

Bristol Broadcasting Company, Inc.

*Stations WQBE-FM, WVSR-FM, WYNL(FM), WBES(AM), and WVTS(AM)
Comprising the Charleston Station Employment Unit*

Annual EEO Public File Report

For the period of June 1, 2014 – May 31, 2015

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, 2014, and ending on May 31, 2015 (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 four 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
Chief Engineer	Society of Broadcast Engineers
Sales Representative	On-air Announcement (SEU Stations)
Sales Representative	Word-of-Mouth (Walk-in Applicant)
News Gatherer	Word-of-Mouth (Walk-in Applicant)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 14.

Recruitment Source Information

Notice of each of the full-time vacancies was posted on bulletin boards at the offices of the Charleston SEU 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 for the full-time vacancies were 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. Additionally, notices about the sales representative positions were aired on the stations in the Charleston Station Employment Unit and were published in *The Charleston Gazette*¹, a newspaper with substantial circulation in the Charleston area. Information about each of the job openings was posted on the website (in the "Jobs" section) of West Virginia Broadcasters Association. Notices about the chief engineer position and the news gatherer opening were posted on AllAccess.com (an broadcast industry website frequented by persons interested in positions in radio broadcasting). At the request of the SEU, the local chapter of the Society of Broadcast Engineers posted a notice about the chief engineer opening on their website. Each of these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer and invited all interested parties to apply. 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").

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.

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 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

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Chief Engineer	Society of Broadcast Engineers	3
	Word-of-Mouth (Walk-in Applicant)	1
Sales Representative	On-air Announcement (SEU Stations)	2
	WVBA Website (Job Bank)	1
	SEU Stations websites	1
	<i>The Charleston Gazette</i>	1
	Word-of-Mouth (Walk-in Applicant)	
Sales Representative	Word-of-Mouth (Walk-in Applicant)	1
	WVBA Website (Job Bank)	1
News Gatherer	AllAccess.com	2
	Word-of-Mouth (Walk-in Applicant)	1

Total number of persons interviewed during Applicable Period: 14.

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: 2	<i>The Charleston Gazette</i> (and online) Number of Interviewees Provided: 1	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: 2	Word-of-Mouth (Walk-in Applicant) Number of Interviewees Provided: 4
WVBA Website Number of Interviewees Provided: 1	Governor's Internship Program Number of Interviewees Provided: 0	YWCA Sojourners Number of Interviewees Provided: 0
WV Career Transition Services 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 University Number of Interviewees Provided: 0	Work4WV Number of Interviewees Provided: 0	Applications Accepted at Career Fairs Number of Interviewees Provided: 0
Kanawha Co Workforce Board Number of Interviewees Provided: 0	Mountwest Community Tech Number of Interviewees Provided: 0	Governor's Internship Program Number of Interviewees Provided: 0
Society of Broadcast Engineers Number of Interviewees Provided: 3		

Analysis of Effective of EEO Recruitment Program

Each year while preparing the Annual EEO Public File Report for the Charleston SEU, Bristol Broadcasting Company also completes an analysis of its recruitment and outreach efforts to weight the effectiveness of the EEO program. After completing the analysis management of the

Charleston SEU concluded that the recruitment efforts and supplemental outreach efforts conducted during the Applicable Period of this Report were successful in giving wide dissemination of information about job openings at the SEU.

First, the Specialized Recruitment Sources used by the SEU were reviewed to ensure there was representation from all segments of the SEU marketplace. The list was deemed to include a broad group of entities and no new entities were identified as possible candidates for the list. Management concluded that broader outreach would not be enhanced by expanding the list. Additionally, consideration was given to the organizations that had requested to be added to a list of entities that receive notifications of job vacancies at the SEU. While this list includes only a few entities, the SEU management believed those entities could indeed be helpful in getting word of vacancies to potential job candidates. The analysis also showed 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.

For a specialized open position that was filled during the Applicable Period, management noted that extra efforts had been made to reach potential applicants. Notice was given to the local chapter (which promulgated the information to other chapters) of the Society of Broadcast Engineers about a chief engineer vacancy. This notice indeed supplied several applicants and three interviewees.

Because only four vacancies were filled during the reporting period, data showing applicant numbers from various sources was limited. Regardless, management concluded 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. Further, Bristol Broadcasting Company believed the analysis showed their supplemental outreach efforts helped educate a large number of persons about the types of jobs available in the broadcast industry and provided them with information about how to avail themselves of job opportunities both in the radio business in general and with Bristol Broadcasting Company in particular.

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:

- **Marshall University Career Expo** On October 8, 2015, SEU Sales Manager Terri Outlaw participated in the Fall Career Expo at Marshall University. The event afforded students an opportunity to learn about different occupations in the radio broadcasting field. Outlaw explained the different positions in the radio broadcasting industry as well

as representative salaries and entry level qualifications necessary for anyone interested in a career in radio broadcasting. She also made students aware of current openings at the Charleston SEU. The students were made aware of Bristol Broadcasting Company's EEO policies and were encouraged to visit the company's website for more information and to view job openings at the SEU.

- **Spring Career Fair – Marshall University** Charleston SEU Sales Manager Terri Outlaw took part in the Marshall University Career Expo on April 8, 2015. Outlaw manned a booth at the job fair and offered a pre-printed brochure about careers in broadcasting to all interested participants. She discussed representative salaries and entry-level requirements for the broadcasting industry. Outlaw also explained Bristol Broadcasting Company's EEO and recruitment policies and practices and advised students how they could learn about job openings at the SEU. She also took applications from those who wished to be considered for open position
- **Internship – Marshall University** An internship with the Charleston SEU was established for a student from Marshall University. SEU staff members including Program Director Wade Thornhill and Operations Manager Jeff Whitehead gave this intern opportunities to observe members of the air staff as they performed their regular duties. The student was also given hands-on training in the proper operation of studio audio equipment, audio editing software, and broadcast automation systems. Staff members helped the intern learn programming philosophy and the mechanics of a daily airshift. The student learned about radio promotions, remote broadcasts, and news gathering and reporting. The intern successfully completed all requirements of the internship.
- **Co-Sponsor Career and Employment Expo at West Virginia State University** The Charleston SEU (Bristol Broadcasting Company) co-sponsored and co-hosted the WVSU Career and Employment Expo on April 16, 2015, at West Virginia State University. The Charleston SEU contributed to advance planning and advertising of the event including a significant on-air recruitment and informational commercial schedule. Management of the SEU including Sales Manager Terri Outlaw participated on the day of the expo by manning an information booth where they answered 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. Participants were also informed of current available openings in the company and were encouraged to visit the Bristol Broadcasting website to see available positions at all of the Bristol Stations/Markets. Applications from interested persons for open positions at Bristol Broadcasting Company were also taken. Outlaw 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.
- **WVSU Career Services Advisory Group** On May 7, 2015, SEU Sales Manager Terri Outlaw participated as a member of the West Virginia State University Career Services Advisory Group. The Advisory Group meets regularly to advise the WVSU Office of Career Services on the employment needs and requirements of the local business community. The Advisory Group is continually evaluating and critiquing the effectiveness of WVSU's programs designed to move their graduates into the workforce. The

Advisory Group is charged with suggesting new initiatives and evaluating existing programs to maximize the impact on a large and diverse student body. Outlaw offered guidance on how students can best be prepared for opportunities in the broadcast business.

- **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 and in the broadcasting industry generally.

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.