



Equal Employment Opportunity Public File Report For Big River Broadcasting

December 1, 2015-November 30, 2016

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. Chief Engineer

Date Open-February 15, 2016 Date Filled-March 1, 2016

Recruitment Sources Utilized: ABA, Employee Referral

Number Interviewed/source for position: 2- ABA, 1-Employee Referral

Source for Hire: ABA

2. Program Director

Date Open-April 1, 2016 Date Filled-June 15, 2016

Recruitment Sources Utilized: ABA Employment Listing, UT Martin, Employee Referral, All Access.com

Number Interviewed/source for position: 6- Employee Referral, 1-UTM,

Source for Hire: UTM

Addresses for Recruitment Sources Utilized from the master list in our EEO Policy:

Alabama Broadcasters Association

2180 Parkway Lake Drive

Hoover, AL 35244

Phone: 205-982-5001

Contact: Sharon Tinsley

Big River Broadcasting

624 Sam Phillips Street

Florence, AL 35630

Phone: 256-764-8121

Contact: General Manager

Dr. Richard Robinson
Department of Communications
University of Tennessee at Martin
Gooch Hall
Martin TN, 38238
Phone: 731-881-7555

Additional Source: allaccess.com

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, 2015 through November 30, 2016.

1. Career Fairs

Big River Broadcasting participated in the following Career Fairs during this period:
Chamber of Commerce 2016

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 2016,

August 2016. 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 2016.

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

The Sales Department also attended the NAB Radio show in 2016 to participate in educational opportunities and training sessions.

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 2016.

Program Directors for WXFL, WQLT and WSBM as well as 3 additional air personalities attended the ABA Paul Weyland Sales Training, October 2016.

Digital

*Director of Digital Mktg, GM, and President participated in industry panels and training sessions at ABA Convention and NAB Radio Show in 2016.

Traffic

Traffic Department participates in online Traffic Seminars provided by Marketron and V Creative for updated software enhancements and training 2016. Traffic Manager participated in educational seminars at the ABA Convention 2016. General Manager, Sales Department and Network Coordinator went through updated traffic software training provided by Marketron, January-March 2016.

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 2016 events included:

UNA COMM 441 Class, Fall Semester

Sheffield ACES Group for at risk kids in conjunction with the Sheffield Police Dept., Summer 2016

Colbert County Tourism Group from UK, June and September

IV. Job Shadowing/Mentoring Program

WQLT hosts a student 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.

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 2016 were Hanna Booker, Chelsea Yarber, Brittany Leach. Summer 2016 was Jovonne Baker. Fall 2016 participants were Caite Mason, Shaquille Shoulders, Elizabeth Cole and Vicky Zhang.

