

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, 2010 – May 31, 2011

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” or “Charleston 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, 2010, and ending on May 31, 2011 (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 eight¹ 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 Manager	SEU Stations' Bulletin Board(s)
Sales Representative	Word of Mouth
Sales Representative (See footnote #1)	<i>Charleston Gazette</i> (online posting)
Sales Representative (See footnote #1)	SEU Stations' Bulletin Board(s)
Sales Representative (See footnote #1)	Word-of-Mouth (Walk-in Applicant)
Sales Representative (See footnote #1)	<i>Charleston Gazette</i> (online posting)
Traffic Manager	<i>Charleston Gazette</i>
Production Director	SEU Stations' Bulletin Board(s)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 41.

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*², 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 Four Sales Representative positions were filled during the same recruitment period and using the same pool of applicants. A total of 15 persons were interviews for the four vacancies.

² Help wanted postings placed in *The Charleston Gazette* were also automatically included in the newspaper's online edition and linked to other online sites. Several applicants learned of openings via these extended online postings.

Organizations That Have Requested Notice of Openings

Through the date of this report only one entity has requested notice of job openings at the Charleston SEU. Bristol continues to invite organizations that routinely help with job placement to request notice of all vacancies at the SEU. The Stations of the SEU broadcast announcements and posting on the websites of the Stations give information about this service.

Below is the listing of the entity that has 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

Specialized Recruitment Sources

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.

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, 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").

One vacancy was advertised also on the Virginia Association of Broadcasters ("VAB") website and on the Radio Business Report ("RBR") website.

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Sales Manager	Word-of-Mouth (Walk-in Applicant)	5
	SEU Stations bulletin boards	3
	SEU Stations websites	1
	AllAccess.com	1
	RBR website	1
	VAB website	1
Sales Representative	Word-of-Mouth (Walk-in Applicant)	1
Sales Representative ³	<i>The Charleston Gazette</i> (and its online postings)	8
	SEU Station(s) announcements	3
	Word-of-Mouth (Walk-in Applicant)	3
	SEU Stations bulletin boards	1
Sales Representative	(See "Sales Representative" above – four positions filled during same recruitment period from same pool of applicants)	
Sales Representative	(See "Sales Representative" above – four positions filled during same recruitment period from same pool of applicants)	
Sales Representative	(See "Sales Representative" above – four positions filled during same recruitment period from same pool of applicants)	
Traffic Manager	<i>The Charleston Gazette</i>	2
	Word-of-Mouth (Walk-in Applicant)	1
Production Director	AllAccess.com	7
	SEU Stations bulletin boards	2
	SEU Stations websites	1

Total number of persons interviewed during Applicable Period: 41.

³ All four of the Sales Representative positions were filled during the same recruitment period and using the same pool of applicants, therefore the interviewees for all four vacancies were tabulated together. A total of 15 persons were interviewed for the four 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: 8</u>	<i>The Charleston Gazette</i> <u>Number of Interviewees Provided: 10</u>	SEU Stations Bulletin Boards <u>Number of Interviewees Provided: 6</u>
SEU Stations websites <u>Number of Interviewees Provided: 2</u>	On-air Announcement (SEU Stations) <u>Number of Interviewees Provided: 3</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 10</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>
VAB website <u>Number of Interviewees Provided: 1</u>	Radio Business Report <u>Number of Interviewees Provided: 1</u>	

Analysis of Effective of EEO Recruitment Program

Concurrently with the gathering of information for this Report, Bristol Broadcasting Company conducted a review of the effectiveness of the recruitment efforts undertaken during the Applicable Period.

First, Bristol noted which recruitment sources were productive in supplying interviewees. As in previous periods, advertisements in *The Charleston Gazette* were effective in reaching candidates for sales and clerical positions. (Seven of the eight vacancies filled during the Applicable Period were either sales or clerical jobs.) Ten of the interviewees applied with the Charleston SEU after learning about an opening through notices in *The Charleston Gazette*. AllAccess.com supplied eight interviewees. Historically, AllAccess.com has been especially effective in reaching candidates for on-air vacancies. During this period, however, AllAccess.com generated substantial interest in the open sales manager position as well as the production director opening. In house bulleting board postings were also more productive than in previous periods largely due to rare openings in management positions. Several existing employees applied and were interviewed for the sales manager position. A total of six interviewees learned about an opening from SEU bulleting board postings. Bristol noted that announcements aired on the SEU Stations and postings on the Stations' websites were effective together providing five interviewees. Finally, the analysis showed that many job

seekers learned about opening at the SEU through the industry grapevine – by word-of-mouth. Ten (nearly one-fourth of all interviewees) interviewees applied for open positions after hearing about the opportunity from others in the broadcast business. During the Applicable Period of this Report, Bristol Broadcasting Company was provided no interviewee by either the Specialized Recruitment Sources or Organizations Requesting Notice.

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.

The list of *Specialized Recruitment Sources* used by the SEU was also reviewed. Even though no interviewees were provided during the Applicable Period by entities on this list, Bristol concluded that that expanding the list would not give significantly better dissemination of information concerning vacancies at the SEU. However, the SEU will continue to explore possible additions to the list of specialized sources.

As has been the practice, the management of the Charleston SEU will continue to advise 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.

After this review, Bristol concluded that its recruitment efforts achieved wide dissemination of notice of each of the job openings, and sufficient numbers of qualified applicants responded to the recruitment advertisements for each position. Bristol believes that any qualified individual wishing to know about vacancies with the Charleston SEU Stations could easily have learned 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:

- **WVSU Career Services Advisory Group** General Manager Mike Robinson participated as a member of the WVSU Office of Career Services and Cooperative Education Advisory Group at a panel discussion on June 4, 2010. The group focuses on ways to make local students aware of local job opportunities. Robinson centered his discussion on career opportunities in the radio broadcasting industry and how students could best prepare themselves for those opportunities.
- **WVBA Harassment / EEO Seminar** On August 6, 2010 SEU General Manager Mike Robinson attended a seminar hosted by the West Virginia Broadcasters Association that gave training to broadcast management personnel on preventing unlawful harassment in the workplace. How to prevent potential harassment on company IT facilities and social

network and how these issues relate to an overall EEO program was a significant part of the discussions.

- **Outreach Awareness with WVBA** Throughout the Applicable Period of this Report, the Stations of the Charleston SEU 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 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.
- **Marshall University Fall 2010 Career Expo** On October 6, 2010, the SEU participated in the Fall 2010 Career Expo at Marshall University. Sales Manager Brandy Thomas-Ray gave students attending the expo information about career opportunities in the broadcast industry and with Bristol Broadcasting Company. Brochures summarizing career opportunities in radio were handed out. Thomas-Ray reminded those interested to visit the websites of the Stations of the SEU for postings for all full-time job openings and stressed Bristol's EEO policies and practices.
- **Work Session/Lecture – Ohio State University** On October 25, 2010, SEU Sales Manager Brandy Thomas-Ray headed a lecture/work session with a Ohio State University Mass Communications Class. A discussion was had about the income opportunities in broadcasting and related digital media. Also discussed was the need to include more radio advertising sales education in the curriculum at the school. With the faculty members, Thomas-Ray explored ways to encourage internship opportunities with Bristol Broadcasting Company.
- **WVSU Career Services Advisory Group** SEU General Manager Mike Robinson participated in a meeting of the WVSU Office of Career Services and Cooperative Education Advisory Group on December 3, 2010. The meeting was a continuation of the group's efforts to evaluate the effectiveness of the university's efforts to move graduates into the mainstream workforce. Robinson's role included offering guidance on how students can best prepared themselves for opportunities in the broadcast and related industries.
- **Internship with West Virginia State University** In January 2011, the Charleston SEU established an internship with a student at West Virginia State University. The intern was given training in the proper use of audio editing software, computer automation systems, audio consoles, and voice tracking software. As part of the training the student observed staff members in their daily activities and was given opportunities for hands-on experience. Many aspect of the radio broadcasting business was explained to the student including how music is scheduled using software and how stations use format clocks to achieve the on-air sound they desire. As the internship progressed, the student was offered a part-time position with the SEU.
- **Spring Career Expo – Marshall University** On March 2, 2011, Bristol Broadcasting Company participated in the Marshall University Career Expo. Charleston SEU General Manager Mike Robinson manned a Bristol Broadcasting Company booth at the job fair.

Robinson made students aware of openings at the Charleston SEU, took applications from those who wished to be considered for the positions, and answered questions regarding career opportunities in the broadcasting business. A pre-printed brochure with more information was furnished to those interested.

- **Internship Opportunities Seminar – Ohio University** SEU Sales Manager Brandy Thomas-Ray participated as a speaker for a seminar on internship opportunities at Ohio University on March 4, 2011. Thomas-Ray discussed avenues of establishing internship and how students can effectively present themselves to prospective employers in the broadcast field.
- **WVBA Seminar on Harassment and EEO** Jeff Whitehead, Operations Manager for the Charleston SEU, participated in a seminar hosted by the West Virginia Broadcasters Association that focused on preventing unlawful harassment in the workplace. The seminar was intended to give management level persons information about potential issues involving harassment and EEO policy violations in both office settings and on IT and social networking facilities. The seminar was held on March 26, 2011.
- **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 March 30, 2011. 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 March 30, 2011, the Charleston SEU participated in the 2011 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 Mike Robinson 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.
- **Co-Sponsor Career Expo at West Virginia State University** On April 7, 2011, the Charleston SEU co-hosted the WVSVU Career and Employment Expo. The event was held on the school campus. Bristol contributed to advance planning in addition to being on-site on the day of the event. SEU General Manager Mike Robinson manned a Bristol Broadcasting Company booth at the expo. 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.