

Bristol Broadcasting Company, Inc.
*Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WPAD(AM),
WNGO(AM), WLLE(FM), WKYX-FM, WQQR(FM), and WDXR(AM)*
Comprising the Paducah Station Employment Unit
Annual EEO Public File Report
For the period of April 1, 2008 – March 31, 2009

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”) that is comprised of the above captioned stations (all licensed to Bristol Broadcasting Company, Inc.) and has been placed in the Public Inspection Files of these stations and posted on their websites as required.¹

The information contained in this Report covers the time period beginning on April 1, 2008, and ending on March 31, 2009 (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.

¹ While the community of license of Station WKYX-FM is in Illinois (Golconda) this Annual EEO Public File Report was prepared and filed on the anniversary date of the filing of the licensee renewal applications for Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WPAD(AM), WNGO(AM), WLLE(FM), WQQR(FM), and WDXR(AM) whose communities of license are in Kentucky as is permitted by the Commissions policies for station employment units comprised of stations whose cities of license are in two or more states.

Vacancy Information

A total of 10 full-time vacancies were filled for Paducah Station Employment Unit during the Applicable Period of this Report.

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Sales Representative	On-air Announcement (SEU Stations) ²
Sales Representative	On-air Announcement (SEU Stations) ²
Sales Representative	On-air Announcement (SEU Stations) ²
News Reporter	Word-of-Mouth (Walk-in Applicant)
Website Coordinator/Developer	Word-of-Mouth (Walk-in Applicant) ³
Website Coordinator/Developer	<i>The Paducah Sun</i> ³
Air Personality	SEU Stations' Websites
Sales Representative ⁴	On-air Announcement (SEU Stations) ⁵
Sales Representative ⁴	On-air Announcement (SEU Stations) ⁵
Air Personality ⁴	SEU Stations' Websites

Total number of persons interviewed during Applicable Period: 35

² Three Sales Representative positions were filled during the same recruitment period and using the same pool of applicants. A total of 11 persons were interviewed for the two vacancies.

³ Two Website Coordinator/Developer positions were filled during the same recruitment period and using the same pool of applicants. A total of 5 persons were interviewed for the two vacancies.

⁴ On January 8, 2009 Bristol Broadcasting Company received a request from Judy Calhoun that McCracken County Community Career Endowment, Inc., receive notice of all future full-time job openings at the Paducah SEU. This organization was added to the SEU's list of "Organizations Requesting Notice", and notice of all subsequent full-time vacancies that occurred during the Applicable Period was sent to this organization. This included notice of an opening for a Sales Representative (from which recruitment two sales representatives were hired) and notice of an Air Personality vacancy.

⁵ Two Sales Representative positions were filled during the same recruitment period and using the same pool of applicants. A total of 11 persons were interviewed for the two vacancies.

Recruitment Source Information

Notice of each of the full-time vacancies was posted on bulletin boards at the offices of Bristol Broadcasting Company, was aired on the stations in the Paducah Station Employment Unit, and was posted on the websites of each of the stations in the Station Employment Unit. Notice announcing each full-time vacancy was also published in *The Paducah Sun*, a newspaper with the largest circulation in the Paducah area. Each of these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer.

Additionally, notice of each of the full-time job openings was sent to the following organizations⁶ that had requested notice of such openings:

Easter Seals Employment Connection
Attention: Mooy Harris
2229 Mildred Street
Paducah, KY 42001
Phone: (270) 444-9680

West Kentucky Community College
Attention: Tina White
P. O. Box 7380
Paducah, KY 42002
Phone: (270) 534-3425

Shawnee Community College
Attention: Leslie Cornelious-Weldon
8364 Shawnee College Road
Ullin, IL 62992
Phone: (618) 634-3337

McCracken Community Career Endowment⁶
Attention: Judy Calhoun
401 Kentucky Avenue, Suite FR2
Paducah, KY 42001
Phone: (270) 444-6962

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.

Asbury College
Attention: Donna Flanigan
1 Macklem Drive
Wilmore, KY 40390
Phone: (859) 858-3511

Career Services Office MSU
Attention: Marlo Rhodes
210 Ordway Hall
Murray, KY 42071
Phone: (270) 762-4415

Christ Temple Apostolic Church
Attention: Anthony Walton
523 North 12th Street
Paducah, KY 42001
Phone: (270) 575-3823

Diversity on the Go Newspaper
Attention: Sherona Crim
P. O. Box 9622
Paducah, KY 42002
Phone: (270) 575-3069

Greater Lincoln Height Baptist Church
Attention: Rev. Alfred Anderson
1324 Bloomfield Avenue
Paducah, KY 42001
Phone: (270) 442-0070

Greater Love Baptist Church
Attention: W. G. Harvey
1249 N. 12th Street
Paducah, KY 42001
Phone: (270) 443-7161

Harrison Street Baptist Church
Attention: James Hudson
1126 Harrison Street
Paducah, KY 42001
Phone: (270) 442-8946

Interracial Women's Group
Attention: Sherona Crim
1409 Langstaff Avenue
Paducah, KY 42001
Phone: (270) 575-3069

Margaret Hank Memorial
Attention: Debbie Hayes
1526 Park Avenue
Paducah, KY 42001
Phone: (270) 443-3680

⁶ On January 8, 2009 Bristol Broadcasting Company received a request from Judy Calhoun that McCracken County Community Career Endowment, Inc., receive notice of all future full-time job opening at the Paducah SEU. This organization was added to the SEU's list of "Organizations Requesting Notice", and notice of the all subsequent full-time vacancies that occurred during the Applicable Period were sent to this organization. This included notice of an opening for a Sales Representative (from which recruitment two sales representatives were hired) and notice of an Air Personality vacancy.

Moody Bible Institute of Chicago
Attention: Patrick Friedline
820 N. La Salle Blvd.
Chicago, IL 60610
Phone: (312) 329-4000

Mount Moriah MBC
Attention: Deborah Spaulding
P. O. Box 2831
Paducah, KY 42002
Phone: (270) 443-3714

Murray State University
Attention: Dr. Debbie Owens
116-B Wilson Hall
Murray, KY 42071
Phone: (270) 809-6318

NAACP Job Bank
Attention: J. W. Cleary
505 S. 8th Street
Paducah, KY 42003
Phone: (270) 443-5430

Oakalone Christian Church
Attention: Tevis Shaw
P. O. Box 246
West Paducah, KY 42086
Phone: (270) 443-8644

Paducah City Hall
Attention: Human Resources
P. O. Box 247
Paducah, KY 42002-0247
Phone: (270) 444-8800

Paducah Housing Authority
Attention: Arthur Davenport
2330 Ohio Street
Paducah, KY 42003
Phone: (270) 443-3634

Paducah Human Rights Commission
Attention: Stan Beauchamp
300 south 5th Street
Paducah, KY 42001
Phone: (270) 444-8644

Paducah Technical College
Attention: Elizabeth Medley
509 S. 30th Street
Paducah, KY 42001
Phone: (270) 444-9676

Radio Inc.
Attention: Tom Elmo
224 Datura Street – Suite 1015
West Palm Beach, FL 33401
Phone: (561) 655-8778

St. James CME Church
Attention: Pastor Amariah McIntosh
808 Tennessee Street
Paducah, KY 42001
Phone: (270) 575-3498

Trevecca Nazarene University
Attention: David Deese
333 Murfreesboro Road
Nashville, TN 37210
Phone: (615) 248-1200

University of Tennessee
Attention: :Rodney Freed
305 Gooch Hall
Martin, TN 38238
Phone: (731) 881-7532

Ware Memorial C.O.G.I.C.
Attention: Virginia McClure
1145 North 11th Street
Paducah, KY 42001
Phone: (270) 575-0960

Washington Street Baptist Church
Attention: Kathy Harris
721 Washington Street
Paducah, KY 42001
Phone: (270) 442-8033

West Kentucky Community College
Attention: Paula Armon
P. O. Box 7380
Paducah, KY 42002
Phone: (270) 534-3492

Western Kentucky University
Attention: Peter Bryant
1 Big Red Way
Bowling Green, KY 42101
Phone: (270) 745-5489

Women's Club of Paducah
Attention: Merryman Kemp
309 N. 8th Street
Paducah, KY 42001-1029
Phone: (270) 442-4134

Pad Business & Professional Women
Attention: Audrey Lee
825 Madison Street
Paducah, KY 42001
Phone: (270) 210-5195

Additionally, notice of each of the vacancies that involved “on-air” duties was posted on www.allaccess.com, an industry website that has a job bank listing that is viewed by numerous persons seeking employment in the broadcast industry.

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:

Murray State University <u>Number of Interviewees Provided: 1</u>	Western Kentucky University <u>Number of Interviewees Provided: 0</u>	Interracial Women's Group <u>Number of Interviewees Provided: 0</u>
NAACP Job Bank <u>Number of Interviewees Provided: 0</u>	Radio Inc. <u>Number of Interviewees Provided: 0</u>	Div On The Go Newspaper <u>Number of Interviewees Provided: 0</u>
Trevecca Nazarene University <u>Number of Interviewees Provided: 0</u>	Moody Bible Institute of Chicago <u>Number of Interviewees Provided: 0</u>	Women's Club of Paducah <u>Number of Interviewees Provided: 0</u>
University of Tennessee <u>Number of Interviewees Provided: 0</u>	Washington Street Baptist Church <u>Number of Interviewees Provided: 0</u>	Asbury College <u>Number of Interviewees Provided: 0</u>
Greater Love Baptist Church <u>Number of Interviewees Provided: 0</u>	Harrison Street Baptist Church <u>Number of Interviewees Provided: 0</u>	Christ Temple Apostolic Church <u>Number of Interviewees Provided: 0</u>
Mount Moriah MBC <u>Number of Interviewees Provided: 0</u>	St. James CME Church <u>Number of Interviewees Provided: 0</u>	Ware Memorial C.O.G.I.C. <u>Number of Interviewees Provided: 0</u>
Pad Business & Professional Women <u>Number of Interviewees Provided: 0</u>	Paducah City Hall <u>Number of Interviewees Provided: 0</u>	Paducah Human Rights Commission <u>Number of Interviewees Provided: 0</u>
Oakalone Christian Church <u>Number of Interviewees Provided: 0</u>	Career Services Office MSU <u>Number of Interviewees Provided: 0</u>	Paducah Housing Authority <u>Number of Interviewees Provided: 0</u>
West Kentucky Community College <u>Number of Interviewees Provided: 0</u>	Margaret Hank Memorial <u>Number of Interviewees Provided: 0</u>	Paducah Technical College <u>Number of Interviewees Provided: 0</u>
Greater Lincoln Height Baptist Church <u>Number of Interviewees Provided: 0</u>	Easter Seals Employment Connection <u>Number of Interviewees Provided: 0</u>	Shawnee Community College <u>Number of Interviewees Provided: 0</u>
<i>The Paducah Sun</i> <u>Number of Interviewees Provided: 5</u>	AllAccess.com <u>Number of Interviewees Provided: 2</u>	McCracken Com. Career Endowment <u>Number of Interviewees Provided: 0</u>
SEU Station(s) Website(s) <u>Number of Interviewees Provided: 4</u>	SEU Stations Bulletin Boards <u>Number of Interviewees Provided: 0</u>	On-air Announcement (SEU Stations) <u>Number of Interviewees Provided: 17</u>
Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 6</u>		

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Sales Representative	On-air Announcement (SEU Stations)	7
	Word-of-Mouth (Walk-in Applicant)	2
	SEU Stations' Websites	1
	Murray State University	1
Sales Representative	(See "Sales Representative" above – three positions filled during same recruitment period)	
Sales Representative	(See "Sales Representative" above – three positions filled during same recruitment period)	
News Reporter	Word-of-Mouth (Walk-in Applicant)	1
Website Coordinator	<i>The Paducah Sun</i>	3
	On-air Announcement (SEU Stations)	1
	Word-of-Mouth (Walk-in Applicant)	1
Website Coordinator	(See "Website Coordinator" above – two positions filled during same recruitment period)	
Air Personality	On-air Announcement (SEU Stations)	1
	AllAccess.com	1
	Word-of-Mouth (Walk-in Applicant)	1
	SEU Stations' Websites	1
Sales Representative	On-air Announcement (SEU Stations)	8
	<i>The Paducah Sun</i>	2
	Word-of-Mouth (Walk-in Applicant)	1
Sales Representative	(See "Sales Representative" above – two positions filled during same recruitment period)	
Air Personality	SEU Stations' Websites	2
	AllAccess.com	1

Total number of persons interviewed during Applicable Period: 35

Analysis of Effective of EEO Recruitment Program

An analysis of the effectiveness of the EEO recruitment program at Bristol Broadcasting Company's Paducah SEU was completed as part of the preparation of this Annual EEO Public File Report.

The analysis was commenced with a review of the recruitment sources used by the Paducah SEU. The list of *Specialized Recruitment Sources* was examined and was found to have reach into many diverse segments of the population. Bristol Broadcasting Company concluded that these sources were sufficient to give adequate dissemination of job notices to all segments.

One additional organization requested to be notified of future job vacancies at the SEU and was added to the list of *Organizations Requesting Notice*. While the addition of this entity to the list brought the total number of organizations requesting notice to only four, Bristol Broadcasting Company believed that its efforts to make organizations involved in helping job seekers aware that they could receive notice of openings had been successful. The SEU stations will continue

to air announcements notifying organizations that they can be added to a list of entities that receive notifications of job vacancies at the SEU. Notice to such organizations will continue to be posted on the stations' websites, and will be reiterated by SEU management at seminars, career events, and public meetings where appropriate.

During the Applicable Period of this report (as during the immediately preceding period), nearly half (17 out of 35) of all the interviewees responded after hearing announcements about the job openings on one of the stations of the SEU. A total of five interviewees saw an advertisement with vacancy information in *The Paducah Sun* and two saw a posting on AllAccess.com. It is noted that a majority of the openings that were filled during the Applicable Period were for sales positions. The local newspaper has historically been more productive for sales and clerical positions while the broadcast industry website, AllAccess.com, has more productive in supplying interviewees for on-air positions. The SEU Stations' websites generated four interviewees, and one interviewee was referred by a *Specialized Recruitment Source*, Murray State University. Finally, six applicants learned about vacancies through *word-of-mouth* or simply walked in to apply for any open position during a recruitment period. No interviewees were referred by *Organizations Requesting Notice*.

For most vacancies, the Bristol Broadcasting Company received an ample number of applications and had several interviewees with sufficient qualifications.

After a complete review of the recruitment practices of the SEU, Bristol Broadcasting Company believed that by sending notices of job vacancies to its list of *Specialized Recruitment Sources* and *Organizations Requesting Notice*, by airing announcements on the stations of the SEU, by posting notices on the SEU Stations' websites and on bulletin boards in the offices of the SEU, by posting notices on broadcast industry websites, by placing advertisements in the local newspaper, and by encouraging *word-of-mouth* propagation, wide dissemination of all job openings will be achieved and that any interested and qualified person will have ample opportunity to learn about job openings at the SEU.

Supplemental Outreach Initiatives

During the Applicable Period, Bristol Broadcasting Company completed the following Supplemental Outreach Initiatives seeking to provide increased awareness of employment opportunities in broadcasting and with Bristol Broadcasting Company:

- **Murray State University Summer Internship** During the summer of 2008, a student at Murray State University was provided an internship with the Paducah SEU primarily training with Station WQQR. In addition to learning some of the broadcasting basics, this student was given hands-on training in radio promotions. She attended, observed, and assisted with several on-site promotional events including an ice cream festival, a truck giveaway, and high school sports events. The intern was made aware of Bristol Broadcasting Company's employment practices and equal employment opportunities policies.
- **Murray State University Fall Internship** A Murray State University student was given an internship with Bristol Broadcasting Company during the fall of 2008 and into the winter of 2009. The student's primary interest was in marketing and events planning.

The intern was allowed to job shadow with the promotions staff of the SEU. Her shadowing including activities surrounding Monday Night Football promotions and collection drives for Toys for Tots. Management of the SEU discussed the company's EEO policies and procedures with the intern.

- **Hosted Leadership Paducah** On January 8, 2009, Bristol Broadcasting Company hosted approximately 30 members of Leadership Paducah at the offices and studios of the Paducah SEU. General Manager Gary Morse, Sales Manager Jamie Futrell, Operations Manager Jeff Lawrence, Program Director Bobby Cook, and other staff members participated in discussions about the daily activities that occur at the stations of the SEU. The group toured the studios and production areas and were given demonstrations showing how broadcast equipment works, how commercials are produced, and how the daily programming is produced. Information about future employment possibilities in radio broadcasting and with Bristol Broadcasting Company was given to the group during the event.
- **Murray State University Career Fair** On March 4, 2009, the Paducah SEU participated in the Murray State University Career and Internship Fair. A booth at the career fair was manned by Program Director Nick Black and other SEU employees. Pre-printed brochures about employment opportunities in radio broadcasting and Bristol Broadcasting Company's EEO and hiring policies were distributed to interested participants. Black also gave additional information about Bristol Broadcasting Company and answered any questions posed by numerous students.

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.