

# Bristol Broadcasting Company, Inc.

*Stations WQBE-FM, WVSR-FM, WVTS-FM, WBES(AM), and WVTS(AM)  
Comprising the Charleston Station Employment Unit*  
**Annual EEO Public File Report**  
*For the period of June 1, 2009 – May 31, 2010*

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. (“Bristol”) 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, 2009, and ending on May 31, 2010 (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 three<sup>1</sup> full-time vacancies were filled for the Charleston Station Employment Unit during the Applicable Period of this Report.

<b>Full-Time Position Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>
Sales Representative (See footnote #1)	SEU Stations' Websites
Sales Representative (See footnote #1)	Word-of-Mouth (Walk-in Applicant)
Sales Representative (See footnote #1)	SEU Stations' Websites

## **Total Number of Interviewees**

Total number of persons interviewed during Applicable Period: 7.

## **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

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<sup>1</sup> Three Sales Representative positions were filled during the same recruitment period and using the same pool of applicants. A total of 7 persons were interviews for the three vacancies.

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 vacancies was posted on [www.AllAccess.com](http://www.AllAccess.com), an industry website that has a job bank listing that is viewed by numerous persons seeking employment in the broadcast industry.

Members of management of the Charleston SEU were also available to accept applications at each of the career fairs in which they participated (See "Supplemental Outreach Initiatives").

<b>Chart Showing Total Number Interviewees by Source for Each Vacancy</b>		
<b>Full-Time Position</b>	<b>Recruitment Sources of Interviewees</b>	<b>Total Referred by Source</b>
Sales Representative <sup>2</sup>	SEU Stations websites	3
	Word-of-Mouth (Walk-in Applicant)	3
	<i>The Charleston Gazette</i>	1
Sales Representative	(See "Sales Representative" above – three positions filled during same recruitment period)	
Sales Representative	(See "Sales Representative" above – three positions filled during same recruitment period)	

Total number of persons interviewed during Applicable Period: 7.

<sup>2</sup> All three of the Sales Representative positions were filled during the same recruitment period and using the same pool of applicants, therefore the interviewees for all three vacancies were tabulated together. A total of 7 persons were interviewed for the three vacancies.

## **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: 1</u>	SEU Stations Bulletin Boards <u>Number of Interviewees Provided: 0</u>
SEU Stations websites <u>Number of Interviewees Provided: 3</u>	On-air Announcement (SEU Stations) <u>Number of Interviewees Provided: 0</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 3</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: 0</u>

## **Analysis of Effective of EEO Recruitment Program**

Because of the limited number of job vacancies, enough data for a broad analysis of the effectiveness of the SEU's EEO recruitment program was not available. Bristol Broadcasting Company nonetheless conducted a review of the recruitment efforts undertaken during the Applicable Period while preparing this report.

Only positions in the sales department were filled during the period of this report, indeed all three full-time employees hired during the Applicable Period were hired as part of the same recruitment effort and from the same applicant pool. In recent years, Bristol has found it to be difficult to attract and retain qualified sales representatives for the Charleston SEU, and recruitment for sales employees has been nearly continuous for more than two years. Even with comprehensive recruitment efforts, few qualified applicants have applied. During the last quarter of 2009, Bristol 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 applicants were interviewed and three persons were hired.

Bristol Broadcasting Company noted that interest and inquiries were sparse during the recruitment for the Sales Representative(s) position(s). Some 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. In informal conversations with other employers (including other media companies) in the Charleston area, Bristol learned that many other companies are experiencing the same difficulties in finding good sales representatives. Bristol examined the SEU's recruitment practices and determined that sufficient notice was given to allow any qualified person who had interest in an open position to learn about the opening. Thus, Bristol concluded that the deficiency of applicants was caused by a lack of interest rather than a failure of its recruitment efforts.

Classified announcements placed in *The Charleston Gazette*, while usually very efficient in generating responses for sales and clerical type vacancies, only provided only one interviewee during the Applicable Period. The websites of the Stations of the SEU were very beneficial to the recruitment efforts. Three interviewees learned about the vacancy(ies) from this source. The remaining three interviewees learned about opening(s) by word-of-mouth.

The management of the Charleston SEU advises interested persons at career fairs, during station tours, and at other public opportunities to periodically check the "Employment" page on the Bristol Broadcasting Company website (hyperlinked from the websites of all of the SEU Stations) for job vacancy notices. Bristol Broadcasting Company believes that its station's websites is effective in disseminating vacancy information.

AllAccess.com (a broadcast industry website) provided no interviewee during the Applicable Period of this report, but in the past was exceptionally effective in producing interviewees especially for the on-air positions advertised. It remains apparent that many job seekers interested in opportunities in the radio broadcasting industry check the postings on AllAccess.com, and the Charleston SEU will continue to utilize this resource.

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 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 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 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.

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 in many diverse segments of the population. Bristol 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 had relative few job openings. Thus the data pool for analysis was very limited particularly since there were only vacancies for advertising sales positions.

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.
- **Co-sponsor WVSU Career and Employment Expo** On April 8, 2010, Bristol Broadcasting Company co-sponsored the West Virginia State University Career and Employment Expo in conjunction with the WVSU Office of Career Services. Bristol participated in the planning of the event and the Stations of the SEU aired a significant informational campaign to advise potential participants about the event. Bristol created and displayed at the Expo an exhibit showing the many types of career opportunities in the radio industry. A brochure detailing career opportunities in broadcasting was also available for any interested participants. SEU General Manager Mike Robinson (who is a member of the WVSU Office of Career Services and Cooperative Education Advisory Group) was available at the Expo to answer question about Bristol Broadcasting Company and its recruitment practices. Interested persons were advised to regularly visit the Bristol Broadcasting Company website to see notice of any available positions at the SEU.
- **WVSU Career Services Advisory Group** Charleston SEU General Manager Mike Robinson participated as a member of the WVSU Office of Career Services and Cooperative Education Advisory Group. The group focuses on ways the university and local employers could work together to assure that qualified students/graduates are made aware of local job opportunities. Robinson participated in regular meeting throughout the year. Robinson centered his discussion at the meetings on career opportunities in the radio broadcasting industry and how students could best prepare themselves for those opportunities.
- **Riverside High School's Media Production Class Speech** On April 8, 2010, SEU Director of Operations Jeff Whitehead spoke to Riverside High School's Media Production Class. Whitehead discussed the various positions available in the broadcast

industry and detailed the skill sets needed to enter the radio industry job market. He emphasized the importance of continuing ones education after high school and of earning a college degree. Whitehead answered questions from the students and handed out Bristol Broadcasting Company's "Careers in Radio Broadcasting" brochure that details most job classifications in the radio industry.

- **Veterans Affairs Vocational and Rehabilitation and Employment Workshop** SEU General Manager Mike Robinson participated in a workshop sponsored by the US Department of Veterans Affairs Vocational and Rehabilitation and Employment Division on April 1, 2010. This workshop was tasked to inform participants from both the public and private sectors about the hiring incentives and programs available to employers who hire both able bodied and disabled veterans. Robinson discussed how veterans might find employment in radio broadcasting.
- **Marshall University Veterans Career Expo** On April 1, 2010, the Charleston SEU participated in the 2010 Veterans Career Expo at Marshall University. Veterans attending the event were told about opportunities in the broadcasting industry and were afforded the opportunity to speak with SEU General Manager about Bristol Broadcasting Company's recruitment and hiring practices. Robinson stressed Bristol's EEO policies and advised the veterans to visit the websites of the Stations of the SEU for postings for all full-time job openings. He also explained the qualifications for and salary ranges to expect for various jobs in radio broadcasting.
- **WVBA FCC EEO Seminar** SEU General Manager Mike Robinson attended a seminar sponsored by the West Virginia Broadcasters Association and presented by Jackson Kelly PLLC on the Federal Communications Commission's equal employment opportunities regulations. This seminar, held on March 6, 2010, focused on training management level personnel in the most current methodologies used to ensure equal employment opportunities, prevent discrimination and comply with FCC EEO requirements.
- **Spring Career Expo – Marshall University** On February 24, 2010, 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.
- **Fall Career Expo – Marshall University** Bristol Broadcasting Company participated in the Marshall University Fall Career Expo on October 7, 2010. Charleston SEU General Manager Mike Robinson 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. Attendees were made aware of Bristol's equal employment opportunity policies and were encouraged to periodically check the "Employment" page on the Bristol Broadcasting Company website (hyperlinked from the websites of all of the SEU Stations) for job vacancy notices.

Robinson also accepted applications from interested persons for open positions at Bristol Broadcasting Company.

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.