

Bristol Broadcasting Company, Inc.

*Stations WQBE-FM, WVSR-FM, WZJO(FM), WBES(AM), and WVTS(AM)
Comprising the Charleston Station Employment Unit*
Annual EEO Public File Report
For the period of June 1, 2007 – May 31, 2008

The purpose of this Equal Employment Opportunity Public File Report (“Report”) is to comply with the Federal Communications Commission’s 2002 EEO Rule – 47 C.F.R. Section 73.2080(c)(6). This Report has been prepared on behalf of the Station Employment Unit (“SEU”) that is comprised of the above captioned stations (all operated from offices in Charleston, West Virginia, and all licensed to Bristol Broadcasting Company, Inc.) and has been placed in the Public Inspection Files of these stations and posted on their websites as required.

The information contained in this Report covers the time period beginning on June 1, 2007, and ending on May 31, 2008 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(iii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.
6. An analysis of the effectiveness of the SEU’s EEO recruitment program.

Below is a recapitulation of the vacancies and recruitment activities and supplemental outreach initiatives that were undertaken by Bristol Broadcasting Company during the Applicable Period of this Annual Equal Employment Opportunity Report.

Vacancy Information

A total of 11¹ full-time vacancies were filled for the Charleston Station Employment Unit during the Applicable Period of this Report.

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Sales Representative ²	On-air Announcement (SEU Stations)
Sales Representative	On-air Announcement (SEU Stations)
Sales Representative	On-air Announcement (SEU Stations)
Sales Representative	On-air Announcement (SEU Stations)
Sales Representative	On-air Announcement (SEU Stations)
Sales Representative	On-air Announcement (SEU Stations)
Sales Representative	On-air Announcement (SEU Stations)
IT/Assistant Engineer	SEU Stations Bulletin Boards
Data Entry/Receptionist/Traffic	<i>The Charleston Gazette</i>
Data Entry/Receptionist/Traffic	<i>The Charleston Gazette</i>
Production Assistant/Part-time On-Air	SEU Stations Bulletin Boards

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 46.

¹ Recruitment was commenced for an on-air opening that became available at one of the stations of the SEU (WQBE), and four persons were interviewed. However, the position was not filled during the Applicable Period of this report and the candidates interviewed were not included in the tabulations for this report. The data from this recruitment will be included in a future report after the position is filled.

² Bristol Broadcasting Company has found it to be difficult to attract and retain qualified sales representatives for the Charleston SEU; therefore, recruitment for sales employees was continued throughout the Applicable Period of this Report. This *on-going* recruitment activity included notices posted on the SEU Stations Bulletin Boards and on the websites of the SEU stations and airing on the stations of the SEU continually throughout the Period. Once each quarter during the Period, Bristol Broadcasting Company completed a *full* recruitment effort to solicit applicants for sales representative positions. This included letters being sent to each of the Specialized Recruitment Sources and to Organizations Requesting Notice seeking their help in recruiting qualified candidates for sales representative positions and notices being published in the Charleston Gazette. A total of seven sales representative positions were filled during the Applicable Period.

Recruitment Source Information

Notice of each of the full-time vacancies was posted on bulletin boards at the offices of the Charleston SEU, was aired on the stations in the Charleston Station Employment Unit, and was posted on the websites of each of the stations in the Station Employment Unit. Job vacancy notices were also published in The Charleston Gazette, a newspaper with substantial circulation in the Charleston area and on the website (in the “Jobs” section) of West Virginia Broadcasters Association. Each of these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer. Additionally, notice of each of the full-time job openings was sent to the following organization that had requested notice of such openings:

Organizations That Have Requested Notice of Openings

Governor's Internship Program
Attention: Eric Dyson
State Capitol Complex
Bldg 5 Room 205
1900 Kanawha Blvd. East
Charleston, WV 25305
304-558-2440

Below is a listing of the Specialized Recruitment Sources utilized by Bristol Broadcasting Company for each full-time vacancy. A notice of each vacancy was sent to each source along with a request that the notice be propagated to any qualified job seeker.

Specialized Recruitment Sources

Career Search, Inc.
Attention: Jan Hensley
1118 Kanawha Blvd. East
Charleston, WV 25301
(304) 343-0682

Charleston Job Corps Center
Attention: Mrs. Marty Miller
1000 Kannawa Drive
Charleston, WV
(304) 925-3200

Marshall University
Attention: Trish Gallagher
P. O. Box 1360
Huntington, WV 25715
(304) 696-2370

NAACP
Attention: Carolyn E. Smoot
P. O. Box 61
Charleston, WV 25321
(304) 766-6313

Union Mission Ministries
Attention: Mark Lowe/Lou Carrico
P. O. Box 112
Charleston, WV 25321
(304) 925-0366

University of Charleston
Attention: Dr. Connie Stadler
2300 MacCorkle Ave. SE
Charleston, WV 25304
(304) 357-4777

West Virginia State College
Attention: Sherri Cox
P. O. Box 1000 Campus Box 127
Institute, WV 25112
(304) 766-3250

Work4WV
1321 Plaza East
Charleston, WV 25325
(304) 558-0342

YWCA Sojourners
Attention: Deb Weinstein
1114 Quarrier Street
Charleston, WV 25301
(304) 340-3555

Additionally, notice of each of the vacancies that involved “on-air” duties was posted on www.AllAccess.com, an industry website that has a job bank listing that is viewed by numerous persons seeking employment in the broadcast industry.

Management of the Charleston SEU also accepted applications for all open positions at each of the career fairs in which they participated (See “Supplemental Outreach Initiatives”).

As was noted in “Footnote 2”, recruitment for sales representatives was *on-going* throughout the Applicable Period of this Report. Advertisements seeking qualified sales representative

candidates were posted continually on the SEU bulletin boards and on the websites of the stations of the SEU. Announcement seeking candidates were aired throughout the year on the stations of the SEU. Quarterly, full recruitment activities were undertaken including notices to Specialized Recruitment Sources and Organizations Requesting Notice indicating sales representative positions were available at the Charleston SEU.

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Sales Representative ³	On-air Announcement (SEU Stations) Word-of-Mouth (Walk-in Applicant) Applications Taken at Career Fair	8 2 1
Sales Representative ³	(See Footnote 3)	
Sales Representative ⁴	On-air Announcement (SEU Stations) <i>The Charleston Gazette</i>	9 1
Sales Representative ⁴	(See Footnote 4)	
Sales Representative ⁴	(See Footnote 4)	
Sales Representative ⁴	(See Footnote 4)	
Sales Representative	On-air Announcement (SEU Stations) Applications Taken at Career Fair	4 1
IT/Assistant Engineer	<i>The Charleston Gazette</i> SEU Stations(s) Website(s) SEU Bulletin Boards	2 1 1
Data Entry/Receptionist/Traffic	<i>The Charleston Gazette</i> SEU Stations(s) Website(s)	5 1
Data Entry/Receptionist/Traffic ⁵	<i>The Charleston Gazette</i> SEU Bulletin Boards	4 2
Production Asst/On-Air	<i>The Charleston Gazette</i> SEU Bulletin Boards On-air Announcement (SEU Stations)	2 1 1

Total number of persons interviewed during Applicable Period: 46.

³ A total of two sales representatives were hired at approximately the same time and from the same interviewee pool, thus the total number of interviewees by source for both positions is charted together with the first position listing.

⁴ A total of four sales representatives were hired at approximately the same time and from the same interviewee pool, thus the total number of interviewees by source for all positions is charted together with the first position listing.

⁵ A second Data Entry/Receptionist/Traffic position became available soon after a similar position was filled; therefore, interviewees for the second position were selected from same recruitment pool used for the first position. Bristol Broadcasting Company believed that additional recruitment was unlikely to produce any *new* qualified candidates for the position because the recruitment for the initial position was so fresh. An additional four persons were interviewed from the recruitment pool.

Analysis of Interviewees by Source

Bristol Broadcasting Company made an analysis of the number of interviewees that was provided by each recruitment source during the Applicable Period of this Report. That analysis is charted below:

AllAccess.com <u>Number of Interviewees Provided: 0</u>	<i>The Charleston Gazette</i> <u>Number of Interviewees Provided: 14</u>	SEU Stations Bulletin Boards <u>Number of Interviewees Provided: 4</u>
SEU Stations websites <u>Number of Interviewees Provided: 2</u>	On-air Announcement (SEU Stations) <u>Number of Interviewees Provided: 22</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 2</u>
WVBA Website <u>Number of Interviewees Provided: 0</u>	Governor's Internship Program <u>Number of Interviewees Provided: 0</u>	YWCA Sojourners <u>Number of Interviewees Provided: 0</u>
Career Search, Inc. <u>Number of Interviewees Provided: 0</u>	Charleston Job Corps Center <u>Number of Interviewees Provided: 0</u>	Marshall University <u>Number of Interviewees Provided: 0</u>
NAACP <u>Number of Interviewees Provided: 0</u>	Union Mission Ministries <u>Number of Interviewees Provided: 0</u>	University of Charleston <u>Number of Interviewees Provided: 0</u>
West Virginia State College <u>Number of Interviewees Provided: 0</u>	Work4WV <u>Number of Interviewees Provided: 0</u>	Applications Accepted at Career Fairs <u>Number of Interviewees Provided: 2</u>

Analysis of Effective of EEO Recruitment Program

As part of this EEO Annual Public File Report, Bristol Broadcasting Company also made an analysis of the effectiveness of its EEO recruitment program. During the Applicable Period, a total of 46 candidates were interviewed and a total of eleven full-time employees were hired. A majority of the vacancies for which recruitment was done was either sales or clerical positions.

As in previous years, the analysis showed that recruitment notices aired on the Stations of the Charleston SEU and published in *The Charleston Gazette* were exceptionally effective producing by far the majority of the interviewees for sales and office positions. Posting notices on bulletin boards at the offices of the SEU and on the websites of the Stations of the SEU also proved to be effective. During the Applicable Period of this report, two interviewees came from applications accepted at career fairs in which the Charleston SEU participated. This was the first time career fairs had produced any interviewees for an open position. Two interviewees learned about the openings for which they applied through word-of-mouth.

During the Applicable Period of this Report, Bristol Broadcasting Company was provided no interviewee by either the Specialized Recruitment Sources or Organizations Requesting Notice. Bristol Broadcasting Company again reviewed its list of *Specialized Recruitment Sources* and found the list to be comprehensive with reach into many diverse segments of the population.

Bristol Broadcasting Company did not believe that expanding the list of recruitment sources would give significantly better dissemination of information concerning vacancies at the SEU. The Charleston SEU will continue to update its list of *Specialized Recruitment Sources* as new sources are identified and added and unproductive sources are removed.

Even though Bristol Broadcasting Company has posted information on the stations' websites and continued to air announcements on all of the SEU stations notifying organizations that they can be added to a list of entities that receive notifications of job vacancies at the SEU, only one organization has requested to be added to the list. Bristol Broadcasting Company will its efforts to make organizations that help job seekers aware of SEU's policy of offering notice to such organizations of each full-time vacancy. Any such organizations that respond requesting notice of future openings will be added to the SEU's recruitment sources.

The recruitment efforts undertaken by Bristol Broadcasting Company produced adequate qualified candidates for most open positions; however, recruitment efforts have not provided as many qualified candidates for sales representative positions as is needed. Bristol Broadcasting Company continues to believe that this is a result of a very tight job market rather than an ineffective recruitment program. A review of the "classified" sections of the local newspapers showed a large number of "help wanted" advertisements particularly in the sales fields. Bristol Broadcasting Company continues to hear from other local business leaders that they are also experiencing difficulty in hiring adequate numbers of sales employees. The Charleston SEU has adopted an *on-going* recruitment plan aimed at attracting sales representative candidates (See "Footnote 2").

After a complete review, Bristol Broadcasting Company believes that its recruiting efforts and methods do provide wide dissemination of all full-time job openings and that any qualified individual wishing to know about vacancies with the Charleston SEU Stations can easily learn of such vacancies through one or more of the advertising methods utilized.

Supplemental Outreach Initiatives

During the Applicable Period, Bristol Broadcasting Company completed the following Supplemental Outreach Initiatives seeking to provide increased awareness of employment opportunities in broadcasting and with Bristol Broadcasting Company:

- **Outreach Awareness with WVBA** The Bristol Broadcasting Company continued airing announcements in cooperation with the West Virginia Broadcasters Association to encourage those interested in radio broadcasting as a career to visit the WVBA website for listings of vacancies at broadcast stations across the state and country. These announcements which aired on all the Charleston SEU stations also were designed to provide greater awareness of job opportunities with Bristol Broadcasting Company. During the Applicable Period more than 1500 announcements were aired on each of the stations of the Charleston SEU.
- **West Virginia State University Career Services Business Etiquette Class** On November 7, 2007, Charleston SEU Sales Manager Melanie Oliver taught a class on business etiquette at West Virginia State University. The primary focus of the class was to give students insight and instructions on how to prepare a resume, how to dress for an interview, and how to present themselves when applying for a job. Oliver discussed

the interviewing and hiring procedures used by Bristol Broadcasting Company. She also discussed the practices used by the Charleston SEU for advertising open positions and stressed that Bristol Broadcasting Company is an equal opportunity employer.

- **West Virginia State University Career Advisory Meeting** On December, 2007, Charleston SEU General Manager Mike Robinson participated in a Career Advisory Meeting at West Virginia State University. The meeting focused on ways the university and local employers could work together to assure that qualified students/graduates are made aware of local job opportunities. Robinson discussed the Charleston SEU's recruitment practices and equal employment opportunities policies.
- **EEO Training at West Virginia University** Charleston SEU General Manager Mike Robinson attended an EEO Training Session hosted by the West Virginia Broadcasters Association and presented by Jackson Kelly PLLC on March 1, 2008 at West Virginia University. The training session gave attendees information on employer requirement and employee rights under current laws and regulations related to equal employment opportunities in the workplace.
- **Co-Hosted West Virginia State University Spring 2008 Career Expo** The stations of the Charleston SEU planned and co-hosted (with West Virginia State University) a Spring 2008 Career Expo. Planning sessions for the Expo were attended by SEU General Manager Mike Robinson and other company personnel. The event was held on April 10, 2008, and was open to all West Virginia State University students. Robinson and other staff members also manned a Bristol Broadcasting Company booth at the Career Expo. Those who visited the Bristol Broadcasting Company booth were given a brochure that detailed career opportunities in broadcasting and information about Bristol Broadcasting Company's EEO and employment practices. Applications for employment were also accepted from interested person who visited the Bristol Broadcasting Company booth.
- **Spring Internship and Job Fair – Marshall University** On April 12, 2008, Bristol Broadcasting Company participated in the Marshall University Spring 2008 Internship and Job Fair. A Bristol Broadcasting Company booth was manned by Charleston SEU General Manager Mike Robinson and other company personnel at the job fair. Robinson made himself available to answer questions regarding Bristol Broadcasting Company's EEO Policies and recruitment practices. A pre-printed brochure detailing career opportunities in broadcasting was furnished to those interested. Applications for employment were also accepted from interested person who visited the Bristol Broadcasting Company booth.

Bristol Broadcasting Company, Inc., is committed to providing employment opportunities to all qualified applicants without regard to race, color, national origin, religion, or gender and will continue to pursue new ways and means of more widely disseminating information regarding job vacancies with the company.