



Equal Employment Opportunity Public File Report For Big River Broadcasting

December 1, 2022-November 30, 2023

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, 2022 through November 30, 2023.

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 2023.

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 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, March 2023.

Digital

Integreation Media provided extensive Digital Sales training for the Big River team both online and in person from June through September for the implementation and launch of the BRB Digital Sales 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 2023.

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.

General Manager participated in the University of Georgia Career Day/Fair on February 8, 2023 to discuss broadcast careers and employment opportunities.

General Manager participated in the UNA Scholarship luncheon on February 24, 2023 to meet with students and represent the Alabama Broadcasters Association's Scholarship Endowment.

Operations Manager participated in a syllabus review, March 15, 2023, for the UNA Communications Department course assignments as part of their accreditation and assessment.

Operations Manager participates in UNA Communications career prep class COM 240 with a mock interview for Communications Major Olivia Higginbotham.

VP/ Digital Marketing Director and President of the Alabama Broadcasters Association participated in the University of North Alabama Career Fair on April 12, 2023 to discuss employment opportunities within the broadcast industry.

Big River Broadcasting hosted a studio tour and question and answer session with Department Heads about career opportunities with the Muscle Shoals Middle School Future Business Leaders of America class on April 27, 2023.

Operations Manager participated in a UNA Strategic Planning Session for the next decade June 6, 2023.

Operations Manager and President of the Alabama Broadcasters Association met with students at the University of North Alabama on September 6, 2023 to discuss employment opportunities and internship programs. This also provided an opportunity for university departments to better understand broadcasting and provide access to industry professionals for students from the business school.

Big River Broadcasting hosts UNA Radio COM 341 Class, November 28, 2023, for station visit and question and answer session with Department Heads about careers in broadcasting.

Management

General Manager participated in the NAB State Leadership training in Washington, DC, February 2023.

General Manager participated in the Small Market Radio Forum at the NAB show in April 2023.

General Manager participated in small market radio training at the Alabama Broadcasters Association conference in August 2023.

General Manager participated in the Radio Insights Executive Seminar at the NAB Show New York October 25, 2023.

General Manager participated in the Georgia Association of Broadcasters Small Market Radio Workshop in Jekyll Island September 16, 2023.

III. Job Shadowing/Mentoring Program/Job Fair

Big River Broadcasting participated in a job shadowing program October 3-5, 2023 with the UNA Communications Department. WQLT and WXFL air personalities hosted 5 students. Participating students included Mallory Ebert, Katherine Truncali, Olivia Britton, Griffin Lee and Rachel Ackerman. Students spent time in the control rooms with air personalities and the Operations Manager. This 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 during 2023. Audrey Morgan and Zach Denton participated during the Spring 2023 Semester. Audrey worked with the General Manager and all team members for a digital and sales internship. She was introduced to different departments and daily operations to better understand broadcast operations. Zach worked with Operations Manager Fletch Brown, Production Director and General Manager to learn areas of programming, promotion and audio/visual event production requirements.