

# Bristol Broadcasting Company, Inc.

*Stations WNPC(AM), WLNQ(FM), and WSEV(AM)  
Comprising the Newport Station Employment Unit*

## **Annual EEO Public File Report**

*For the period of June 1, 2019 – March 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 Newport Station Employment Unit (“SEU” or “Newport 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 March 31, 2020 (the “Applicable Period”).<sup>1</sup>

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

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<sup>1</sup> Prior to the filing of the 2019 Annual EEO Public Report for this SEU, the current Newport SEU had been part of the Bristol Broadcasting Company Tri-Cities SEU. The Tri-Cities Station Employment Unit and the current Newport SEU are in the same Nielsen Audio Total Survey Area Market and DMA and many employees (including general manager, bookkeeping and payroll personnel, programmers and air personalities, news reporters, salespersons, commercial producers, engineers, etc.) are shared among the Tri-Cities SEU and the current Newport SEU. However; management believed that reporting the two SEU separately would give a more granular view of its recruitment efforts for the annual EEO public file reports and perhaps broader dissemination of job notices.

While the communities of license of Stations WNPC(AM), WSEV(AM), and WLNQ(FM) are all in Tennessee (Newport, Sevierville, and White Pine respectively) their Annual EEO Public File Reports were prepared and filed on the anniversary date of the filing of the licensee renewal applications for other station in the Tri-Cities SEU whose communities of license are in Virginia as is permitted by the Commission’s policies in cases where an SEU is comprised of stations with cities of license in multiple states. Filing as a separate SEU, the Newport SEU’s Annual EEO Public File Report will be placed in the public files of the Stations of the SEU on the anniversary date of the filing of licensee renewal applications for stations in Tennessee which is April 1st.

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.

## **Vacancy Information**

During the Applicable Period of this report no full-time vacancy occurred or none were filled at the Newport Station Employment Unit.

## **Supplemental Outreach Initiatives**

Below is a listing of Supplemental Outreach Initiatives 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:

- **Walters State Future Ready Expo** On January 15, 2020, the Newport SEU participated in the Future Ready Expo hosted by the Hamblen County Department of Education at the Walters State Expo Center. Approximately 1300 Hamblen and Jefferson County students attended the event. The SEU representatives, including Market Manager Louanna Ottinger, manned a booth at the event and distributed printed brochures with information about careers in broadcasting. The equal employment policies of Bristol Broadcasting Company and the SEU were highlighted in the printed materials that were handed out.
- **Cock County High School Career Fair** The Newport SEU co-sponsored a career/college fair hosted by the Cocke County Partnership on February 25, 2020, for approximately 800 students. The SEU helped with the planning for the event and aired announcements prior to the event to encourage participation. Market Manager Louanna Ottinger and other SEU representatives also manned a booth at the event and distributed printed brochures with information about careers in broadcasting. The equal employment policies of Bristol Broadcasting Company and the SEU were highlighted in the printed materials that were handed out.
- **Scholarship Established for Broadcasting Student** A scholarship intended to encourage broadcasting as a career choice was established by Bristol Broadcasting Company for the Newport SEU on March 1, 2020. A student with an interest in broadcasting as a career path and enrollment in one of the colleges in the Newport 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 at the Newport 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.

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.