

Bristol Broadcasting Company, Inc.
*Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WPAD(AM),
WNGO(AM), WLLE(FM), WKYX-FM, WZYK(FM), and WDXR(AM)*
Comprising the Paducah Station Employment Unit
Annual EEO Public File Report
For the period of April 1, 2014 – March 31, 2015

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.¹

The information contained in this Report covers the time period beginning on April 1, 2014, and ending on March 31, 2015 (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 SEU by Bristol Broadcasting Company during the Applicable Period of this Annual Equal Employment Opportunity Report.

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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), WZYK(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 6² full-time vacancies were filled for the Paducah Station Employment Unit during the Applicable Period of this Report. Each of the 6 vacancies and the recruitment source of the hiree for each position is charted below:

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Air Personality	On-air Announcement (SEU Stations)
Sales Representative	Word-of-Mouth (Walk-in Applicant)
Air Personality ³	AllAccess.com
Air Personality ³	Word-of-Mouth (Walk-in Applicant)
Sales Representative ⁴	Word-of-Mouth (Walk-in Applicant)
Sales Representative ⁴	On-air Announcement (SEU Stations)

Total number of persons interviewed during Applicable Period: 32

Recruitment Source Information

During the Applicable Period of this Report recruitment notices for each of the full-time vacancies were sent to all Specialized Recruitment Sources and Organizations Requesting Notice. Notices for each full-time vacancy 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 Kentucky Broadcasters Association website job bank, and were posted on the websites of each of the stations in the Station Employment Unit. All the sales related positions were also advertised in the *The Paducah Sun*, a newspaper with general circulation in the area, and 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.

² 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.

³ Two similar Air Personality positions (nighttime announcers) 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.

⁴ Two Sales Representative positions were filled during the same recruitment period and using the same pool of applicants. A total of 8 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 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

Women's Club of Paducah
Attention: Merryman Kemp
309 N. 8th 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. 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

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 11th Street
Paducah, KY 42001
Phone: (270) 575-0960

Kentucky Broadcasters Association
Website Job Bank

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

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: 0

NAACP Job Bank
Number of Interviewees Provided: 0

Monster.com
Number of Interviewees Provided: 2

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: 0

Word-of-Mouth (Walk-in Applicant)
Number of Interviewees Provided: 0

McCracken Com. Career Endowment
Number of Interviewees Provided: 0

SEU Station(s) Website(s)
Number of Interviewees Provided: 0

SEU Stations Bulletin Boards
Number of Interviewees Provided: 9

On-air Announcement (SEU Stations)
Number of Interviewees Provided: 19

AllAccess.com
Number of Interviewees Provided: 1

Job Fair(s)
Number of Interviewees Provided: 0

KBA Website Job Bank
Number of Interviewees Provided: 1

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Air Personality	On-air Announcement (SEU Stations)	13
	KBA Website Job Bank	1
Sales Representative	Monster.com	2
	SEU Stations' Office Bulletin Boards	2
	On-air Announcement (SEU Stations)	1
Air Personality ⁵	SEU Stations' Office Bulletin Boards	4
	AllAccess.com	1
Air Personality ⁵	(See above)	(See above)
Sales Representative ⁶	On-air Announcement (SEU Stations)	5
	SEU Stations' Office Bulletin Boards	3
Sales Representative ⁶	(See above)	(See above)

Total number of persons interviewed during Applicable Period: 32

Analysis of Effectiveness of EEO Recruitment Program

In conjunction with the filing of this Annual EEO Public File Report, Bristol Broadcasting Company completed an analysis of the effectiveness of the recruitment activities for the Paducah SEU. This review examined 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.

During the Applicable Period of this report six openings were filled and during only four recruitment campaigns. Nighttime air personalities were hired for two of the stations in the SEU from a single recruitment drive. Both open positions happened almost simultaneously and the qualifications for the positions were virtually identical. Also, during the reporting period, two salespersons were hired from a single pool of applicants (from a single recruitment effort). Thus, to fill the six open positions, only four recruitment efforts were endeavored.

Because there were only four recruitment efforts, an evaluation of the efficacy of the recruitment efforts during the Applicable Period was somewhat limited. However, a simple recounting of the numbers of interviewees for the open positions supplied by each source showed that announcements aired on the stations of the SEU were most effective producing more than half of all interviewees. Almost a third of the interviewees applied after seeing notices posted on the bulletin boards at the offices of the SEU. No other entity or source provided a significant number of interviewees. The management of the SEU believed that this disparity interviewees supplied by various recruitment sources was largely due to the limited number of job openings during the

⁵ Two similar Air Personality positions (nighttime announcers) were filled during the same recruitment period and using the same pool of applicants. Data from both vacancies was tabulated and shown together.

⁶ 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.

period. Historically, sources that were less effective during the Applicable Period of this report have provided larger numbers of qualified candidates. For example, AllAccess.com has in the past supplied a greater number of interviewees for on-air positions, and *The Paducah Sun* was more efficient in supplying candidates for sales positions.

After a review of the list of Specialized Recruitment Sources, the SEU management believed that the list had broad reach into diverse segments of the community. There were no additional community groups or organizations identified that would be helpful in getting notice of future vacancies to qualified applicants. During the reporting period, no new organizations that help job seekers requested to be added to the list of entities receiving notice of all openings at the SEU.

After a complete review, the management of the Paducah SEU concluded that its recruitment efforts had been successful during the Applicable Period. The management believed that any interested and qualified person would have had ample opportunity to learn about any job opening at the SEU. Bristol Broadcasting Company found 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.

Supplemental Outreach Initiatives

Throughout the Applicable Period, Bristol Broadcasting Company undertook a number of Supplemental Outreach Initiatives to increase awareness of employment opportunities in the broadcasting industry and with the Paducah SEU. Below is a listing of Supplemental Outreach Initiatives accomplished during this reporting period.

- **Murray State University Fall Career Fair** The Paducah SEU participated in the Murray State University Fall Career Fair On October 8, 2014. Promotions Director Shawn James manned a booth and offered pre-printed brochures about employment opportunities in radio broadcasting to those attending the fair. Information about Bristol Broadcasting Company's EEO and hiring policies were also made available to interested participants. Notice of openings with the Paducah SEU was also posted at the booth and resumes from interested persons were accepted. James answered any questions posed and several onsite interviews were conducted.
- **Murray State University JMC Seniors Seminar** On October 9, 2014, SEU General Manager Jamie Futrell participated in a seminar for seniors of the Journalism & Mass Communications department on the campus of Murray State University. The event gave the JMC seniors an opportunity to interact with management personnel of broadcast and journalism employers from the area. The students were given opportunities to ask questions and discuss possible roles they might fill in the "real world" of broadcasting and journalism. In addition to the general discussions, Futrell shared information and answered questions about careers and employment opportunities with Bristol Broadcasting Company.

- **Murray State University Meet the Pros Event** On October 9, 2014, General Manager Jamie Futrell participated in Murray State University's "Meet the Pros" event. The event, sponsored by the College of Business, allowed interested junior and senior students to meet with professionals from the students' fields of interest to ask questions about career preparations, employment qualifications, interview preparations, and a better understanding of career opportunities. Futrell met one-on-one with approximately 25 juniors and seniors to discuss opportunities in the broadcasting industry. Futrell advised the students on how they could direct their courses of study to better prepare themselves for careers in the radio business..
- **McCracken County High School College/Career Fair** Paducah SEU General Manager Jamie Futrell and on-air personality AJ Martin participated in the McCracken County High School College/Career Fair on March 27, 2015. The event was open to all freshmen, sophomores, juniors, and seniors at the high school. While manning a booth at the event, Futrell and Martin offered the students information about careers opportunities in broadcasting and answered any questions that were asked. Information about the equal employment policies and practices of the Paducah SEU was also made available to the participants.
- **Scholarship Established for Broadcasting Student** A scholarship intended to encourage broadcasting as a career choice was established by Bristol Broadcasting Company for the Paducah SEU on March 9, 2015. A student with an interest in broadcasting as a career path and enrollment in one of the colleges in the Paducah area will be selected to be the recipient of the cash scholarship. Local educators will be asked to nominate potential recipients for the scholarship. The scholarship will be awarded on an equal opportunity basis without regard to the race, color, national origin, religion, or gender of the candidates.
- **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.