



Equal Employment Opportunity Public File Report For Big River Broadcasting

December 1, 2016-November 30, 2017

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. Digital Marketing Assistant/Success Manager

Date Open-May 15, 2017 Date Filled-June 1, 2017

Recruitment Sources Utilized: Intern Program University of North Alabama

Number Interviewed/source for position: 1-UNA

Source for Hire: UNA

2. Air Personality

Date Open-October 16, 2017 Date Filled-November 1, 2017

Recruitment Sources Utilized: Internal Promotion from Part-time to Full-Time

Number Interviewed/source for position: 1-Internal Promotion

Source for Hire: Internal Promotion from Part-time to Full-Time

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

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, 2016 through November 30, 2017.

1.Career Fairs

Big River Broadcasting participated in the following Career Fairs during this period:
University of North Alabama, Spring 2017

Prior to the event each Big River Station aired Public Service Announcements to encourage participation and to hi-light the benefits of a career in Broadcasting.

2.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 training programs during this period:

*Arbitron/Nielsen/V Creative Software Training...during this period Arbitron conducted an in house training sessions for the Sales Department January 2017, August 2017. V Creative Software Training was provided via online sessions for each sales person.

*Digital and Sales Training workshop provided by Second Street Promotion, Zip Whip, Socast and Zocle throughout 2017.

The Sales Department also has the ongoing opportunity for online training from Marketron.

Programming

The Programming Department participated in the following training programs during this period:

*Program Directors and all Air Personalities were provided Music Software Training and Programming Consultations by Rusty Walker and Associates.

*Program Director WXFL, Operations Mgr, GM, Director Of Digital Mktg participated in industry panels and training sessions during the Country Radio Seminar in Nashville, February 2017.

Digital

*Director of Digital Mktg, GM, and President participated in industry panels and training sessions at ABA Convention and NAB Radio Show in 2017.

Traffic

Traffic Department participates in online Traffic Seminars provided by Marketron and V Creative for updated software enhancements and training 2017. Traffic Manager participated in educational seminars at the ABA Convention 2017. General Manager, Sales Department and Network Coordinator went through updated traffic software training provided by Marketron, January-March 2017.

III. 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.

Department heads conducted the sessions. The stations also host in house tours and sessions for area Civic and Scouting groups including the Boy Scouts, Cub Scouts and Girl Scouts.

Some of the 2017 events included:

UNA COMM 441 Class, Fall Semester

Muscle Shoals High School, April

Muscle Shoals Middle School, May

General Manager and Program Director for WSBM participated in meetings between Students, University Department Heads and Broadcast Professionals in April 2017 to discuss better curriculums for Broadcast Student Career Paths at the University of Tennessee at Martin.

Director of Sales, Director of Digital Marketing and Account Executive participate in educational classroom events at the University of North Alabama, Spring 2017.

Director of Sales and Account Executive participate in classroom sessions at the University of North Alabama, Fall 2017.

IV. Job Shadowing/Mentoring Program

WQLT and WXFL host students at various times On Air during the school year. The student is also allowed to participate in the appropriate day part and promotional activities based on their schedule. WXFL started a program during 2017 called DJ of Hope.

V. Intern Program

Big River Broadcasting participated in an internship program with the University of North Alabama's Radio, Television and Film Department. Students participating during Spring 2017 were Kobee Vance and Victoria Chatams. Fall 2017 was Georgia Varble.