

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, 2011 – March 31, 2012

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, 2011, and ending on March 31, 2012 (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 4 full-time vacancies were filled for Paducah Station Employment Unit during the Applicable Period of this Report. Additionally, full recruitment activities were undertaken for a part-time position.

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Assistant Engineer	Word-of-Mouth (Walk-in Applicant)
Air Personality	SEU Office Bulletin Boards
Air Personality	SEU Office Bulletin Boards
Sales Representative	Word-of-Mouth (Walk-in Applicant)
National Sales Coordinator (Part-time)	<i>The Paducah Sun</i>

Total number of persons interviewed during Applicable Period: 27

Recruitment Source Information

Notice of each of the (full-time and part-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. Openings for the two on-air positions and the assistant engineer position 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. Notice announcing the national sales coordinator position 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. 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 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

JU Kevil
Melissa Parchman
Via email
mparchman@jukevil.com
Phone (270) 247-5396

Specialized Recruitment Sources

Below is a listing of the Specialized Recruitment Sources utilized by Bristol Broadcasting Company for each 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

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

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

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

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

Kentucky Broadcasters Association
Website Job Bank

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: 0</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>	JU Kevil <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>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 6</u>	McCracken Com. Career Endowment <u>Number of Interviewees Provided: 0</u>
SEU Station(s) Website(s) <u>Number of Interviewees Provided: 2</u>	SEU Stations Bulletin Boards <u>Number of Interviewees Provided: 6</u>	On-air Announcement (SEU Stations) <u>Number of Interviewees Provided: 2</u>
AllAccess.com <u>Number of Interviewees Provided: 6</u>	Job Fair(s) <u>Number of Interviewees Provided: 0</u>	WestKentuckyStar.com <u>Number of Interviewees Provided: 0</u>

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Assistant Engineer	AllAccess.com	4
	SEU Stations' Office Bulletin Boards	2
	Word-of-Mouth (Walk-in Applicant)	2
Air Personality	AllAccess.com	2
	SEU Stations' Office Bulletin Boards	1
Air Personality	SEU Stations' Office Bulletin Boards	3
Sales Representative	On-air Announcement (SEU Stations)	1
	Word-of-Mouth (Walk-in Applicant)	1
Sales Coordinator	<i>The Paducah Sun</i>	5
	Word-of-Mouth (Walk-in Applicant)	3
	SEU Stations' Websites	2
	On-air Announcement (SEU Stations)	1

Total number of persons interviewed during Applicable Period: 27

Analysis of Effective of EEO Recruitment Program

While compiling data for this report, Bristol Broadcasting Company made an analysis of the efficacy of its EEO recruitment program at the Paducah SEU. This analysis included a review of the sources utilized by the SEU for recruitment.

The list of Specialized Recruitment Sources was determined to have broad reach into diverse segments of the community. Members of the SEU management team were unable to identify any addition community groups or organizations that might be helpful in getting notice of future vacancies to job seekers. One organization on the list was deleted because notices had been returned as undeliverable and efforts to determine a forwarding address were unsuccessful.

Because there was recruitment for only five vacancies during the Applicable Period of this Report, data for the analysis was not as comprehensive as that from previous periods when recruitment for ten or more opening was available. Regardless, several patterns that had been observed in analyses of earlier reporting periods were found to repeat during this period. Neither entities on the Specialized Recruitment Sources list nor Organizations Requesting Notice were productive in producing interviewees for any of the vacancies. AllAccess.com was very productive in furnishing qualified applicants for on-air positions and notices in the local newspaper were effective recruitment tools for sales positions. Posting on bulletin boards at the offices of the SEU proved to be effective and notices on-air at the SEU Stations and on the Station's websites were moderately productive. As in past reporting periods, the industry "grapevine" was a significant source for job candidates as many of the applicants and interviewees reported that they heard about one of the vacancies from a friend in the business. A few applicants simply "walked in" or submitted an application without knowing about a specific vacancy.

After the review, management of the SEU concluded that the recruitment for each job opening produced an ample number of applicants and qualified candidates to demonstrate wide dissemination of notice.

It was noted also that despite announcements 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, only one new organization requested notices during the Applicable Period of this report. That entity was added to the recruitment sources list. 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.

After the review, the management of the SEU concluded that its recruitment efforts had been successful during the Applicable Period. Bristol Broadcasting Company believes 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 had been achieved and that any interested and qualified person would have had ample opportunity to learn about all 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:

- **University of Louisville Internship** Bristol Broadcasting Company established and internship with a student at the University of Louisville during the summer of 2011. The student was given hands-on instructions in the news department at the SEU. Under direct supervision of News Director Donna Groves, the intern was taught how to gather information and write news stories for broadcast.
- **Murray State University Fall Career Fair** The Paducah SEU participated in the Murray State University Fall Career Fair on October 5, 2011. Program Director Jeff Lawrence and Promotions Director Nick Black manned a booth and handed out pre-printed brochures about employment opportunities in radio broadcasting and with Bristol Broadcasting Company. 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 those attending. Persons interested in a career in radio advertising sales were invited to take an online quiz designed to help ascertain ones aptitude for selling.
- **Graves County High School Career Orientation Seminar** Bristol Broadcasting Company participated in a Career Orientation Seminar at Graves County High School on November 18, 2011. SEU Program Director Nick Black discussed careers in radio broadcasting with seniors who attended the seminar. Those attending were also given pointers on how to better present themselves for a career in broadcasting. Black answered questions poised by the participants. Information about Bristol Broadcasting Company's hiring practices and its EEO policies was made available to interested persons and internship opportunities with the Paducah SEU were discussed.

- **Murray State University Spring Career Fair** On March 7, 2012, members of the Paducah SEU management team participated in the Murray State University Spring Career Fair. Program Directors Jeff Lawrence and Nick Black manned a booth and offered brochures about employment opportunities in radio broadcasting to interested persons. Information about Bristol Broadcasting Company's hiring practices and its EEO policies was made available at the booth. Information about how notice of active vacancies at the Paducah SEU is disseminated was also posted at the career fair. Lawrence and Black answered questions posed by those attending.
- **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.

Bristol Broadcasting Company, Inc., 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.