

# Bristol Broadcasting Company, Inc.

*Stations WHNK(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, 2020 – May 31, 2021*

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, 2020 and ending on May 31, 2021 (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 no full-time vacancies were filled at the Marion Station Employment Unit thus no recruitment was commenced or completed

## **Supplemental Outreach Initiatives**

Below is a listing of Supplemental Outreach Initiatives<sup>1</sup> 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:

- **Radford University Internship** During the winter/spring 2021, the Marion SEU established an internship with a student at Radford University. The intern was given a broad overview of various job responsibilities at the SEU Stations including on-air hosting, audio production, sports broadcasting, 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 with the intern.
- **Co-Sponsor of Smyth County Opportunity Fair** Commencing in January 2021, the Marion SEU participated in the planning as a co-sponsor of the Smyth County Opportunity Fair. The SEU pre-promoted the event with announcements on each of the SEU Stations and on the stations’ websites and social media. The SEU also manned a table at the event.
- **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 in April 2021. 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 the Covid-19 Pandemic subsides, the management of the SEU anticipates a more robust outreach effort including participation in job fairs and the establishment of new internship programs. 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.

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<sup>1</sup> The management of the SEU notes that several supplemental outreach initiatives including career/job fairs that were scheduled during the Applicable Period for this Report were cancelled due to the coronavirus pandemic. The SEU will participate in such events when they are rescheduled.