

**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 outline will illustrate the standard operating procedure to fill the respective opening.

1. 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.
  
2. Respective Department Head will utilize the following recruitment list and determine those necessary to fill the position. The following sources are currently utilized.
  1. EEO Mailing List - Attached
  2. Times Daily/Area Newspapers as needed
  3. Radio and Records
  4. Broadcasting
  5. Radio Ink
  6. NAB Career Center
  7. ABA Job Bank
  8. Alabama State Employment Service
  9. Snelling Personnel
  10. Big River Radio Advertising
  11. Station Websites
  12. Walk-in
  13. Employee Referral
  14. Internal Posting
  
15. 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 :
  1. Career Services  
University of North Alabama  
Box 5066  
Florence AL, 35632-0001

2. Career Services  
Shoals Community College  
P.O. Box 2545  
Muscle Shoals AL, 35662
3. Ms. Pat Burney  
Florence Business and Professional Women's Club  
Rt. 7, Box 214-C  
Florence AL, 35630
5. Mr. Paul Webb  
Career Development Services  
Alabama A&M University  
P.O. Box 997  
Normal AL, 35762
6. Director of Career Services/Placement Office  
Oakwood College Oakwood Rd. N.W.  
Huntsville AL, 35896
7. Dr. Gary Steinke  
Department of Communications  
University of Tennessee at Martin  
Gooch Hall  
Martin TN, 38238
8. Colbert County Department of Human Resources  
P.O. Box 270  
Tuscumbia AL, 35674  
Attn: Mr. E Darby

This list is evaluated after each vacancy to insure maximum exposure to potential qualified applicants.

16. 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. A copy of this list is attached.
17. 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.

Recruitment Initiatives :

To insure that Big River Broadcasting complies with current EEO rules set forth by the FCC, the following Outreach Initiatives have taken place since March 1, 2003:

- I. Internship program with the University of North Alabama.
  - This program was in place prior to 2003 and since it's inception Three students have been converted to part-time employees.
  
- II. Training programs for station personnel in 2003 include:
  - Sales: Irwin Pollack Sales Seminar – Birmingham, Alabama; Alabama broadcasters Association Sales Seminar-Decatur, Alabama; Radio Advertising Bureau Sales Training- Birmingham, Alabama
  - Programming: Country Radio Seminar- Nashville, Tennessee; Internal Training Seminar conducted by Director of Engineering Greg Pace on all equipment, computer software and EAS procedures; Attendance was mandatory for all programming personnel.
  
- III. Educational events relating to broadcast careers:
  - Big River Broadcasting has hosted and participated in classes from area groups and school to provide educational opportunities about broadcasting and careers available. Department Heads have spoken to classes and conducted sessions relative to their respective responsibilities.
  
- IV. EEO training to management level personnel:
  - October 21, 2003 members of management and ownership attended a seminar conducted by the legal counsel for the Alabama Broadcasters Association. This seminar extensively covered new FCC rules and policies. This training was then provided to department level supervisors for implementation.

Closing

Big River Broadcasting actively participates in minority programs throughout the Tennessee Valley. Big River Broadcasting strives to strengthen relationships with community leaders and regularly interact with these leaders to ascertain problems as well as solutions within this community. These relationships allow us to draw upon the many contacts this type of networking can provide to maintain a balanced level of employment at the stations. Big River Broadcasting encourages employees to become involved in many civic and professional activities outside the workplace. Several current employees serve in many organizations within this community.