

Bristol Broadcasting Company, Inc.

*Stations WSNQ(AM), WMEV-FM, WOLD-FM, WZVA(FM) and WUKZ(AM)
Comprising the Marion Station Employment Unit*

Annual EEO Public File Report

For the period of June 1, 2019 – May 31, 2020

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 Marion Station Employment Unit (“SEU” or “Marion SEU”) that is comprised of the above captioned stations, 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, 2019 and ending on May 31, 2020 (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 for the Marion SEU during the Applicable Period of this Annual Equal Employment Opportunity Report.

Vacancy Information

During the Applicable Period of this report 2 full-time vacancies were filled at the Marion Station Employment Unit. Below is a recap of the recruitment activities associated with these openings.

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Air Personality/Programmer	AllAccess.com
Sales Representative	On-air Announcements SEU Station(s)

Total number of persons interviewed during Applicable Period: 11

Recruitment Source Information

Notice of each of the three full-time vacancies that occurred during the Applicable Period for this report was posted on bulletin boards at the offices of SEU and was posted on the Bristol Broadcasting Company website "Employment" page which is hyperlinked from the websites of each of the Stations in the SEU. These notices emphasized that Bristol Broadcasting Company is an equal opportunity employer.

Notices of the full-time job openings were also sent to all organizations involved in assisting job seekers that had requested notice of such openings. A list of these Organizations That Had Requested Notice is shown below:

Shawnee Community College
Attention: Candy Eastwood
8364 Shawnee College Road
Ullin, IL 62992
Phone: 618-634-3353

UVA College at Wise
Attention: Mallory Mullins
1 College Avenue
Wise, VA 24293
Phone: 276-328-0126

National College of Business
Attention: Angie Williams
1328 Highway 11W
Bristol, TN 37620
Phone: 423-878-4440

Goodwill Industries
Attention: Erin Starnes
2017 Brookside Lane
Kingsport, TN 37660
Phone: 423-245-0600

ETSU Community Outreach
Attention: Keri Hale
603 Bert Street, Suite 209
Johnson City, TN 37601
Phone: 423-926-4376

Work Force One
Attention: Patti Nichols
P. O. Box 645
Abingdon, VA 24212
Phone: 276-676-0403

The Crumley House
Attention: Jessica Kerney
300 Urbana Road
Limestone, TN 37681
Phone: 423-257-3644

Virginia Highland Community College
Attention: Kim Morton
P. O. Box 828
Abingdon, VA 24212
Phone: 276-739-2590

Emory & Henry College
Attention: Amanda Gardner
P. O. Box 947
Emory, VA 23327
Phone: 276-944-6922

The Bristol Broadcasting Company Marion SEU sent notice of each of the full-time vacancies along with a request that the notice be propagated to any qualified job seeker to its list of Specialized Recruitment Sources. Below is the list of these Specialized Recruitment Sources:

Virginia Highlands Community College
Attention: Traci Mitchell
P.O. Box 828
Abingdon, VA 24212
Phone: 276-739-2547

Northeast State College
Career Services
Attention: Marquita Tittle
PO Box 246
Blountville, TN 37617
Phone: 423-354-2491

Emory & Henry College
Career Services
Attention: Amanda Gardner
PO Box 947
Emory, VA 24327
Phone: 276-944-6144

King College
 Career Services
 Attention: Elizabeth Graham
 1350 King College Road
 Bristol, TN 37620
 Phone: 423-652-4752

Smyth County Chamber of Commerce
 Attention: Sarah Gillespie
 214 West Main Street
 Marion, VA 24354
 Phone: 276-783-3161

Wythe County Chamber of Commerce
 Attention: Stephanie Parker
 150 East Monroe Street
 Wytheville, VA 24382
 Phone: 276-223-3365

Wytheville Community College
 Attention: Renee Thomas
 1000 East Main Street
 Wytheville, VA 24382
 Phone: 276-223-4752

Washington Co. Adult Learning Center
 Attention: Kenneth Litton
 848 Thompson Drive
 Abingdon, VA 24210
 Phone: 276-676-1999

NAACP
 Attention: Glodine Davis
 P. O. Box 1878
 Johnson City, TN 37605
 Phone: 423-283-2223

Virginia Employment Services
 Attention: Lisa Reedy
 121 Bagley Circle-RM 424
 Marion, VA 24354
 Phone: 276-706-8334

Additionally, notice of each of the full-time vacancies was posted on the *job bank* listings of the Virginia Association of Broadcasters and the Tennessee Association of Broadcasters websites. Notices of the sales representative position were posted on social media (Facebook). Notice of opening for the air personality/programmer position was also advertised on AllAccess.com, a website that has a job bank listing that is viewed by numerous persons seeking employment in the broadcast industry. Notice of the sales representative position was also aired on the Stations of the SEU.

Analysis of Interviewees by Source

As shown below 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:

AllAccess.com
Number of Interviewees Provided: 3

SEU Station(s) Bulletin Board(s)
Number of Interviewees Provided: 1

Word-of-Mouth (Walk-in Applicant)
Number of Interviewees Provided: 2

On-air Announcements SEU Station(s)
Number of Interviewees Provided: 5

The chart below gives an analysis of the total number of interviewees provided by each referral source for each of the vacancies filled during the Applicable Period of this report:

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Air Personality/Programmer	AllAccess.com	3
	SEU Station(s) Bulletin Board(s)	1
	Word-of-Mouth (Walk-in Applicant)	1
Sales Representative	On-air Announcements SEU Station(s)	5
	Word-of-Mouth (Walk-in Applicant)	1

Total number of persons interviewed during Applicable Period: 11

Supplemental Outreach Initiatives

Below is a listing of Supplemental Outreach Initiatives¹ seeking to provide increased awareness of employment opportunities in broadcasting and with Bristol Broadcasting Company that were undertaken during the Applicable Period of this Report:

- **Old Dominion University Internship** The Marion SEU established an internship with the Old Dominion University during the Summer of 2019. In the course of the internship, the Old Dominion University student was given a broad overview of various job responsibilities at the SEU Stations including on-air hosting, audio production, traffic and billing, advertising sales, and promotions. The intern “job-shadowed” several of the SEU employees as they performed the daily tasks. Management of the SEU discussed the hiring practices and the EEO policies and procedures of Bristol Broadcasting Company..
- **Co-Sponsor of Smyth County Opportunity Fair** During February 2020 the Marion SEU participated as a co-sponsor of the Smyth County Opportunity Fair scheduled to occur in April 2020. However, due to the coronavirus pandemic the event was cancelled in March 2020. The SEU plans to continue to work with the Smyth County Opportunity Fair when/if it is rescheduled.
- **Scholarship Established for Broadcasting Student** A scholarship intended to encourage broadcasting as a career choice was established by Bristol Broadcasting Company for the Marion SEU on May 1, 2020. A student with an interest in broadcasting as a career path and enrollment in one of the colleges in the Marion area will be selected to be the recipient of the cash scholarship. Local educators will be asked to nominate potential recipients for the scholarship. The scholarship will be awarded on an equal opportunity basis without regard to the race, color, national origin, religion, or gender of the candidates.
- **Outreach to Organizations That Help Job Seekers** To aid in the dissemination of information about vacancies and to make organization that regularly assist job seekers aware that they can be added to a list of entities that receive notice of all full-time opening at the Station Employment Unit, Bristol Broadcasting Company continually has posted on its corporate website (which is hyperlinked from all the SEU Stations’ websites) a notice to such organization encouraging them to request inclusion on the list. An online form is provided for convenience in requesting notice of vacancies.

As part of the preparation of this Report, an analysis of the recruitment activities and the overall efficacy of the EEO program of the Marion Station Employment Unit was made. After the analysis, SEU management concluded the its recruitment efforts were generally successful during the Applicable Period with any qualified individual who might wish to apply for an open position having multiple opportunities to learn about such openings.

¹ The management of the SEU notes that several supplemental outreach initiatives including career/job fairs that were scheduled for the Spring of 2020 were cancelled due to the coronavirus pandemic. The SEU will participate in such events when they are rescheduled.

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.