

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, 2011 – May 31, 2012

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, 2011, and ending on May 31, 2012 (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 nine 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 ¹	Job Fair
Sales Representative (See footnote #1)	Word-of-Mouth (Walk-in Applicant)
Sales Representative (See footnote #1)	Word-of-Mouth (Walk-in Applicant)
Production Assistant / Air Personality	SEU Stations' Bulletin Board(s)
Air Personality	AllAccess.com
Air Personality	AllAccess.com
Sales Representative ²	WVBA Website
Sales Representative (See footnote #2)	Word-of-Mouth (Walk-in Applicant)
Sales Representative (See footnote #2)	SEU Stations' Bulletin Board(s)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 24.

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 (via a hyperlink to the Bristol Broadcasting Company corporate website) of each of the stations in the Station Employment Unit. Job vacancy notices were also published in *The Charleston Gazette*³, 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

¹ 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.

² Three Sales Representative positions were filled during the same recruitment period and using the same pool of applicants. A total of 6 persons were interviews for the three vacancies.

³ 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.

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

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").

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Sales Representative ⁴	Word-of-Mouth (Walk-in Applicant) <i>The Charleston Gazette</i> (and its online postings) Job Fair (Marshall University)	4 2 1
Sales Representative (See Footnote #4)	(See "Sales Representative" above – three positions filled during same recruitment period from same pool of applicants)	
Sales Representative (See Footnote #4)	(See "Sales Representative" above – three positions filled during same recruitment period from same pool of applicants)	
Production Assistant / Air Personality	<i>The Charleston Gazette</i> (and its online postings) SEU Stations bulletin boards SEU Stations websites AllAccess.com	2 1 1 1
Air Personality	AllAccess.com SEU Stations bulletin boards	4 1
Air Personality	AllAccess.com	1
Sales Representative ⁵	SEU Stations websites WVAB website Word-of-Mouth (Walk-in Applicant)	4 1 1
Sales Representative (See Footnote #5)	(See "Sales Representative" above – three positions filled during same recruitment period from same pool of applicants)	
Sales Representative (See Footnote #5)	(See "Sales Representative" above – three positions filled during same recruitment period from same pool of applicants)	

Total number of persons interviewed during Applicable Period: 24.

⁴ Three 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 four vacancies.

⁵ Three 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 6 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: 6</u>	<i>The Charleston Gazette</i> (and online) <u>Number of Interviewees Provided: 4</u>	SEU Stations Bulletin Boards <u>Number of Interviewees Provided: 2</u>
SEU Stations websites <u>Number of Interviewees Provided: 5</u>	On-air Announcement (SEU Stations) <u>Number of Interviewees Provided: 0</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 5</u>
WVBA Website <u>Number of Interviewees Provided: 1</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: 1</u>

Analysis of Effective of EEO Recruitment Program

While preparing this Report, the management of the Charleston SEU undertook an analysis of the effectiveness of its recruitment efforts during the Applicable Period.

In evaluating the productivity of recruitment sources in supplying interviewees, the following was observed. As was the case during earlier reporting periods, AllAccess.com was very effective but only for on-air positions. Twenty-five percent of all interviewees applied after noticing vacancy information on AllAccess.com. Posting on the "Employment" page of the Bristol Broadcasting Company corporate website (hyperlinked from the websites of all of the SEU Stations) also proved beneficial. Bristol noted that management and staff of the SEU had regularly mentioned the website at career fairs and during seminars and meetings in the market and believed that such mentioning may account for the higher level of referrals. Five interviewees applied as a result of seeing a vacancy posted on the corporate website. Historically, the local newspaper had been effective in supplying referrals for sales and clerical positions, and that was the case again during the Applicable Period of this Report. *The Charleston Gazette* furnished four interviewees during the reporting period. 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. Two interviewees saw information about the vacancy for which they applied on bulletin boards at the SEU offices, one applied after seeing a posting on the West Virginia Broadcasters Association website, and one interviewee submitted an application to the

SEU at a career fair. As during previous periods, many applicants were referred to the SEU by the industry grapevine (by word-of-mouth) or simply applied for employment during a recruitment period without having prior knowledge of a specific opening. Five interviewees fell into the word-of-mouth/walk-in applicant category. During the Applicable Period of this Report, Bristol Broadcasting Company was provided no interviewee by either the Specialized Recruitment Sources or Organizations Requesting Notice.

The Charleston SEU's list of *Specialized Recruitment Sources* was evaluated as part of the review of recruitment effectiveness. Bristol found the list to include reach into diverse population segments and concluded that expanding the list would not give significantly better dissemination of notice of job openings. The management of the SEU continually seeks possible additions to the list of specialized sources.

Bristol has an ongoing effort to make organizations that assist job seekers that they can be added to a list of entities that receive notifications of job vacancies at the SEU. During the reporting period, that effort included on-air announcements on the Stations of the SEU and postings on its corporate website, 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.

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.

Through the analysis, Bristol established that its recruitment efforts during the Applicable Period were successful. Management believed they had achieved wide dissemination of notice of each of the job openings. Sufficient numbers of qualified applicants responded for each position. Bristol Broadcasting Company Bristol concluded that any qualified individual that might have had an interest in applying for an open position at the SEU would have had ample opportunities to learn of such vacancy 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:

- **RAB Rising Through The Ranks Seminar** On August 30 and 31, 2011, SEU Sales Manager Brandy Thomas-Ray participated in the Radio Advertising Bureau's *Rising Through the Ranks* seminar for women in management. The seminar discussed women's contribution to the broadcast industry and addressed ways companies could better facilitate equality in hiring, training, promoting, and other personnel actions.
- **Ohio University/Scripps College of Communication Lecture** On October 20, 2011, Charleston SEU account executive Matt Kaiser presented a lecture to the Scripps College of Communication MDIA 105 Class. Kaiser discussed various aspects of broadcasting careers including on-air, promotional and marketing. He also discussed

Bristol's EEO practices and encourages students to visit the Bristol Broadcasting Company corporate website for more information and to learn about job openings at the Charleston SEU.

- **University of Charleston Fall Career Fair** The Charleston SEU participated in the University of Charleston Fall Career Fair on November 1, 2011. A booth at the event was manned by SEU General Manager Mike Robinson, and attendees were offered a pre-printed brochure detailing career opportunities in the broadcast industry. Robinson also made himself available to answer question from interested persons and to receive application for any open positions at the SEU. Robinson stressed Bristol's EEO policies and advised attendees to visit the websites of the Stations of the SEU for postings for all full-time job openings.
- **WVSU Career Services Advisory Group** On November 16, 2011, SEU General Manager Mike Robinson participated in a meeting of the WVSU Office of Career Services and Cooperative Education Advisory Group. The group is tasked with evaluating the effectiveness of the university's efforts to move graduates into the mainstream workforce. Robinson offered guidance on how students can best be prepared for opportunities in the broadcast business.
- **Ohio University/Scripps College of Communication Lecture** SEU Sales Manager Brandy Thomas-Ray gave a lecture to the Ohio University School of Media Arts and Studies Mass Communications Class on February 17, 2012. Thomas-Ray discussed careers in broadcasting including advertng sales. She also answered questions and reminded the students to visit the Bristol Broadcasting Company corporate website for more information.
- **Spring Career Expo – Marshall University** On March 7, 2012, the Charleston SEU participated in the Marshall University Career Expo. General Manager Mike Robinson manned a booth at the job fair, offered a pre-printed brochure about careers in broadcasting, and made students aware of openings at Bristol Broadcasting Company. He also took applications from those who wished to be considered for the positions, and directed interested persons to the Bristol Broadcasting Company corporate website form more information.
- **Marshall University Veterans Career Expo** On March 28, 2012, the Charleston SEU participated in the 2012 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 / Jackson Kelly PLLC EEO Training Program** On March 31, 2012, SEU General Manager Mike Robinson attended the West Virginia Broadcasters Association's Jackson Kelly PLLC EEO Training Program. Attorneys with the law firm discussed the FCC rules regarding equal employment opportunities and offered suggestions for practices and procedures to keep radio stations in compliance with those rules.

- **Student Internship – University of Charleston** On April 9, 2012, an internship with a student at the University of Charleston was commenced. The SEU afforded opportunities for this student to observe members of the air staff as they performed their regular duties. The student was given hands-on training in the operation of the audio equipment, was instructed in the use of audio editing software, and was provided a broad overview of the operation of the station by SEU staff members including Program Director Wade Thornhill and Operations Manager Jeff Whitehead.
- **Co-Sponsor Career Expo at West Virginia State University** The SEU co-sponsored and co-hosted the WVSU Career and Employment Expo on April 12, 2012, on the campus of West Virginia State University. Management of the SEU was involved in the advance planning and advertising of the event. On the day of the expo SEU General Manager Mike Robinson manned a Bristol Broadcasting Company booth. Robinson made himself available to answer questions regarding Bristol Broadcasting Company's EEO Policies and recruitment practices and gave a pre-printed brochure detailing career opportunities in broadcasting to those interested. He also made attendees aware of Bristol's equal employment opportunity policies and encouraged them 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. Applications from interested persons for open positions at Bristol Broadcasting Company were also taken.
- **WVSU Career Services Advisory Group** On May 3, 2012 Mike Robinson, SEU General Manager, participated as a member of the WVSU Office of Career Services and Cooperative Education Advisory Group at a panel discussion focusing on ways to make local students aware of local job opportunities. Robinson talked about career opportunities in the broadcasting business and made suggestion on how schools could better prepare students for those opportunities.
- **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.

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.