadcasting participated in 2 job shadowing programs in 2021. WSBM air personalities hosted 6 students from Lexington High School, Lauderdale County High School, Waterloo High School and Central High School on October 14, 2021. WSBM air personalities hosted a second job shadow day with a student from Lauderdale County High school on October 28, 2021. Each 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 North Alabama Radio Television and Film Department. Students participating during 2021 were: Kennedy Dezso - UNA Dept. of Communications: Multimedia/Graphic Design Major, Kedonis Haslem - UNA Dept. of Communications: Television/Radio News Production/Field Manager Both of these worked with Operations Manager and the Digital Marketing Director during Fall 2021. Caroline Graham (summer 2021) and Sawyer Turnbow (fall 2021) each participated 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 as well as on air development for sports broadcasting.