

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, 2008 – May 31, 2009

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, 2008, and ending on May 31, 2009 (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 5 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
Air Personality ¹	On-air Announcement (SEU Stations)
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)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 9.

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:

¹ Recruitment for this Air Personality position was commenced during the previous annual EEO reporting period; however, the position was not filled until during the Applicable Period of this report. The data from the entire recruitment for this position is included in this report.

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. Classified advertisements were periodically published in the Charleston Gazette. A total of four sales representative positions were filled during the Applicable Period.

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 the Air Personality opening 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 available to accept 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
Air Personality	Word-of-Mouth (Walk-in Applicant AllAccess.com	1 4
Sales Representative	SEU Stations websites	1
Sales Representative	Word-of-Mouth (Walk-in Applicant	1
Sales Representative	Word-of-Mouth (Walk-in Applicant	1
Sales Representative	Word-of-Mouth (Walk-in Applicant	1

Total number of persons interviewed during Applicable Period: 9.

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
Number of Interviewees Provided: 4

The Charleston Gazette
Number of Interviewees Provided: 0

SEU Stations Bulletin Boards
Number of Interviewees Provided: 0

SEU Stations websites
Number of Interviewees Provided: 1

On-air Announcement (SEU Stations)
Number of Interviewees Provided: 0

Word-of-Mouth (Walk-in Applicant)
Number of Interviewees Provided: 4

WVBA Website
Number of Interviewees Provided: 0

Governor's Internship Program
Number of Interviewees Provided: 0

YWCA Sojourners
Number of Interviewees Provided: 0

Career Search, Inc.
Number of Interviewees Provided: 0

Charleston Job Corps Center
Number of Interviewees Provided: 0

Marshall University
Number of Interviewees Provided: 0

NAACP
Number of Interviewees Provided: 0

Union Mission Ministries
Number of Interviewees Provided: 0

University of Charleston
Number of Interviewees Provided: 0

West Virginia State College
Number of Interviewees Provided: 0

Work4WV
Number of Interviewees Provided: 0

Applications Accepted at Career Fairs
Number of Interviewees Provided: 0

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 9 candidates were interviewed and a total of 5 full-time positions were filled. Only one

on-air position was filled. The 4 remaining four full-time openings during the reporting period were for sales positions.

Bristol Broadcasting Company noted that interest and inquiries were sparse and qualified applicants were almost non-existent for the vacancies during the Applicable Period. While recruitment for sales representatives at the SEU was continuous throughout the period (as was noted earlier), there were scarcely any applicants most of which were unqualified. Only one interviewee came from any source other than *word-of-mouth*. This one sales position candidate saw information about the opening on the website of one of the stations of the SEU. The remaining three interviewees for the Sales Representative positions were recruited by word-of-mouth. Only four applicants for sales positions were qualified and all four were interviewed and hired. Indeed, Bristol Broadcasting Company desired to hire additional sales representatives but could not find qualified applicants. There was a greater interest shown by applicants for the Air Personality position, but many of the applicants, while qualified, were from distant geographic locations and had either no interest in re-locating to Charleston or required a greater salary commitment than could be offered to move. A total of five applicants were interviewed for the Air Personality position. Four interviewees were referred by AllAccess.com while one learned about the position by 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.

During the period of this report Bristol Broadcasting Company continued posting 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, but no new organization requested to be added to the list. Bristol Broadcasting Company will continue 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.

No interviewees during the Applicable Period came from classified announcements placed in the *Charleston Gazette*, and career fairs produced no qualified applicants.

While applicant response during the Applicable Period was limited, Bristol Broadcasting Company continues to believe that its recruitment efforts do provide adequate dissemination of notice to potential qualified candidates from many diverse segments of the population. Bristol Broadcasting Company believes that the negative press that the broadcasting industry has received is one factor limiting the number of persons seeking employment in the field. It is noted also that during the Applicable Period Bristol Broadcasting Company had relative few job openings thus the data pool for analysis was very limited particularly since there was only one vacancy in a position other than advertising sales.

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 methods utilized in providing notice.

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 1000 announcements were aired on each of the stations of the Charleston SEU.
- **Job Fair – Marshall University** On September 10, 2008, Bristol Broadcasting Company participated in the Marshall University Career Expo. Charleston SEU General Manager Mike Robinson and other company personnel manned a Bristol Broadcasting Company booth 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.
- **WVSU Career Services Advisory Group** Charleston SEU General Manager Mike Robinson participated in the West Virginia State University Services Advisory Group meeting on December 12, 2008. 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. At the meeting Robinson discussed career opportunities in the radio broadcasting industry and how students could best prepare themselves for those opportunities.
- **Spring Internship and Job Fair – Marshall University** On February 2, 2009, Bristol Broadcasting Company participated in the Marshall University Spring 2009 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.
- **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 2009 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, 2009, 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.

- **West Virginia State University Career Advisory Meeting** On May 8, 2009, 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.

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.