



Equal Employment Opportunity Public File Report For Big River Broadcasting

December 1, 2011-November 30, 2012

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. Air Personality

Date Open-October 10, 2012 Date Filled-October 15, 2012

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:

Big River Broadcasting
624 Sam Phillips Street
Florence, AL 35630
Phone: 256-764-8121
Contact: General Manager

EEO Outreach and Recruitment Initiatives

To insure compliance with current EEO rules set forth by the FCC, the following Outreach Initiatives took place between January 1, 2012 through November 30, 2012.

1. Career Fairs

Big River Broadcasting participated in the following Career Fairs during this period:
Chamber of Commerce 2012

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 Software Training...during this period Arbitron conducted an in house training sessions for the Sales Department January 2012, July 2012.

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

Programming

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

*Program Directors and all Air Personalities for 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 2012

Digital

*Director of Digital Mktg, GM, President, PD/WXFL and Director participated in industry panels and training sessions at ABA Convention and the NAB Radio Show in 2012. Director of Digital Mktg, GM and President participate in Radio Ink Convergence Digital Training Session in 2012.

Traffic

Traffic Department participates in online Traffic Seminars provided by Marketron for updated software enhancements and training 2012. Traffic Manager and Network Coordinator participated in educational seminars at the ABA Convention 2012.

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 2012 events included:

UNA COMM 441 Class, Fall Semester

Sheffield ACES Group for at risk kids in conjunction with the Sheffield Police Dept., Summer 2012

IV. Job Shadowing/Mentoring Program

Big River Broadcasting hosts a student at various times On Air during the school year. The student is also allowed to participate in the morning show and also promotional activities that are relative and appropriate depending on age.

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 this period were Breken Terry and Whitney Malone. Breken's experience helped her land a position with WAAY-TV upon graduation.