

**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, 2013 – March 31, 2014*

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, 2013, and ending on March 31, 2014 (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 9<sup>2</sup> full-time vacancies were filled for Paducah Station Employment Unit during the Applicable Period of this Report. Each of the 9 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>
Air Personality	AllAccess.com
Sales Representative <sup>3</sup>	Word-of-Mouth (Walk-in Applicant)
Sales Representative <sup>3</sup>	Word-of-Mouth (Walk-in Applicant)
Sales Representative	Word-of-Mouth (Walk-in Applicant)
Sales Representative <sup>4</sup>	On-air Announcement (SEU Stations)
Sales Representative <sup>4</sup>	On-air Announcement (SEU Stations)
Air Personality	SEU Stations Bulletin Boards
News Reporter	SEU Stations Bulletin Boards
Overnight Operator/Air Personality	SEU Stations Bulletin Boards

Total number of persons interviewed during Applicable Period: 29

## **Recruitment Source Information**

During the Applicable Period of this Report recruitment notices for each of the full-time vacancies were posted on bulletin boards at the offices of Bristol Broadcasting Company (the SEU offices), were aired on the stations in the Paducah Station Employment Unit, were 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. Notice of all on-air job opportunities was 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. Information about openings was also made available at local career fairs by members of management of the Paducah SEU.

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<sup>2</sup> During the Applicable Period recruitment efforts for three additional positions was commenced; however, decisions were taken to not fill these positions and recruitment efforts were terminated. Because these positions were never filled, data for those recruitment activities is not included in this Report.

<sup>3</sup> Two Sales Representative positions were filled during the same recruitment period and using the same pool of applicants. A total of 7 persons were interviewed for the two vacancies.

<sup>4</sup> Two Sales Representative 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.

## Specialized Recruitment Sources

Notice of each full-time job opening was sent to each of the entities on the SEU's list of Specialized Recruitment Sources. Below is a listing of the Specialized Recruitment Sources utilized by Bristol Broadcasting Company for each vacancy. Along with notice of each vacancy a request that the notice be propagated to qualified job seekers was also sent.

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

Kentucky Broadcasters Association  
Website Job Bank

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

## **Organizations Requesting Notice**

For each full-time vacancy during the Applicable Period, notice 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

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: 0

NAACP Job Bank  
Number of Interviewees Provided: 0

Monster.com  
Number of Interviewees Provided: 1

JU Kevil  
Number of Interviewees Provided: 0

WestKentuckyStar.com  
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: 7

Word-of-Mouth (Walk-in Applicant)  
Number of Interviewees Provided: 7

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: 4

On-air Announcement (SEU Stations)  
Number of Interviewees Provided: 3

AllAccess.com  
Number of Interviewees Provided: 4

Job Fair(s)  
Number of Interviewees Provided: 0

<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>
Air Personality	AllAccess.com SEU Stations' Office Bulletin Boards	4 1
Sales Representative <sup>5</sup>	Word-of-Mouth (Walk-in Applicant) <i>The Paducah Sun</i> SEU Stations' Websites	3 2 2
Sales Representative <sup>5</sup>	(See above)	(See above)
Sales Representative	On-air Announcement (SEU Stations) Monster.com Word-of-Mouth (Walk-in Applicant) <i>The Paducah Sun</i>	1 1 1 1
Sales Representative <sup>6</sup>	On-air Announcement (SEU Stations) <i>The Paducah Sun</i> Word-of-Mouth (Walk-in Applicant)	2 2 1
Sales Representative <sup>6</sup>	(See above)	(See above)
News Reporter	<i>The Paducah Sun</i> SEU Stations' Office Bulletin Boards SEU Stations' Websites	2 1 1
Air Personality	Word-of-Mouth (Walk-in Applicant) SEU Stations' Office Bulletin Boards	2 1
Overnight Operator/Air Personality	SEU Stations' Office Bulletin Boards	1

Total number of persons interviewed during Applicable Period: 29

<sup>5</sup> Two Sales Representative positions were filled during the same recruitment period and using the same pool of applicants. Data from both vacancies was tabulated and shown together.

<sup>6</sup> Two Sales Representative positions were filled during the same recruitment period and using the same pool of applicants. Data from both vacancies was tabulated and shown together.

## **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.

- **Murray State Advertising Media Sales Class** Paducah SEU General Manager Jamie Futrell spoke to the Advertising Media Sales Class at Murray State University on April 30, 2013. Futrell gave a presentation on the different employment opportunities available in the radio industry including the advantages and benefits associated with being an account executive at a radio station. He talked about how radio advertising helps small business owners and discussed the future of the radio industry. Futrell made all those in the class aware of Bristol Broadcasting Company's EEO policies and also took questions from the group.
- **Business Class at Mid-Continent University** On September 30, 2013, General Manager Jamie Futrell spoke to the Business Class at Mid-Continent University about job opportunities at a radio station. Futrell provided guidance on how to present oneself in a job interview including how to make a good first impression. He also discussed how Bristol Broadcasting Company recruits new employees and explained that the Paducah SEU provides equal job opportunities to all qualified applicants. A question/answer period followed Futrell's lecture.
- **Murray State University Fall Career Fair** The Paducah SEU participated in the Murray State University Fall Career Fair on October 16, 2013. Promotions Director Snapper Williams manned a booth and offered pre-printed brochures about employment opportunities in radio broadcasting. Information about Bristol Broadcasting Company's hiring practices and its EEO policies was made available at the booth. Notice of all full-time openings at the Paducah SEU was also posted at the booth, and Williams accepted applications and resumes from interested persons. 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.
- **Meet the Pros at Murray State University** On October 17, 2013, General Manager Jamie Futrell participated in a special panel event with the Journalism and Mass Communications Department at Murray State University. The event was designed to help students understand more about career opportunities in public media. Futrell informed the students about the skills needed to be successful in the broadcasting industry. The students were given the opportunity to ask questions and participate in discussions with Futrell. Information about Bristol Broadcasting Company's hiring and EEO policies was also discussed with the group.
- **West Kentucky Community and Technical College Career Fair** On March 12, 2014, the Paducah SEU participated in the West Kentucky Community and Technical College Career Fair. A booth was manned at the event by SEU Program Director Nick Smith. Smith discussed job opportunities in broadcasting with interested persons attending the

event and handed out pre-printed brochures detailing broadcasting careers available. He also answered questions and gave information about the Paducah SEU to any interested persons. Those who gave serious consideration to an advertising sales career were given an opportunity to take an online quiz designed to help ascertain ones aptitude for selling.

- **Murray State University Spring Career Fair** On March 12, 2014, the Paducah SEU participated in the Murray State University Spring Career Fair. Program Director Jeff Lawrence and Promotions Coordinator Snapper Williams manned a booth and passed out brochures about employment opportunities in radio. Information about Bristol Broadcasting Company's hiring practices and its EEO policies was made available at the booth. Lawrence and Williams also advised interested persons about how notice of active vacancies at the Paducah SEU is disseminated. They also 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.
- **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 more than 1,000 announcements were aired on the stations of the SEU.

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

Each year while preparing its Annual EEO Public File Report, the management of the Paducah SEU undertakes an analysis of the effectiveness of its recruitment program. The review examines the number and quality of candidates responding from various recruitment sources, the reach of the recruitment efforts into diverse segments of the community, and the extent of supplemental activities completed by the SEU.

The review of recruitment efforts completed during the Applicable Period of the instant report revealed that more than half (five out of nine) of the opening filled were for sales type jobs. It was also clear from the data that notices posted in the local newspaper were very effective in producing candidates for sales job openings but provided far fewer qualified candidates for on-air positions. Just the opposite was true for AllAccess.com. AllAccess.com supplied several qualified candidates for on-air positions, but no qualified candidates for the sales positions responded to the AllAccess.com postings. Notices aired on the Stations of the SEU provided several candidates for the sales positions but fewer applicants for on-air openings. As noted in previous reporting periods a significant number of applicants learned about openings at the SEU from friends in the broadcast industry or simply applied for employment with Bristol Broadcasting Company not knowing about a specific opening. During this reporting period a larger than usual number of applicants became aware of openings from notices posted on the bulletin boards at the offices of the SEU and on the Stations' websites.

In a review of the list of Specialized Recruitment Sources the SEU management found that the list had broad reach into diverse segments of the community. No addition community groups or organizations that might be helpful in distributing notice of future vacancies to job seekers were

identified. One entity was removed from the SEU's list of Specialized Recruitment Sources because mail to that entity was returned. During the Applicable Period notices were aired and posted on the Stations' websites inviting organizations that help job seekers to request notice of all openings at the SEU; however, no new organizations or entities asked for such notice. It is noted that one entity was removed from the list of organizations requesting notice because mail sent to that entity was returned as "undeliverable" and no new address was available.

SEU management concluded from its review that recruitment efforts provided wide dissemination of each notice. Although ideally more qualified candidates would have applied for the various positions, Bristol Broadcasting Company believed that the lack of more applicants was related to a general industry wide scarcity of available talent rather than to shortcomings of recruitment efforts.

During the Applicable Period, the SEU management completed a several Supplemental Outreach Initiatives. Included in the initiatives were participation in career fairs, open auditions and evaluation of prospective broadcast candidates and speaking engagements designed to bring attention to employment opportunities in radio broadcasting. Bristol Broadcasting Company believes its outreach efforts well exceed the requirements of the EEO rules of the Federal Communications Commission.

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.

## **Ongoing Commitment to Equal Employment Opportunities**

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.