

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, 2013 – May 31, 2014

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, 2013, and ending on May 31, 2014 (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 seven 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	Job Fair
Sales Representative	On-air Announcement (SEU Stations)
Sales Representative	On-air Announcement (SEU Stations)
Air Personality	SEU Stations' Bulletin Board(s)
Air Personality	SEU Stations' Bulletin Board(s)
Local Sales Manager	SEU Stations' Bulletin Board(s)
Sales Representative	Word-of-Mouth (Walk-in Applicant)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 23.

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*¹, 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 SEU's Specialized Recruitment Sources and to all organizations that had requested notice of such openings. A listing of these organizations is included below.

Organizations That Have Requested Notice of Openings

Each entity that has requested to be included in notice of job openings at the Charleston SEU was sent notices of all full-time vacancies that were filled during the Applicable Period. Bristol

¹ 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.

continues to invite organizations that routinely help with job placement to request notice of all vacancies at the SEU. Announcements aired over the Stations of the SEU and postings on the websites of the Stations give information about this service.

Below is the listing of the entities 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

Mountwest Community Tech
Attention: Glenn Midkiff
304-710-3384
midkiff@mctc.edu
(Requested E-mail Notice Only)
Date of request: 1/17/2013

Kanawha County Workforce Investment Board
Attention: Joseph Higgenbotham
Box 89
St Albans, WV 25177
josephhiggenbotham@gmail.com
Date of request: 2/1/2013

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.

WV Career Transition Services
1401 5th Ave Box 16
Suite 319
Charleston, WV 25687

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: Hannah Johnson
2300 MacCorkle Ave. SE
Charleston, WV 25304
(304) 357-4777

West Virginia State University
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

Notice of the vacancies was also 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 ²	On-air Announcement (SEU Stations) Job Fair	4 1
Sales Representative	(See above) ²	(See above) ²
Sales Representative	(See above) ²	(See above) ²
Air Personality	AllAccess.com SEU Stations bulletin boards Work Force West Virginia	2 1 1
Air Personality	AllAccess.com SEU Stations bulletin boards Work Force West Virginia	5 1 1
Local Sales Manager	SEU Stations bulletin boards AllAccess.com	2 2
Sales Representative	SEU Stations websites Job Fair Word-of-Mouth (Walk-in Applicant)	1 1 1

Total number of persons interviewed during Applicable Period: 23.

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: 9

The Charleston Gazette (and online)
Number of Interviewees Provided: 0

SEU Stations Bulletin Boards
Number of Interviewees Provided: 4

SEU Stations websites
Number of Interviewees Provided: 1

On-air Announcement (SEU Stations)
Number of Interviewees Provided: 4

Word-of-Mouth (Walk-in Applicant)
Number of Interviewees Provided: 1

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: 2

Applications Accepted at Career Fairs
Number of Interviewees Provided: 2

² 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 five persons were interviewed for the three vacancies.

Analysis of Effective of EEO Recruitment Program

Concurrently with the preparation of this Annual EEO Public File Report, the management of the Charleston SEU conducted an analysis of the effectiveness of the recruitment and outreach efforts during the reporting period.

After completing the analysis, Bristol Broadcasting Company concluded that its recruitment efforts had been satisfactory with adequate dissemination of information about each opening to qualified and interested individuals in diverse segments of the population. Several qualified individuals presented themselves for each open position that was filled during the Applicable Period.

A review of the Specialized Recruitment Sources was done to assure that all addresses were correct and contact individuals were up to date for the entities on the Specialized Recruitment Sources list. No new entities were identified as possible candidates for the list. The analysis showed that the list of Specialized Sources was diverse and management concluded that broader outreach would not be enhanced by expanding the list.

The review noted that the SEU had continued its ongoing effort to inform organizations that assist job seekers that they can be added to a list of entities that receive notifications of job vacancies at the SEU. This effort included on-air announcements on the Stations of the SEU and postings on its corporate website. The management of the Charleston SEU also continued 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.

SEU management believed that its analysis demonstrated that the recruitment efforts completed during the Applicable Period provided wide dissemination of notice of each of the job openings that were filled. For each opening a sufficient numbers of qualified applicants responded, and management believed that any qualified individual who would have had an interest in 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

In addition to the recruitment activities undertaken for specific openings during the Applicable Period, the Charleston SEU completed the following Supplemental Outreach Initiatives seeking to provide increased awareness of employment opportunities in broadcasting and with Bristol Broadcasting Company:

- **Student Internship – South Charleston HS CAS** During the summer of 2013, the Charleston SEU established an internship with a student from South Charleston High School CAS program. This student observed members of the air staff as they performed their regular duties and was given training in the proper operation of studio audio equipment, audio editing software, and broadcast automation systems. SEU staff members including Program Director Wade Thornhill and Operations Manager Jeff Whitehead helped the intern learn programming philosophy and the mechanics of a daily airshift. This student successfully completed all requirement and earned full credit under the CAS program guidelines.

- **Marshall University Career Expo** Management of the SEU participated in the Fall Career Expo at Marshall University on October 9, 2013. SEU General Manager Mike Robinson represented Bristol Broadcasting Company at the expo. Students attending the event were told about opportunities in the broadcasting industry and about Bristol Broadcasting Company's recruitment and hiring practices. Robinson stressed Bristol's EEO policies and advised the interested persons to visit the websites of the Stations of the SEU for postings for all full-time job openings. Robinson also advised those interested about then existing openings at the Charleston SEU.
- **WVSU Career Services Advisory Group** On December 5, 2013, 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 – Visiting Instructor Program** During the spring 2014 semester at Ohio University's School of Media Arts and Studies, SEU Account Executive Matt Kaiser served as a visiting instructor. Kaiser was involved in the first-ever offering of a course, Media and the Creative Process, in an online environment. As part of the program Kaiser offered insight and encouragement to students who were considering opportunities in the broadcast industry. He also answered any questions about positions with Bristol Broadcasting Company. Students were reminded to visit the Bristol Broadcasting Company corporate website for more information about openings and the company's EEO policies.
- **WVBA EEO Initiative** SEU General Manager Mike Robinson attended a one-day EEO Initiatives educational seminar hosted by the West Virginia Broadcasters Association on March 8, 2014. The seminar focused primarily on training management level personnel in the methods of ensuring equal employment opportunities and preventing discrimination in broadcast station(s) operation. A review of FCC EEO policies, especially compliance with supplement recruitment requirements, was also included in the seminar.
- **Spring Career Fair – Marshall University** On April 2, 2014, SEU General Manager Mike Robinson participated in the Marshall University Career Expo. At a manned a booth at the job fair interested persons were offered a pre-printed brochure about careers in broadcasting. Robinson discussed representative salaries and entry-level requirements for the broadcasting industry. He also made students aware of openings at Bristol Broadcasting Company and took applications from those who wished to be considered for the positions.
- **Co-Sponsor Career and Employment Expo at West Virginia State University** Bristol Broadcasting Company (Charleston SEU) co-sponsored and co-hosted the WVSU Career and Employment Expo on April 10, 2014, at West Virginia State University. The Charleston SEU contributed to advance planning and advertising of the event. Management of the SEU participated on the day of the expo by manning an information booth. SEU General Manager Mike Robinson was on hand 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. Robinson also served as a member of the WVSU Office of Career Services and Cooperative Education Advisory Group. This advisory group undertakes to aid students in selecting career paths.

- **VetSuccess Employment Expo – Mountwest Community College** On April 23, 2014, The Charleston SEU participated in the 2014 VetSuccess Career Expo hosted by the Veterans Administration at Marshall University. The purpose of the event was to help military veterans transition to the civil workforce. SEU General Manager Mike Robinson told those attending about opportunities in the broadcasting industry and 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.
- **Ohio University - Lecture** SEU Account Executive Matt Kaiser served as a lecturer and facilitator at the Ohio University 2014 Media Sales Institute on May 16 and 18, 2014, in a program sponsored by the National Association of Broadcasters Educational Foundation. Kaiser discussed radio sales basics and the sales process from prospecting to close. He also answered questions about sales careers in broadcasting and with Bristol Broadcasting Company. In conjunction with this program on May 21, 2014, Kaiser and SEU Program Director Wade Thornhill served as recruiters for the Media Sales Institute. They observed presentations by participants in the program and gave students feedback on their performances and ideas.
- **WVSU Career Services Advisory Group** On May 8, 2014, Mike Robinson, SEU General Manager, participated as a member of the WVSU Office of Career Services and Cooperative Education Advisory Group during panel discussions focusing on ways to make local students aware of local job opportunities. Robinson focused his contributions on 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.

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 ways and means of widely disseminating information regarding job vacancies with the company.