

Bristol Broadcasting Company, Inc.
*Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WPAD(AM),
WNGO(AM), WLLE(FM), WKYX-FM, WQQR(FM), WDXR(AM), W238AN and W258AN
Comprising the Paducah Station Employment Unit*
Annual EEO Public File Report
For the period of April 1, 2010 – March 31, 2011

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, 2010, and ending on March 31, 2011 (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 commonly owned Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WPAD(AM), WNGO(AM), WLLE(FM), WQQR(FM), WDXR(AM), W238AN and W258AN whose communities of license are in Kentucky as is permitted by the Commission’s policies for station employment units comprised of stations whose cities of license are in two or more states.

Vacancy Information

A total of 14 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
Weekend Manager	Word-of-Mouth (Walk-in Applicant)
Sales Representative	Word-of-Mouth (Walk-in Applicant)
Air Personality	Word-of-Mouth (Walk-in Applicant)
Air Personality	SEU Office Bulletin Boards ²
Air Personality	SEU Office Bulletin Boards ²
Sales Representative	Word-of-Mouth (Walk-in Applicant) ³
General Manager	No Recruitment / Exigent Circumstance ⁴
Office / Clerical	Word-of-Mouth (Walk-in Applicant)
Air Personality	Word-of-Mouth (Walk-in Applicant) ⁵
Air Personality	On-air Announcement (SEU Stations) ⁵
Sales Representative	Word-of-Mouth (Walk-in Applicant) ⁶
Sales Representative	Job Fair ⁶
Sales Representative	Job Fair ⁶
Air Personality	Word-of-Mouth (Walk-in Applicant)

Total number of persons interviewed during Applicable Period: 30

² Two air personality positions were filled during a single recruitment period using the same pool of applicants.

³ No recruitment activities were done for this position since recruitment for a sales representative position had been completed within the preceding 90 days. The SEU management believed that the applicant pool from the recently completed recruitment was adequately fresh and that it was unlikely that further recruitment activities would produce additional qualified applicants.

⁴ The death of the long-time (more than two decades) General Manager created a vacancy in a very crucial position at the Paducah Station Employment Unit. The urgency to fill the position was amplified greatly by the distance between the Bristol Broadcasting Company headquarters in Bristol, Virginia, and the SEU in Paducah, Kentucky, making day-to-day oversight by corporate directors impractical. Thus, in this exigent circumstance the SEU General Sales Manager was elevated to General Manager while retaining his sales management duties. Further, company officials believed that even if the urgency to fill the position could be mitigated the General Sales Manager was so exceptionally and uniquely qualified for the General Manager position at the SEU that no comparable candidate would likely be found.

⁵ Two air personality positions were filled during a single recruitment period using the same pool of applicants.

⁶ Three sales representative positions were filled during a single recruitment period using the same pool of applicants.

Recruitment Source Information

Notice of each of the full-time vacancies for which recruitment was endeavored 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 most of the full-time vacancy was also posted on www.WestKentuckyStar.com, a general news website operated by Bristol Broadcasting Company and was published in *The Paducah Sun*, a newspaper with general circulation in the area. Openings for on-air positions were also advertised on AllAccess.com, a website that has a job bank listing that is viewed by numerous persons seeking employment in the broadcast industry. Each of these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer. Management of the Paducah SEU also made information about opening available at local career fairs.

Organizations Requesting Notice

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

Specialized Recruitment Sources

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 qualified job seekers.

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

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) 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 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

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 Paducah Sun
Number of Interviewees Provided: 2

Word-of-Mouth (Walk-in Applicant)
Number of Interviewees Provided: 11

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: 3

On-air Announcement (SEU Stations)
Number of Interviewees Provided: 7

AllAccess.com
Number of Interviewees Provided: 2

Job Fair(s)
Number of Interviewees Provided: 2

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Weekend Manager	Word-of-Mouth (Walk-in Applicant) <i>The Paducah Sun</i>	1 1
Sales Representative	On-air Announcement (SEU Stations) Word-of-Mouth (Walk-in Applicant) SEU Stations' Websites	4 2 2
Air Personality	On-air Announcement (SEU Stations) Word-of-Mouth (Walk-in Applicant)	1 1
Air Personality	SEU Stations' Office Bulletin Boards AllAccess.com Word-of-Mouth (Walk-in Applicant)	3 1 1
Air Personality	(Statistics included in "Air Personality" recap above. Two air personality positions filled from same recruitment pool. – See Footnote 2)	
Sales Representative	(Statistics included in "Sales Representative" recap above. Position filled from applicant pool from recently completed recruitment. – See Footnote 3)	
General Manager	(No recruitment – Exigent circumstances – See Footnote 4)	
Office / Clerical	On-air Announcement (SEU Stations) Word-of-Mouth (Walk-in Applicant) <i>The Paducah Sun</i>	1 1 1
Air Personality	On-air Announcement (SEU Stations) Word-of-Mouth (Walk-in Applicant)	1 1
Air Personality	(Statistics included in "Air Personality" recap above. Two air personality positions filled from same recruitment pool. – See Footnote 5)	
Sales Representative	Job Fair(s) Word-of-Mouth (Walk-in Applicant) SEU Stations' Websites	2 2 1
Sales Representative	(Statistics included in "Sales Representative" recap above. Three Sales Representative positions filled from same recruitment pool. – See Footnote 6)	
Sales Representative	(Statistics included in "Sales Representative" recap above. Three Sales Representative positions filled from same recruitment pool. – See Footnote 6)	
Air Personality	Word-of-Mouth (Walk-in Applicant) AllAccess.com	2 1

Total number of persons interviewed during Applicable Period: 30

Analysis of Effectiveness 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. This analysis included a review of the sources utilized by the SEU for recruitment.

While the list of Specialized Recruitment Sources was found to be extensive and representative of the broader market served by the SEU, notices to a few of the sources were returned as undeliverable during the reporting period. Efforts were undertaken to contact these sources to update their contact information.

The assessment of the recruitment effectiveness revealed that some sources that had been productive during earlier reporting periods were less so for the Applicable Period of this report. For example, local newspaper ads only provided two interviewees although newspaper notices had been more effective in previous periods particularly for recruiting applicants for sales or clerical positions. [Newspaper ads were noted to be less effective during the immediately preceding reporting period as well.] AllAccess.com was likewise less efficient in furnishing applicants for on-air positions. Announcements aired on the Stations of the SEU, however, again brought in several applicants and interviewees, and vacancy notices posted on the SEU Stations' Websites proved productive. [All job openings are posted on the Bristol Broadcasting Company corporate website with hyperlinks to each of the individual station's websites.] Even so, more interviewees heard about the vacancies for which they applied by word of mouth or simply applied not knowing if an opening existed.

Despite notices inviting organizations that help job seekers to request notice of all openings at the SEU being aired on the Stations of the SEU and being posted on the Stations' websites, no new organizations requested notices during the Applicable Period of this report. Notice to such organizations will continue to be aired on the Stations of the SEU, posted on the stations' websites, and 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 and found qualified candidates for each open position.

After this complete review of the recruitment practices of the SEU, Bristol Broadcasting Company continues to believe 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 to diverse segments of the community 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:

- **Entities Helping Job Seekers Outreach** Throughout the Applicable Period of this report the Stations of the Paducah SEU aired announcements to notify organizations that regularly assist job seekers that they can be added to a list of entities that receive

information about of job vacancies at the SEU. These announcements were designed to provide greater awareness of job opportunities with Bristol Broadcasting Company. During the Applicable Period approximately 1,000 announcements were aired on the stations of the SEU.

- **Internship with West Kentucky Community and Technical College** During the fall of 2010, the Paducah SEU provide an internship opportunity to a student from the West Kentucky Community and Technical College. While job-shadow with the WKYX-AM/FM news department, the intern was directly supervised by News Director Donna Groves. Instructions relating to news gathering, writing and delivery were given to the intern.
- **Murray State University Fall Career Fair** On October 13, 2010, Program Director Jeff Lawrence and Promotions Director Nick Smith manned a booth at the Murray State University Fall Career Fair. Pre-printed brochures about employment opportunities in radio broadcasting and Bristol Broadcasting Company's EEO and hiring policies were distributed to interested participants. Current openings with the Paducah SEU were also advertised at the career fair, and applications from interested persons were taken. Lawrence and Smith answered any questions posed by the students.
- **Murray State University Spring Career Fair** The Paducah SEU participated in the Murray State University Spring Career Fair on March 8, 2011. 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. Information about active vacancies at the Paducah SEU was also posted at the career fair, and applications were taken from those interested.

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.