

Public Service
WQLT-FM/ WXFL-FM
Shoals Scholar Dollars Auction

Big River Broadcasting is always seeking ways to be involved with the community! In 2013 we partnered with a new organization called "Shoals Scholar Dollars"! Believing that education is one of the most important gifts you can give to children we partnered with the organization to raise funds to give every student in the Shoals the opportunity to continue education beyond high school. Through Shoals Scholar Dollars students can receive a scholarship to continue education after high school by removing the financial barriers to higher education. Beginning with the class of 2014 Shoals Scholar Dollars will provide tuition scholarships for two years at Northwest Shoals Community College so that students can receive technical training or the background needed to move to a four year university!

In August of 2013 we joined forces on an auction to raise money with Shoals Scholar Dollars! We provided several weeks of on-air promotion encouraging listeners to come attend the live auction featuring over 150 items available for purchase! Something for everyone- dining, hotel and shopping certificates, Alabama Football Tickets, lawn mowers, furniture, vacation packages, vehicles, and so much more! Listeners could come out, eat dinner, and participate in the live auction!

Not only did WQLT-FM & WXFL-FM deliver a large crowd for the event, our on-air personalities broadcast live from the auction for two nights and our digital media department streamed the event live online so people could participate even if they weren't there! The two day event raised over \$90,000 for Shoals Scholar Dollars!