

**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, 2012 – March 31, 2013*

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" or "Paducah 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, 2012, and ending on March 31, 2013 (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 for the Paducah by Bristol Broadcasting Company during the Applicable Period of this Annual Equal Employment Opportunity Report.

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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 commonly owned 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 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 8 full-time vacancies<sup>2</sup> were filled for Paducah Station Employment Unit during the Applicable Period of this Report. Each of the 8 vacancies and the recruitment source of the hiree each position is charted below:

<b>Full-Time Position Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>
Local Sales Manager	MediaRecruiter.com
Sales Representative	On-air Announcement (SEU Stations)
Receptionist	Word-of-Mouth (Walk-in Applicant)
Overnight Operator	Word-of-Mouth (Walk-in Applicant)
Sales Representative	Monster.com
Air Personality	Word-of-Mouth (Walk-in Applicant)
Sales Representative	On-air Announcement (SEU Stations)
News Director <sup>2</sup>	Word-of-Mouth (Walk-in Applicant)

Total number of persons interviewed during Applicable Period: 53

## **Recruitment Source Information**

Notice of each of the full-time vacancies was posted on bulletin boards at the offices of Bristol Broadcasting Company (the SEU offices), was aired on the stations in the Paducah Station Employment Unit, was posted on the websites of each of the stations in the Station Employment Unit, and was published in the *The Paducah Sun*, a newspaper with general circulation in the area. An opening notice for each of the vacancies was also posted on *Monster.com*, a national job posting website. Openings for the three on-air positions (overnight operator, air personality, and news director) 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 local sales manager position was also posted on *MediaRecruiter.com*, a website specializing in career recruitment for media professionals. 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.

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<sup>2</sup> All recruitment activities for one of the full-time vacancies (News Director) had been completed and a candidate had been chosen and named for the position at the time this Report was prepared and filed. However, the hiree had not actually commenced employment with Bristol Broadcasting Company, Inc. The official hire date and first day of employment for the position was scheduled for April 1, 2013. Regardless, the recruitment and hiring activities for this position are included in this report since they all were completed during the Applicable Period.

## **Specialized Recruitment Sources**

Below is a listing of the Specialized Recruitment Sources<sup>3</sup> 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

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

Christ Temple Apostolic Church  
Attention: Anthony Walton  
523 North 12<sup>th</sup> 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. 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

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

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

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

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

Kentucky Broadcasters Association  
Website Job Bank

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<sup>3</sup> Three entities were removed from the list of Specialized Recruitment Sources during the Applicable Period of this Report because notices mailed to them were returned. Attempts to obtain updated mailing information for these entities were unsuccessful.

## **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

## **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

MediaRecruiter.com  
Number of Interviewees Provided: 3

NAACP Job Bank  
Number of Interviewees Provided: 0

Monster.com  
Number of Interviewees Provided: 9

JU Kevil  
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: 3

Word-of-Mouth (Walk-in Applicant)  
Number of Interviewees Provided: 10

McCracken Com. Career Endowment  
Number of Interviewees Provided: 0

SEU Station(s) Website(s)  
Number of Interviewees Provided: 1

SEU Stations Bulletin Boards  
Number of Interviewees Provided: 4

On-air Announcement (SEU Stations)  
Number of Interviewees Provided: 20

AllAccess.com  
Number of Interviewees Provided: 3

Job Fair(s)  
Number of Interviewees Provided: 0

WestKentuckyStar.com  
Number of Interviewees Provided: 0

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Local Sales Manager	Word-of-Mouth (Walk-in Applicant)	2
	MediaRecruiter.com	3
	AllAccess.com	1
	<i>The Paducah Sun</i>	1
Sales Representative	On-air Announcement (SEU Stations)	9
	Word-of-Mouth (Walk-in Applicant)	2
	SEU Stations' Office Bulletin Boards	1
Receptionist	On-air Announcement (SEU Stations)	6
	Monster.com	3
	Word-of-Mouth (Walk-in Applicant)	2
	<i>The Paducah Sun</i>	2
Overnight Operator	SEU Stations' Office Bulletin Boards	1
	Word-of-Mouth (Walk-in Applicant)	1
	SEU Stations' Websites	1
Sales Representative	Monster.com	4
	On-air Announcement (SEU Stations)	2
Air Personality	Word-of-Mouth (Walk-in Applicant)	2
Sales Representative	On-air Announcement (SEU Stations)	3
	Monster.com	2
News Director	AllAccess.com	2
	Word-of-Mouth (Walk-in Applicant)	1
	SEU Stations' Office Bulletin Boards	1

Total number of persons interviewed during Applicable Period: 53

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

Concurrently with the preparation of this Report, management of the Paducah SEU also conducted study of the effectiveness of its EEO recruitment program. This analysis began with a review of recruitment sources that are used by the SEU for full-time job openings. It was first noted that there are five entities that have requested notice of all full-time vacancies, and Bristol Broadcasting Company continually airs announcements on all SEU station reminding organizations that assist job seekers that they can be added to that list. Secondly, the SEU maintains a list of Specialized Recruitment Sources that always includes more than 20 separate entities. (During the Applicable Period of this Report three entities were removed from the list of Specialized Recruitment Sources because notices mailed to them were returned. Attempts to obtain updated mailing information for these entities were unsuccessful.) A careful study of the Specialized Recruitment Sources showed that the list had 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. 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, no new organization requested such notices. 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.

An investigation of the application received for the eight full-time positions filled during the Applicable Period proved that for each position a significant number of individuals had applied and several reasonably qualified persons were interviewed. However, it was noted that neither entities on the Specialized Recruitment Sources list nor Organizations Requesting Notice were productive in producing interviewees for any of the vacancies. Advertisements aired on the stations of the SEU proved to be very productive with 20 of the 53 total interviewees responding after having heard an announcement on one of the SEU stations. Advertising on the national job listing website Monster.com also was effective contributing 9 interviewees. No other single entity supplied more than 4 interviewees, but, as was found to be true 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. Of the 53 persons interviewed, ten were from *word-of-mouth* sources. During the Applicable Period the SEU for the first time utilized MediaRecruiter.com, a website specializing in career recruitment for media professionals, and was pleased that three interviewees came from this source.

After the analysis of the EEO recruitment activities was completed, Bristol Broadcasting Company concluded that the recruitment for each job opening produced an ample number of applicants and qualified candidates to demonstrate wide dissemination of notice. 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**

As part of an ongoing effort to provide greater awareness of employment opportunities in the broadcasting industry and with the Paducah SEU, Bristol Broadcasting Company undertook the following Supplemental Outreach Initiatives during the Applicable Period of this Report.

- **Farley Elementary School Career Day** The Paducah SEU participated in Career Day at Farley Elementary School on May 15, 2012. Morning show personality Steve Schwetman spoke to the students about different positions and careers in radio broadcasting including on-air, sales, engineering, and management. He answered questions posed by the students.
- **Graves County High School Career Day** On November 13, 2012, the SEU participated in the Graves County High School Career Day. This participation included a lecture to the students by Anderson Martin, one of the morning air personalities at the Paducah SEU. Martin discussed career opportunities in radio broadcasting. He discussed what a typical day would be like at a radio station describing duties and responsibilities for positions in sales, production, promotions and on-air. A question-answer session followed his talk.
- **Broadcast Career Scholarship Established** On March 1, 2013, The Paducah SEU established a scholarship intended to encourage broadcasting as a career choice. The cash scholarship will be awarded to a selected student based on academic achievements, interest in broadcasting as a career path, and enrollment in one of the colleges in the Paducah area. Local educators will be asked to assist by nominating potential recipients for the scholarship. Bristol Broadcasting Company will award the scholarship on an equal opportunity basis without regard to the race, color, national origin, religion, or gender of the candidates.
- **Murray State University Spring Career Fair** Bristol Broadcasting Company's Program Director Jeff Lawrence and Promotions Coordinator Shawn James manned a booth at the Murray State University Spring Career Fair on March 6, 2013. Brochures about employment opportunities in radio broadcasting were given 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 Williams answered questions posed by those attending. Persons interested in sales positions with the SEU were given an opportunity to take an online quiz designed to assess their potential in the field.
- **West Kentucky Community and Technical College Career Fair** The Paducah SEU participated in the West Kentucky Community and Technical College Career Fair on March 13, 2013. Promotions Coordinator Shawn James manned a booth and handed out pre-printed brochures about employment opportunities in radio. James 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.

- **Daymar College Spring Career Fair** On March 20, 2013, Shawn James, Promotions Coordinator for the Paducah SEU, manned a booth at the Daymar College Spring Career Fair. In addition to handing out pre-printed brochures detailing career opportunities in the radio broadcasting industry, James answered questions and shared information about Bristol Broadcasting Company's equal opportunity employment practices and made participants aware of how job openings at the SEU are publicized.
- **Mid-Continent University Lecture/Seminar** On March 25, 2013, Jamie Futrell, SEU General Manager, held a lecture/seminar with a class of non-traditional students at Mid-Continent University in Mayfield, Kentucky. Futrell spoke to the students about the daily operations at a radio broadcasting company and about the various roles that individual employees play. Roles specifically discussed included on-air positions, sales, engineering and administration. During the lecture/seminar time was allotted for students to participate in a questions and answers session.
- **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.