

NARRATIVE STATEMENT
BROADCAST EEO PROGRAM REPORT: JULY 2020
TALLEY BROADCASTING CORPORATION

Talley Broadcasting Corporation (*TBC*) faces challenges typical of small-market broadcasters in rural areas. TBC believes that the pool of those interested in pursuing a career in broadcasting has become smaller over the years.

To attract talented staffers, TBC actively participates in Job Fairs and Career Events held in our area. TBC also employs the resources provided by the Illinois Job Service and College Career Service Departments to try to reach potential employees.

TBC makes an effort to expose young people to the broadcast experience and jobs in broadcasting through participation in job-shadowing programs, occasional interaction through educational presentations at schools or universities, and interaction with our staff as we cover 4H Events at County Fairs.

TBC finds that the most productive recruiting source in terms of total numbers and the number of qualified applicants has been ads on its radio stations and on its station web sites.

As TBC has noted in its 2020 EEO Public File Report, the restrictions and societal reactions that have resulted from the COVID-19 Pandemic have substantially curtailed social and economic activity in the State of Illinois. Those restrictions and reactions have also put a damper on events such as career fairs and in-classroom career days at which TBC could conduct EEO outreach efforts. TBC intends to explore potential alternative means of conducting EEO outreach, such as virtual job fairs, during the continued duration of the pandemic and the continued need for social distancing.