



Equal Employment Opportunity Public File Report For Big River Broadcasting

December 1, 2017-November 30, 2018

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. Part-time Air Personality

Date Open-August 1, 2018 Date Filled-August 6, 2018

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

Number Interviewed/source for position: 1

Source for Hire: Job Shadow/Mentor Program, UNA

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, 2017 through November 30, 2018.

1. Career Fairs

Big River Broadcasting participated in the following Career Fairs during this period: Northwest Shoals Community College, April 2018

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...Sales Department provided with online training sessions and support throughout the year.

Sales Staff participated in Chris Lytle Sales training sessions February through September.

Sales Staff participated in the Shoals Chamber of Commerce Ambassador Program for new businesses.

Sales Department participated in the Local Broadcast Training Sessions with Eric Moore, August – October.

Digital and Sales Training support provided by Second Street Promotion, Zip Whip, Socast and Zocle throughout 2018.

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.

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*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 2018.

Program Directors, General Manager, Owner/President and Digital Department were provided in house training from Wide Orbit on the automation systems and capabilities in control rooms in November 2018.

Digital

*Director of Digital Mktg and GM participated in industry panels and training sessions at CRS and NAB Radio Show in 2018.

Traffic

Traffic Department participates in online Traffic Seminars provided by Marketron and V Creative for updated software enhancements and training 2018.

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 hosted in house tours and sessions for area groups.

Some of the 2018 events included:

UNA COMM 241 Class, Fall Semester

Burrell-Slater School in Florence, AL (November)

WQLT worked with the marketing class at Colbert County High school in March and April to plan, organize and execute an event. The event was designed to give students hands on experience to learn how to plan, budget, market/promote and execute a live event. Students also used station facilities for on air promotion support and production, including a live remote at the event. Colbert Heights High School marketing class and 20 students from the Huntsville City School system also shadowed the event for educational purposes.

Operations Manager and WXFL Program Director, Fletch Brown, served as an adjunct professor for the Fall 2018 Semester at the University of North Alabama. He taught Radio Production and Performance to the COM 241 class.

General Manager participated in Advisory Board meetings between Students, University Department Heads and Broadcast Professionals in April 2018 to discuss better curriculum options for Broadcast Student Career Paths at the University of Tennessee at Martin.

Director of Sales, Digital Marketing Director and Morning Air Personalities participate in educational classroom events at the University of North Alabama, Fall 2018. Big River also worked with industry executives from Nielsen and the Alabama Broadcasters Association to present programs in educational events at UNA during March and October, 2018.

IV. Job Shadowing/Mentoring Program

WQLT and WXFL host students at various times On Air during the school year. The students are also allowed to participate in the appropriate day part and promotional activities based on their schedule. WXFL continued a program during 2018 called DJ of Hope. Larry Ayers shadowed Chuck Hammer and Jordan Campbell on WSBM during July 2018 after graduating from UNA.

V. Intern Program

Big River Broadcasting participated in an internship program with the University of North Alabama Radio Television and Film Department. Students participating during 2018 were Chelsea Flurry (May), Elieaah Smith (September-December), and Nick Hull (May-August). John Thornton also interned with WSBM from the University of TN at Martin in May.