



## **Equal Employment Opportunity Policy For Big River Broadcasting**

### **Narrative:**

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.

#### **Job Vacancy Procedure :**

When a position becomes available at Big River Broadcasting the following will illustrate the standard operating procedure to fill the respective opening.

Respective Department Head will issue a job vacancy notice to be posted within the station to alert staff members of the vacant position along with instructions for application as well as job description.

Respective Department Head will utilize the following recruitment list and determine those necessary to fill the position. The following sources are currently utilized.

#### **EEO Mailing List :**

Times Daily/Area Newspapers as needed  
Billboard Magazine  
Radio Ink  
NAB Career Center  
ABA Job Bank  
Alabama State Employment Service  
Snelling Personnel  
Big River Radio Advertising  
Station Websites

Walk-in  
Employee Referral  
Internal Posting

Respective Department Head will mail the same notice to a local list of professionals, organizations or clubs that would be able to refer qualified applicants to the position. This list will also include area educational institutions. Our current EEO mailing list is as follows :

Career Services  
University of North Alabama  
Box 5066  
Florence AL, 35632-0001

Career Services  
Shoals Community College  
P.O. Box 2545  
Muscle Shoals AL, 35662

Florence Business and Professional Women's Club  
Rt. 7, Box 214-C  
Florence AL, 35630

Career Development Services  
Alabama A&M University  
P.O. Box 997  
Normal AL, 35762

Director of Career Services/Placement Office  
Oakwood College Oakwood Rd. N.W.  
Huntsville AL, 35896

Dr. Gary Steinke  
Department of Communications  
University of Tennessee at Martin  
Gooch Hall  
Martin TN, 38238

Colbert County Department of Human Resources  
P.O. Box 270  
Tuscumbia AL, 35674

Recruitment Sources  
Big River Broadcasting

Times Daily Classified  
P.O. Box 797  
Florence, AL 35631

Lawrenceburg Papers:  
Lawrence County Advocate  
121 N. Military Ave.  
Lawrenceburg, TN 38464

Democrat Union  
238 Hughes St.  
P.O. Box 685  
Lawrenceburg, TN 38464

Savannah Paper:  
Savannah Courier  
801 Main St.  
Savannah, TN 38372

Snelling Personnel Services  
1102 Bradshaw Dr  
Florence, AL 35630

Alabama State Employment Service  
594 S. Montgomery Ave  
Muscle Shoals, AL 35660

Radio Ink Streamline Publishing  
224 Datura St., Ste 1015  
West Palm Beach, FL 33401

Alabama Broadcasters Association  
2180 Parkway Lake Drive  
Hoover, AL 35244

NAB  
1771 N St; NW  
Washington, DC 20036

Additional Sources:

Stations Advertising

Websites

[www.wqlt.com](http://www.wqlt.com)

[www.kix96country.com](http://www.kix96country.com)

[www.1340theref.com](http://www.1340theref.com)

Walk-In

Referrals

This list is evaluated to insure maximum exposure to potential qualified applicants. Upon completion of the notification process, interviews will be scheduled with potential candidates. Department Heads will be responsible for keeping a file/list of all applicants as well as a check list for interviews for each position. Upon completion of interviews, Department heads will evaluate the number of interviews vs. applicants to insure that an adequate cross section of applicants has been interviewed to choose a successful candidate for employment. If it is determined that a reasonable cross section has been achieved the position will be filled at once, if not the above outlined process will repeat itself.



## **EEO Outreach Initiatives**

To insure compliance with current EEO rules set forth by the FCC, the following Outreach Initiatives took place between December 1, 2003 through November 30, 2005

### **I. Career Fairs**

Big River Broadcasting participated in the following Career Fair during this period:

Career Fair/University of North Alabama (Fall 2004)

Career Fair/Alabama Broadcasters Association September 2005

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

### **II. 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:

\*Abitron Software Training...during this period Arbitron conducted 4 in house training sessions for the Sales Department .

\*Sales Training workshop provided by the Alabama Broadcaster's Association in Huntsville. September 2005

\*General Sales Manager participated in an EEO/Property Tax Seminar presented by the Alabama Broadcaster's Association. (November 2005)

## **Programming**

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

\*Program Directors for WQLT and WXFL were provided Music Software Training by Rusty Walker and Associates.

\*Program Director WXFL, Chief Engineer, Sales Assistant and Operations Manager participated in industry panels and training sessions during the Country Radio Seminar in Nashville. (2004 and 2005)

## **Traffic**

Traffic Department participated in a two day software training class at Wicks Broadcasting in Opelika, AL during 2005.

### **III. Educational Events Related to Broadcast Careers:**

Big River Broadcasting has hosted and participated in classes from area schools 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.

### **IV. Job Shadowing/Mentoring Program**

WQLT hosts a student each Friday morning during the school year. The student is also allowed to participate in promotional activities that are relative and appropriate depending on age.



## **EEO Outreach Initiatives**

To insure compliance with current EEO rules set forth by the FCC, the following Outreach Initiatives took place between December 1, 2005 through November 30, 2007.

### **V. Career Fairs**

Big River Broadcasting participated in the following Career Fairs during this period:

Career Fair/Alabama Broadcasters Association September 2006  
University of North Alabama Career Fair October 2007

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.

### **VI. 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 2 in house training sessions for the Sales Department (2006) Spring/Fall

\*Sales Training workshop provided by the Alabama Broadcaster's Association in Huntsville. September 2006

## **Programming**

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

\*Program Directors for WQLT and WXFL were provided Music Software Training by Rusty Walker and Associates

\*Program Director WXFL, Chief Engineer, Sales Assistant and Operations Manager participated in industry panels and training sessions during the Country Radio Seminar in Nashville. (2006) (2007)

## **Traffic**

Traffic Department participated in a Traffic Seminar provided by the Alabama Broadcaster's Association and TDGA in Birmingham. (October 2006)

## **VII. Educational Events Related to Broadcast Careers:**

Big River Broadcasting has hosted and participated in classes from area schools 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.

## **VIII. Job Shadowing/Mentoring Program**

WQLT hosts a student each Friday morning during the school year. The student is also allowed to participate in promotional activities that are relative and appropriate depending on age.

## **IX. Intern Program**

Big River Broadcasting participated in an internship program with the University of North Alabama's Radio, Television and Film Department. Two Students participated in the program during 2006. Natasha Montgomery and Danyelle York. Natasha was offered a part-time position with the company at the conclusion of her internship.

Danyelle will be evaluated at the conclusion of her program in December 2006.

Daniel O'Donnell participated during 2007 and was hired at the conclusion as a part-time employee.



## **EEO Outreach Initiatives**

To insure compliance with current EEO rules set forth by the FCC, the following Outreach Initiatives took place between December 1, 2007 through December 31, 2009.

### **X. Career Fairs**

Big River Broadcasting participated in the following Career Fairs during this period:

Chamber of Commerce/Regency of Square Mall Job Fair Spring 2008  
University of North Alabama Career Fair Fall 2008

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

### **XI. 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 session for the Sales Department September 2009

\*Sales Training workshop provided by the Alabama Broadcaster's Association in Huntsville. September 2008

The Sales Department also has the ongoing opportunity for online training from the Radio Advertising Bureau and Arbitron.

## **Programming**

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

\*Program Directors for WQLT and WXFL were provided Music Software Training by Rusty Walker and Associates.

\*Program Director WXFL, Sales Assistant and Operations Manager participated in industry panels and training sessions during the Country Radio Seminar in Nashville. (2008) (2009)

## **Traffic**

Traffic Department participates in online Traffic Seminars provided by Marketron for updated software enhancements and training as needed.

## **XII. Educational Events Related to Broadcast Careers:**

Big River Broadcasting has hosted and participated in classes from area schools 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.

## **XIII. 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 morning show and also promotional activities that are relative and appropriate depending on age.

## **XIV. Intern Program**

Big River Broadcasting participated in an internship program with the University of North Alabama's Radio, Television and Film Department. Students participating in the program during this period were Evan Clayton (Spring 2008), Grace Alverson (Fall 2008) and Eliza Holley (Spring 2009) Grace Alverson was offered a part-time position at the conclusion of her internship.

EEO PUBLIC FILE REPORT MARCH 1, 2003 – NOVEMBER 30 2003  
 BIG RIVER BROADCASTING

FULL TIME POSITIONS	PART TIME POSITIONS	DATE OPEN	DATE FILED	RECRUITMENT SOURCE	NUMBER INTERVIEWED	RACE/ETHNIC STATUS	GENDER
1. ACCOUNT EXECUTIVE		MARCH 15 2003	APRIL 15 2003	ABA EMPLOYMENT LISTING, BIGRIVER RADIO ADVERTISING, WALK-IN, REFERREL, TIMES DAILY / AREA NEWSPAPERS AS NEEDED	18	6W, 2AA 8W, 2AA	8F 10M
2. RECEPTIONIST		JULY 15 2003	AUGUST 1 2003	DID NOT HIRE FROM OUTSIDE COMPANY. PROMOTED FROM WITHIN	2	2W	2F
3. ACCOUNT EXECUTIVE		APRIL 1 2003	OCTOBER 27 2003	TIMES DAILY/LOCAL NEWSPAPERS AS NEEDED, ABA EMPLOYMENT LISTINGS, BIG RIVER RADIO ADVERTISING, WALK-IN, EMPLOYEE REFERREL	18	6W, 2AA 8W, 2AA	8F 10M
4. ACCOUNT EXECUTIVE		APRIL 1 2003	NOVEMBER 3 2003	TIMES DAILY/LOCAL NEWSPAPERS AS NEEDED, ABA EMPLOYMENT LISTINGS, BIG RIVER RADIO ADVERTISING, WALK-IN, EMPLOYEE REFERREL	18	6W, 2AA 8W, 2AA	8F 10M
5.	AIR PERSONALITY	ONGOING	JULY 15 2003	WALK-IN, EMPLOYEE REFERRAL	1	W	M
6.	SALES ASSISTANT	MAY 15 2003	MAY 30 2003	CONVERTED INTERN FROM STUDENT TO PART-TIME EMPLOYEE AT COMPLETION OF INTERNSHIP	1	W	F
7. AIR PERSONALITY		2003	NOVEMBER 1 2003	HIRED FOR MORNING SHOW COHOST REPLACEMET UNDER EXIGENT CIRCUMSTANCES	1	W	F
8. ACCOUNT EXECUTIVE		2003	NOVEMBER 4 2003	OFFER FOR EMPLOYMENT WAS GIVEN PRIOR TO EEO /FCC REPORTING PROCEDURE REINSTATEMENT .HIRE SAT OUT NON-COMPETE AGREEMENT DURING ENSUING PERIOD	1	W	F

9.	AIR PERSONALITY	ONGOING	NOVEMBER 17 2003	WALK-IN, EMPLOYEE REFERRAL	1	W	M
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EEO PUBLIC FILE REPORT DECEMBER 1, 2003 – NOVEMBER 30 2004  
BIG RIVER BROADCASTING

FULL TIME POSITIONS	PART TIME POSITIONS	DATE OPEN	DATE FILED	RECRUITMENT SOURCE	NUMBER INTERVIEWED	RACE/ETHNIC STATUS	GENDER
1.	RECEPTIONIST	2004	FEBRUARY 1 2004	WALK-IN, EMPLOYEE REFERRAL	1	W	F
2.	ACCOUNT EXECUTIVE	2004	FEBRUARY 1 2004	OFFER FOR EMPLOYMENT WAS GIVEN PRIOR TO EEO /FCC REPORTING PROCEDURE REINSTATEMENT .HIRE SAT OUT NON-COMPETE AGREEMENT DURING ENSUING PERIOD	1	W	F
3.	AIR PERSONALITY	ONGOING	APRIL 4 2004	WALK-IN, EMPLOYEE REFERRAL	1	W	M
4.	AIR PERSONALITY	ONGOING	APRIL 19 2004	WALK-IN, EMPLOYEE REFERRAL	1	W	M
5.	AIR PERSONALITY	ONGOING	AUGUST 20 2004	WALK-IN, EMPLOYEE REFERRAL	1	W	M

6. ACCOUNT EXECUTIVE		JULY 2004	AUGUST 30 2004	BIG RIVER ON AIR SOLICITATION (4 WEEKS)	5	2W 3W	2F 3M
7. ACCOUNT EXECUTIVE		JULY 2004	AUUST 30 2004	BIG RIVER ON AIR SOLICITATION (4 WEEKS)	5	2W 3W	2F 3M
8. AIR PERSONALITY		2004	OCTOBER 1 2004	OFFER FOR EMPLOYMENT WAS GIVEN PRIOR TO EEO /FCC REPORTING PROCEDURE REINSTATEMENT .HIRE SAT OUT NON-COMPETE AGREEMENT DURING ENSUING PERIOD	1	W	M
9. ACCOUNT EXECUTIVE		N/A	OCTOBER 18 2004	WALK IN ADDED TO SALES DEPT PENDING NON COMPETE. NON COMPETE UPHELD, RESULTING IN NON- EMPLOYMENT	1	W	F

EEO PUBLIC FILE REPORT DECEMBER 1, 2004 – NOVEMBER 30 2005  
 BIG RIVER BROADCASTING

FULL TIME POSITIONS	PART TIME POSITIONS	DATE OPEN	DATE FILED	RECRUITMENT SOURCE	NUMBER INTERVIEWED	RACE/ETHNIC STATUS	GENDER
1.	ENGINEERING /TECHNICAL ASSISTANT	2004	DECEMBER 10 2004	WALK-IN, EMPLOYEE REFERRAL	1	W	F
2.	AIR PERSONALITY	2004	DECEMBER 10 2004	WALK-IN, EMPLOYEE REFERRAL	1	W	F
3. AIR PERSONALITY		2004	DECEMBER 16 2004	OPEN AUDITION ON AIR CONTEST FOR MORNING CO-HOST POSITION (SEE ADDENDUM FOLDER AVAILABLE IN PUBLIC FILE AT STATION)	11	11W	11F
4.	AIR PERSONALITY	2005	JANUARY 10 2005	FINALIST IN AUDITION CONTEST HIRED FOR PART-TIME	11	11W	11F
5. ACCOUNT EXECUTIVE		2005	JANUARY 26 2005	AUDITION FINALIST HIRED FOR SALES DEPT.	11	11W	11F
6.	AIR PERSONALITY	2005	JANUARY 27 2005	AUDITION FINALIST HIRED FOR	11	11W	11F

				PART-TIME			
7.	AIR PERSONALITY	ONGOING	APRIL 8 2005	WALK-IN, EMPLOYEE REFERRAL	1	W	F
8.	ENGINEERING / TECHNICAL ASSISTANT	2005	APRIL 18 2005	WALK-IN, EMPLOYEE REFERRAL	1	W	M
9.	AIR PERSONALITY	ONGOING	AUGUST 16 2005	WALK-IN, EMPLOYEE REFERRAL	1	W	M
10.	AIR PERSONALITY	ONGOING	NOVEMBER 15 2005	WALK-IN, EMPLOYEE REFERRAL	1	W	M

EEO PUBLIC FILE REPORT DECEMBER 1, 2005 – NOVEMBER 30 2006  
BIG RIVER BROADCASTING

FULL TIME POSITIONS	PART TIME POSITIONS	DATE OPEN	DATE FILED	RECRUITMENT SOURCE	NUMBER INTERVIEWED	RACE/ETHNIC STATUS	GENDER
1.	AIR PERSONALITY	ONGOING	MARCH 15 2006	WALK-IN, EMPLOYEE REFERRAL	1	W	F
2.	SPORTS COMMENTATOR	2006	MARCH 31 2006	PREVIOUS EMPLOYEE REHIRED FOR PART TIME SPORTS COVERAGE	1	W	M
3.	RECEPTIONIST	2006	APRIL 15 2006	BIG RIVER ON AIR ADS, WALK-IN, EMPLOYEE REFERRAL	4	4W	4F
4.	RECEPTIONIST	2006	APRIL 15 2006	BIG RIVER ON AIR ADS, WALK-IN, EMPLOYEE REFERRAL	4	4W	4F
5.	AIR PERSONALITY	ONGOING	APRIL 15 2006	WALK-IN, EMPLOYEE REFERRAL	1	W	F
6.	RECEPTIONIST	APRIL 28 2006	APRIL 30 2006	BIG RIVER ON AIR ADS, WALK-IN, EMPLOYEE REFERRAL		W	F

				REFERRAL			
7.	AIR PERSONALITY	ONGOING	MAY 15 2006	WALK-IN, EMPLOYEE REFERRAL	1	W	M
8.	AIR PERSONALITY	ONGOING	MAY 31 2006	PHOTOGRAPY INTERN CONVERTED TO PART-TIME AIR PERSONALITY	1	W	M
9.	AIR PERSONALITY	2006	AUGUST 15 2006	PART-TIME HIRE FROM POTENTIAL FULL-TIME ADVERTISE- MENT	1	W	F
10.	AIR PERSONALITY	ONGOING	AUGUST 15 2006	WALK-IN, EMPLOYEE REFERRAL	1	W	F
11.	RECEPTIONIST	2006	OCTOBER 31 2006	WALK-IN, EMPLOYEE REFERRAL	1	W	F

EEO PUBLIC FILE REPORT DECEMBER 1, 2006 – NOVEMBER 30, 2007  
BIG RIVER BROADCASTING

Full Time Positions	Part Time Positions	Date Open	Date Filled	Recruit-ment Source	Number Interviewed	Race / Ethnic Status	Gender
1.	Air Personality	Ongoing	Nov 30, 2006	Walk-in Employee Referral	1	W	F
2.	Sports Commentator	2006	Dec 15 2006	Previous Sports Staff Employee rehired for Sports Coverage	1	B	M
3.	Air Personality	Ongoing	Jan 31 2007	Walk-in Employee Referral	1	W	M
4.	Air Personality	Ongoing	March 30 2007	Walk-in Employee Referral	1	W	M
5.	Air	Ongoing	March 30	Walk-in	1	W	M

	Personality		2007	Employee Referral			
6.	Data Entry	May 25 2007	April 15 2007	Walk-in Employee Referral	1	W	F
7.	Receptionist	May 25 2007	May 30, 2007	Walk-in Employee Referral	1	W	F
8.Air Personality		2006	June 1 2007	Part Time Employee Promoted to Full Time	1	W	F
9.Air Personality		2007	June 4 2007	Part Time Employee Promoted to Full Time	1	W	M
10.	Air Personality	Ongoing	June 30 2007	Walk-in Employee Referral	1	W	M
11.	Data Entry / Receptionist	2007	July 15 2007	Walk-in Employee Referral	1	W	F
12.	Sports Commentator	2007	July 15 2007	Walk -in Employee Referral	1	W	M
13.Air Personality		2007	July 31 2007	Trade Publication Advertisement	2	2W	1F 1M
14.	Air Personality	Ongoing	July 31 2007	Walk-in Employee Referral	1	W	F
15.Air Personality		2007	Sept 1 2007	Part Time Employee Promoted to Full Time	1	W	M
16.	Air Personality	Ongoing	Sept 30 2007	Student Intern Convert to PT Employee	1	W	M
17.	Air	Ongoing	October	Walk-in	1	W	M

	Personality		15 2007	Employee referral			
18.	Air Personality	Ongoing	October 15 2007	Walk-in Employee Referral	1	W	M

EEO PUBLIC FILE REPORT DECEMBER 1, 2007 – NOVEMBER 30, 2008  
BIG RIVER BROADCASTING

Full Time Positions	Part Time Positions	Date Open	Date Filled	Recruitment Source	Number Interviewed	Race / Ethnic Status	Gender
1.	Receptionist	2008	Jan 15, 2008	Walk-in Employee Referral	1	W	F
2.	Air Personality	Ongoing	Jan 15 2008	Walk-in	1	W	F
3.	Receptionist	2008	Feb 15 2008	Walk-in Employee Referral	1	W	F
4.	Air Personality	Ongoing	Feb 15 2008	Re-hire of former employee	1	W	M
5.	Air Personality	Ongoing	April 15 2008	Re-hire of former employee	1	W	F
6. Air Personality			April 22 2008	Trade Publication Advertisement	3	3W	3M
7.	Air Personality	Ongoing	May 6, 2008	Walk-in Employee Referral	1	W	M
8.	Air Personality	Ongoing	June 15 2008	Walk-in Employee Referral	1	W	F
9.	Air Personality	Ongoing	Aug 15 2008	Student Intern Hired for PT	1	W	F
10.	Air	Ongoing	Oct 15	Walk-in	1	W	M

	Personality		2008	Employee Referral			
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EEO PUBLIC FILE REPORT DECEMBER 1, 2008 – NOVEMBER 30, 2009  
BIG RIVER BROADCASTING

Full Time Positions	Part Time Positions	Date Open	Date Filled	Recruitment Source	Number Interviewed	Race / Ethnic Status	Gender
1. Account Representative		Nov 15 2008	Feb 15, 2009	Employee Referral	1	W	F
2.	Air Personality	Ongoing	April 30 2009	Local Job Fair	2	2W	2F
3.	Air Personality	Ongoing	June 15 2009	Walk-in Employee Referral	1	W	M
4. Account Representative		June 30 2009	July 6 2009	Rehire of a former employee	4	4W	3F 1M
5.	Air Personality	Ongoing	Nov 15 2009	Walk-in Employee Referral	1	W	M