



Equal Employment Opportunity Public File Report For Big River Broadcasting

December 1, 2014-November 30, 2015

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-January 1, 2015

Date Filled-January 12, 2015

Recruitment Sources Utilized: University of North Alabama Communications Dept.

Number/Source Interviewed for position: 1-UNA

Source for Hire: UNA

2. Air Personality

Date Open-January 15, 2015

Date Filled-February 15, 2015

Recruitment Sources Utilized: University of North Alabama Communications Dept.,
Employee Referral

Number/Source Interviewed for position: 1-Employee referral

Source for Hire: Employee Referral

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 January 1, 2015 through November 30, 2015.

1. Career Fairs

Big River Broadcasting participated in the following Career Fairs during this period:
Chamber of Commerce 2015

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 2015 and August 2015.

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 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 2015.

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 2015.

Traffic

Traffic Department participates in online Traffic Seminars provided by Marketron for updated software enhancements and training 2015. Traffic Manager and Network Coordinator participated in educational seminars at the ABA Convention 2015. General Manager, Sales Department and Network Coordinator went through updated traffic software training provided by Marketron, November 2015.

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 2015 events included:

UNA COMM 441 Class, Fall Semester

Sheffield ACES Group for at risk kids in conjunction with the Sheffield Police Dept., Summer 2015

Director of Digital Marketing and General Manager participate in classroom sessions at the University of TN Martin with students and lead discussions between University Department Heads and Broadcast Professionals to plan better curriculums for Broadcast Student Career Paths. Spring Semester 2015.

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 morning show or day parts that fit within their schedule 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 Brett McFadden/Spring 2015, Rachel Parker/Spring 2015 and Avery King/Fall 2015.