

# 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 April 1, 2023 – March 31, 2024*

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 April 1, 2023 and ending on March 31, 2024 (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.

### **Vacancy Information**

During the Applicable Period of this report one full-time vacancy was filled at the Newport Station Employment Unit.

<b>Full-Time Position Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>
Sales Representative	On-air Announcements SEU Station(s)

Total number of persons interviewed during Applicable Period: 6

## **Recruitment Source Information**

Notice of the vacancy 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. Announcements regarding the opening were aired on all the Stations of the SEU for a two-week period. Notices of the job opening were also posted on the Stations social media. All these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer.

Notices of the full-time job opening 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 Newport SEU also sent notice of the full-time vacancy 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:

East Tennessee State University  
Career Services  
Attention: Ruth Wilbanks  
PO Box 70718  
Johnson City, TN 37614  
Phone: 423-439-4441

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

Tusculum College  
Career Services  
Attention: Robin Lay  
PO Box 5082  
Greeneville, TN 37743  
Phone: 423-636-7387

Milligan College  
Career Services  
Attention: John Paul Abner  
PO Box 500  
Milligan College, TN 37682  
Phone: 423-975-8013

Newport Chamber of Commerce  
Attention: Valarie Fancher  
433-B Prospect Avenue  
Newport, TN 37821  
Phone: 423-623-7201

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

Tennessee Employment Commission  
Attention: Sue Creasy  
1712 West State St.  
Bristol, TN 37620  
Phone: 423-989-6600

Virginia Employment Services  
 Attention: Danny Bartlett  
 192 East Bristol Road  
 Bristol, VA 24201  
 Phone: 276-642-7350

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

## **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:

On-air Announcements SEU Station(s) <u>Number of Interviewees Provided: 4</u>	Social Media (Facebook) <u>Number of Interviewees Provided: 1</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 1</u>
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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:

<b>Chart Showing Total Number Interviewees by Source for Each Vacancy</b>		
<b>Full-Time Position</b>	<b>Recruitment Sources of Interviewees</b>	<b>Total Referred by Source</b>
Sales Representative	On-air Announcements SEU Station(s)	4
	Social Media (Facebook)	1
	Word-of-Mouth (Walk-in Applicant)	1

Total number of persons interviewed during Applicable Period: 6

## **Analysis of Recruitment Efforts**

Concurrently with the filing of report, management of the Newport Station Employment Unit made analysis of the recruitment activities undertaken during the Applicable Period and of the overall efficacy of the EEO program at the SEU. Management found the recruitment efforts for the single full-time opening to be effective. A total of nine applications were received and six individuals, the ones who seemed to have basic qualifications, were interviewed. Management was aware of the extremely *tight* labor market that existed in the local area and nationwide during the period of this report and believed that the receipt of a significant number of applicants demonstrated that the efforts to propagate information about this full-time opening gave any qualified person who might have wanted to apply the opportunity to do so. The conclusion was made that the ongoing extremely tight labor market nationwide and the apparent lack of interest of new recruits to the broadcast industry stifled efforts to find even more qualified applicants. Management felt no changes in recruitment policies were warranted.

The standard recruitment, promotion, and retentions policies of the SEU were also reviewed and analyzed. After the review, management determined that its policies and practices were in keeping with the rules and goals of the FCC, the EEOC, and the Department of Labor relating to equal employment opportunities.

## **Supplemental Outreach Initiatives**

Below is a list of the Supplemental Outreach Initiatives undertaken by the SEU during the Applicable Period of this Report.

- **Cocke County High School Career Fair** Market Manager, Louanna Ottinger, and SEU marketing representative Lisha Cagle participated in a college and career fair hosted by Cocke County High School on February 27, 2024. The event was open to all High School aged students. Ottinger and Cagle manned a booth at the event and answered questions posed by those attending. Participants were provided with information regarding career choices in the radio broadcasting industry.
- **Co-Sponsorship of Tennessee Department of Labor & Workforce and American Job Center Job Fair** On March 14, 2024, the Newport SEU co-sponsored and helped plan and promote a job fair at the National Guard Armory in Newport. Market Manager Louanna Ottinger and Program Director Cody Early were on hand at the event to man a booth and to provide on-site publicity for the event. Ottinger and Early talked with the participants of the event about internship opportunities available at the Newport SEU and about how to apply for any full time or part-time positions when available. They also emphasized that Bristol Broadcasting Company is an equal opportunity employer. The Stations of the SEU also aired announcement prior to the event to encourage participation and SEU Station WNPC did a live broadcast from the event. The event was open to all.
- **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.

Bristol Broadcasting Company, Inc., the licensee of the Stations of the SEU, remains 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.