



ABA Hosting Second Virtual Job Fair

May 20-24

More than 50 stations participated in our first Virtual Job Fair earlier this year! This is a new, FREE service to ABA member stations.

Outreach initiatives are a major aspect of the recruitment requirement of the FCC's Equal Employment Opportunity program. A virtual job fair serves as a station's "supplemental effort" to educate the public about the positions available at your station, as well as providing general information about the kinds of careers that are available in broadcasting.

Here's how it works for you:

- Provide the call letters of participating stations.
- Provide the name of a hiring agent at your station and that person's email address.
- Provide the logos of your participating stations.

- Tease the event in the week before the Job Fair.
- Promote the Job Fair during the week of the event, driving visitors to the site at BroadcastersVirtualJobFair.com. (Suggested copy will be provided to stations when they register.)

Your station's hiring agent should respond to any applications or questions received in a reasonable amount of time during the week of the event.

At the conclusion of the event, your station will have access to the online applications, statistics on how many people visited the site and a "Letter of Participation" that includes any active jobs postings. **KEEP THIS INFORMATION IN YOUR EEO FILE.**

Virtual job fairs should be considered a "supplemental effort" to educate the public about careers in broadcasting and the qualifications necessary to fill positions.

Based on the FCC's Options Menu, a virtual job fair can fulfill the single option of participating in "at least four job fairs" during their two year period. In that way, by participating in four virtual job fairs throughout a given two year period, a station basically will have fulfilled one requirement of the "supplemental efforts" of the FCC's Options Menu.

Keep in mind, of course, that a station would still need to fulfill one to three more options within that same two year period.

If you would like to sign up to participate in the upcoming job fair or if you have any questions, please contact Niki Thomas at 205-982-5001 or nthomas@al-ba.com.

Alabama Broadcasters Association

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