

**Bristol Broadcasting Company, Inc.**  
*Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WPAD(AM),  
WNGO(AM), WLLE(FM), WKYX-FM, WQQR(FM), WDXR(AM) and W258AN*  
**Comprising the Paducah Station Employment Unit**  
**Annual EEO Public File Report**  
*For the period of April 1, 2009 – March 31, 2010*

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.<sup>1</sup>

The information contained in this Report covers the time period beginning on April 1, 2009, and ending on March 31, 2010 (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.

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<sup>1</sup> 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), WDXR(AM) and W258AN 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.

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.

## **Vacancy Information**

A total of 4 full-time vacancies were filled for Paducah Station Employment Unit during the Applicable Period of this Report.

<b>Full-Time Position Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>
Sales Representative	On-air Announcement (SEU Stations)
Sales Representative	SEU Stations' Websites
Sales Representative	On-air Announcement (SEU Stations)
Sales Representative <sup>2</sup>	Word-of-Mouth (Walk-in Applicant)

Total number of persons interviewed during Applicable Period: 10

## **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 Mayfield Messenger*, a newspaper with general circulation in the area. Each of these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer.

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<sup>2</sup> Bristol Broadcasting Company employs only two full-time sales representatives for AM stations WNGO, WDXR, and WPAD and WKYX. In February 2010, one of these two sales representative had a fall causing a serious head injury resulting in an inability to return to work full-time for an extended period. Shortly thereafter the remaining AM sales representative resigned unexpectedly creating this opening and leaving Bristol Broadcasting Company without assistance to the present clients on the AM stations. Because of this exigent circumstance and because a full recruitment for a sales representative opening had only recently been completed, the SEU completed only a partial recruitment program for this Sales Representative position. Notice was sent to all Specialized Recruitment Sources and to Organizations Requesting Notice and an ad was placed in the *Mayfield Messenger*, a local newspaper. The SEU management believed that the applicant pool from the recently completed recruitment for a sales representative was adequately fresh and that it was unlikely that further recruitment activities would produce additional qualified applicants.

Additionally, notice of each of the full-time job openings was sent to the following organizations 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 Endowment  
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 12<sup>th</sup> 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. 12<sup>th</sup> 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

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. 8<sup>th</sup> Street  
Paducah, KY 42003  
Phone: (270) 443-5430

Oakalone Christian Church  
Attention: Tevis Shaw  
P. O. Box 246  
West Paducah, KY 42086  
Phone: (270) 442-8644

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 5<sup>th</sup> Street  
Paducah, KY 42001  
Phone: (270) 444-8644

Paducah Technical College  
Attention: Elizabeth Medley  
509 S. 30<sup>th</sup> 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 11<sup>th</sup> 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. 8<sup>th</sup> 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

## **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  
Number of Interviewees Provided: 0

Western Kentucky University  
Number of Interviewees Provided: 0

Interracial Women's Group  
Number of Interviewees Provided: 0

NAACP Job Bank  
Number of Interviewees Provided: 0

Radio Inc.  
Number of Interviewees Provided: 0

Div On The Go Newspaper  
Number of Interviewees Provided: 0

Trevecca Nazarene University  
Number of Interviewees Provided: 0

Moody Bible Institute of Chicago  
Number of Interviewees Provided: 0

Women's Club of Paducah  
Number of Interviewees Provided: 0

University of Tennessee  
Number of Interviewees Provided: 0

Washington Street Baptist Church  
Number of Interviewees Provided: 0

Asbury College  
Number of Interviewees Provided: 0

Greater Love Baptist Church  
Number of Interviewees Provided: 0

Harrison Street Baptist Church  
Number of Interviewees Provided: 0

Christ Temple Apostolic Church  
Number of Interviewees Provided: 0

Mount Moriah MBC  
Number of Interviewees Provided: 0

St. James CME Church  
Number of Interviewees Provided: 0

Ware Memorial C.O.G.I.C.  
Number of Interviewees Provided: 0

Pad Business & Professional Women  
Number of Interviewees Provided: 0

Paducah City Hall  
Number of Interviewees Provided: 0

Paducah Human Rights Commission  
Number of Interviewees Provided: 0

Oakalone Christian Church  
Number of Interviewees Provided: 0

Career Services Office MSU  
Number of Interviewees Provided: 0

Paducah Housing Authority  
Number of Interviewees Provided: 0

West Kentucky Community College  
Number of Interviewees Provided: 0

Margaret Hank Memorial  
Number of Interviewees Provided: 0

Paducah Technical College  
Number of Interviewees Provided: 0

Greater Lincoln Height Baptist Church  
Number of Interviewees Provided: 0

Easter Seals Employment Connection  
Number of Interviewees Provided: 0

Shawnee Community College  
Number of Interviewees Provided: 0

*The Mayfield Messenger*  
Number of Interviewees Provided: 0

Word-of-Mouth (Walk-in Applicant)  
Number of Interviewees Provided: 3

McCracken Com. Career Endowment  
Number of Interviewees Provided: 0

SEU Station(s) Website(s)  
Number of Interviewees Provided: 3

SEU Stations Bulletin Boards  
Number of Interviewees Provided: 0

On-air Announcement (SEU Stations)  
Number of Interviewees Provided: 4

<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 Announcement (SEU Stations)	2
	Word-of-Mouth (Walk-in Applicant)	1
	SEU Stations' Websites	1
Sales Representative	SEU Stations' Websites	2
	Word-of-Mouth (Walk-in Applicant)	1
Sales Representative	On-air Announcement (SEU Stations)	2
Sales Representative	Word-of-Mouth (Walk-in Applicant)	1

Total number of persons interviewed during Applicable Period: 10

### **Analysis of Effective of EEO Recruitment Program**

Concurrently with the preparation of this Annual EEO Public File Report, an analysis of the effectiveness of the EEO recruitment program at Bristol Broadcasting Company's Paducah SEU was completed. It is noted, however, that only limited number (four) positions were filled during the Applicable Period of this report, and all four opening were for advertising sales representatives.

During the Applicable Period of this report, most interviewees learned about the opening for which they applied from announcements aired on the Stations of the SEU. Four of the ten interviewees came from this source. Three other interviewees saw notice about an opening on the SEU Stations' Websites (all job openings are posted on the Bristol Broadcasting Company corporate website with hyperlinks to each of the individual station's websites). The remaining three interviewees were learned about openings at the Paducah SEU by word-of-mouth.

Particularly with opening for sale representatives, the local newspaper is usually productive in referring interviewees but none came from this source during the Applicable Period of this report.

Bristol Broadcasting Company again review it list of Specialized Recruitment Sources and found it to be adequately diverse with reach to most segments of the population. No new sources were identified or added to the list. Although few organizations have requested notice of opening at the SEU, Bristol Broadcasting Company will continue to air announcements reminding organizations that help job seekers 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, Bristol Broadcasting Company received an ample number of applications, conducted several interviews and found qualified candidates for each open position.

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:

- **Broadcasting Employment Research Project** The Paducah SEU of Bristol Broadcasting Company worked jointly with Murray State University on a project to show students possible employment opportunities in audience/marketing research for radio broadcasting. SEU Operations Manager Bobby Cook and Sales Manager Jamie Futrell worked with five Murray State University students on this two-month long project that produced a local student shopping survey.
- **Career Fair at Shawnee Community College** On April 15, 2009, the Paducah SEU participated in a career fair at Shawnee Community College. In addition to handing out pre-printed brochures about employment opportunities in radio broadcasting and Bristol Broadcasting Company's EEO and hiring policies brochures, air-personalities Shane Parker and Martha Lynn English discussed aspects of on-air broadcasting with numerous students.
- **University of Illinois Student Internship** During the summer of 2009, Bristol Broadcasting Company established an internship with the University of Illinois. A student

was given the opportunity to *job-shadow* with the WKYX-AM/FM news department. The intern was given direct supervision by News Director Donna Groves and was given instructions and opportunities to participate in all functions of news gathering, writing and delivery.

- **Murray State University Summer Internship** The Paducah SEU established a summer internship with Murray State University. A student with interest in marketing and advertising was given hands-on training with the sales department at the SEU. In addition to learning about how to put together marketing plans and commercial schedules, the student was permitted to ride along with Kevin Renegarbe, an SEU account executive, on actual sales calls.
- **Murray State University Fall Career Fair** On October 7, 2009, the Paducah SEU participated in the Murray State University Career Fair. A booth at the career fair was manned by Program Director Jeff Lawrence and Promotions Director Nick Smith. Pre-printed brochures about employment opportunities in radio broadcasting and Bristol Broadcasting Company's EEO and hiring policies were distributed to interested participants. Lawrence and Smith answered any questions posed by the students.
- **Murray State University Spring Career Fair** Bristol Broadcasting Company participated in the Murray State University Spring Career Fair on March 3, 2010. SEU Program Director Jeff Lawrence and Promotions Director Nick Smith met with numerous students at the career fair to discuss careers in broadcasting and Bristol Broadcasting Company's hiring policies and practices. Pre-printed brochures about employment opportunities in radio broadcasting were distributed to interested participants.

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.