

Bristol Broadcasting Company, Inc.

*Stations WXBQ-FM, WAEZ(FM), WFHG-FM, WTZR(FM),
WFHG(AM), WNPC(AM)¹, and WNPC-FM
Comprising the Tri-Cities Station Employment Unit
Annual EEO Public File Report
For the period of June 1, 2006 – May 31, 2007*

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 Tri-Cities 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 required².

The information contained in this Report covers the time period beginning on June 1, 2006, and ending on May 31, 2007 (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.

¹ Stations WNPC(AM) and WNPC-FM were acquired by Bristol Broadcasting Company, Inc., in 2006 (consummation date – June 16, 2006) and are operated as part of the Tri-Cities Station Employment Unit. It is noted that the employees of the previous owner that were working at WNPC(AM) and WNPC-FM were retained in their same positions by Bristol Broadcasting Company without any recruitment activities.

² While the communities of license of Stations WAEZ(FM), WTZR(FM), WNPC(AM) and WNPC-FM are in all Tennessee (Greeneville, Elizabethton, and Newport respectively) this Annual EEO Public File Report was prepared and filed on the anniversary date of the filing of the licensee renewal applications for Stations WXBQ-FM, WFHG-FM, and WFHG(AM) whose communities of license are in Virginia as is permitted by the Commissions policies.

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.

Vacancy Information

A total of six³ full-time vacancies were filled for the Bristol Station Employment Unit during the Applicable Period of this Report.

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Air Personality ⁴	Word-of-Mouth (Walk-in Applicant)
News Reporter	Word-of-Mouth (Walk-in Applicant)
Sales and Promotions Assistant	SEU Stations Bulletin Boards
Sales Representative	<i>Johnson City Press</i>
Corporate Program Director	SEU Stations Bulletin Boards
Air Personality	SEU Station(s) Website(s)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 28

Recruitment Source Information

Notice of each of the full-time vacancies that occurred during the Applicable Period for this Report was posted on bulletin boards at the offices of Bristol Broadcasting Company and was posted on the websites of each of the stations in the Station Employment Unit. Each of these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer.

³ In July 2006, recruitment for a Sales Representative was commenced, but the position was never filled. A decision was made to utilize existing sales personnel to cover the open accounts rather than hire an additional person, thus the recruitment effort was terminated. In October 2006 a recruitment effort was launched to fill an air personality vacancy; however, the effort was terminated and an existing employee (air personality) was moved from another station in the SEU to fill the vacancy while the shift vacated by the existing employee was automated with voice tracking.

⁴ Recruitment for this vacancy was begun during the applicable period of the previous EEO Annual Public File Report and was completed during the Applicable Period of this Report.

Each of the stations in the Bristol SEU regularly air announcements encouraging organizations involved in assisting job seekers to request notice of all vacancies at Bristol Broadcasting Company. A list of all such organizations that have requested notice of job openings is maintained by Bristol Broadcasting Company. Notice of all full-time job openings was sent to the following organization that had requested notice of such openings:

Bright Services⁵
 Attention: Bobbie Ball
 9 West Valley Drive
 Bristol, VA 24201
 Phone: 276-466-8228

ITT – Technical Institute
 Attention: Melinda Parker
 10208 Technology Drive
 Knoxville, TN 37932
 Phone: 865-671-2800

Shawnee Community College
 Attention: Candy Eastwood
 8364 Shawnee College Road
 Ullin, IL 62992
 Phone: 618-634-3353

Goodwill Industries
 Attention: Erin Starnes
 2017 Brookside Lane
 Kingsport, TN 37660
 Phone: 423-245-0600

ETSU Community Outreach
 Attention: Keri Hale
 603 Bert Street, Suite 209
 Johnson City, TN 37601
 Phone: 423-926-4376

Trevecca Nazarene University
 Attention: David Deese
 333 Murfreesboro Road
 Nashville, TN 37210
 Phone: 615-248-7786

The Crumley House
 Attention: Jessica Kerney
 300 Urbana Road
 Limestone, TN 37681
 Phone: 423-257-3644

Work Force One
 Attention: Patti Nichols
 P. O. Box 645
 Abingdon, VA 24212
 Phone: 276-676-0403

Virginia Highland Community College
 Attention: Kim Morton
 P. O. Box 828
 Abingdon, VA 24212
 Phone: 276-739-2590

Below is a listing of the Specialized Recruitment Sources utilized by Bristol Broadcasting Company for every full-time vacancy. A notice of each vacancy was sent to each source along with a request that the notice be propagated to any qualified job seeker.

East Tennessee State University
 Career Services
 Attention: Jeanette Hill
 PO Box 70718
 Johnson City, TN 37614
 Phone: 423-439-4441

Northeast Community College
 Career Services
 Attention: Ron Smith
 PO Box 246
 Blountville, TN 37617
 Phone: 423-354-2491

Emory & Henry College
 Career Services
 Attention: Christine Puttock
 PO Box 947
 Emory, VA 24327
 Phone: 276-944-6144

King College
 Career Services
 Attention: Elizabeth Graham
 1350 King College Road
 Bristol, TN 37620
 Phone: 423-652-4752

Tusculum College
 Career Services
 Attention: Rhonda McCurdy
 PO Box 5082
 Greeneville, TN 37743
 Phone: 423-636-7387

Milligan College
 Career Services
 Attention: John Paul Abner
 PO Box 500
 Milligan College, TN 37682
 Phone: 423-975-8013

Virginia Intermont College
 Career Services
 Attention: Bobbie Sturgill
 PO Box 220
 Bristol, VA 24201
 Phone: 276-466-7909

Washington Co. Adult Learning Center
 Attention: Kenneth Litton
 848 Thompson Drive
 Abingdon, VA 24210
 Phone: 276-676-1999

Tennessee Employment Commission
 Attention: Sue Creasy
 1712 West State St.
 Bristol, TN 37620
 Phone: 423-989-6600

Virginia Employment Services
 Attention: Danny Bartlett
 192 East Bristol Road
 Bristol, VA 24201
 Phone: 276-642-7350

NAACP
 Attention: Glodine Davis
 P. O. Box 1878
 Johnson City, TN 37605
 Phone: 423-283-2223

⁵ After four separate job vacancy notices addressed to the only know address for Bright Services were returned as "undeliverable " by the US Postal Service, this entity was removed from the list of *Organizations Requesting Notice* on May 31, 2007.

Additionally, notice of each of the vacancies was posted on www.AllAccess.com, an industry website that has a job bank listing that is viewed by numerous persons seeking employment in the broadcast industry. The Sales Representative position was also advertised in two newspapers ([The Johnson City Press](#) and [The Kingsport Times-News](#)) with wide general circulation in the Tri-Cities SEU's community. Except for the last Air Personality position, notice regarding each of the job opening was listed in the "Jobs" section of the website for the Virginia Association of Broadcasters.

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:

AllAccess.com <u>Number of Interviewees Provided: 12</u>	East Tennessee State University <u>Number of Interviewees Provided: 0</u>	Northeast Community College <u>Number of Interviewees Provided: 0</u>
Emory & Henry College <u>Number of Interviewees Provided: 0</u>	King College <u>Number of Interviewees Provided: 0</u>	Tusculum College <u>Number of Interviewees Provided: 0</u>
Milligan College <u>Number of Interviewees Provided: 0</u>	Virginia Intermont College <u>Number of Interviewees Provided: 0</u>	Washington Co. Adult Learning Center <u>Number of Interviewees Provided: 0</u>
Tennessee Employment Commission <u>Number of Interviewees Provided: 0</u>	Virginia Employment Services <u>Number of Interviewees Provided: 0</u>	NAACP <u>Number of Interviewees Provided: 0</u>
Bright Services <u>Number of Interviewees Provided: 0</u>	ITT – Technical Institute <u>Number of Interviewees Provided: 0</u>	Shawnee Community College <u>Number of Interviewees Provided: 0</u>
Goodwill Industries <u>Number of Interviewees Provided: 0</u>	Contemporary Staffing Services <u>Number of Interviewees Provided: 0</u>	Trevecca Nazarene University <u>Number of Interviewees Provided: 0</u>
The Crumley House <u>Number of Interviewees Provided: 0</u>	Work Force One <u>Number of Interviewees Provided: 0</u>	Virginia Highland Community College <u>Number of Interviewees Provided: 0</u>
VAB Website <u>Number of Interviewees Provided: 0</u>	Johnson City Press <u>Number of Interviewees Provided: 3</u>	Kingsport Times-News <u>Number of Interviewees Provided: 0</u>
ETSU Community Outreach <u>Number of Interviewees Provided: 0</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 7</u>	SEU Bulletin Boards <u>Number of Interviewees Provided: 2</u>
SEU Station(s) Website(s) <u>Number of Interviewees Provided: 4</u>		

The chart below give an analysis of the total number of interviewees provided by each referral source for each of the vacancies filled during the Applicable Period of this report:

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Air Personality	Word-of-Mouth (Walk-in Applicant)	1
	AllAccess.com	3
News Reporter	Word-of-Mouth (Walk-in Applicant)	2
	AllAccess.com	1
Sales and Promotions Assistant	SEU Bulletin Boards	1
	AllAccess.com	2
Sales Representative	<i>Johnson City Press</i>	3
	Word-of-Mouth (Walk-in Applicant)	4
	SEU Station(s) Website(s)	1
Corporate Program Director	AllAccess.com	4
	SEU Station(s) Website(s)	2
	SEU Bulletin Boards	1
Air Personality	AllAccess.com	2
	SEU Station(s) Website(s)	1

Total number of persons interviewed during Applicable Period: 28

Analysis of Effective of EEO Recruitment Program

While preparing this Annual EEO Public File Report for the Tri-Cities Station Employment Unit, Bristol Broadcasting Company also made an analysis of the effectiveness of its EEO recruitment program.

As in previous reporting periods, the analysis showed that AllAccess.com (a broadcast industry website) was exceptionally effective in producing interviewee particularly for on-air positions. Indeed, this one source produced nearly half of all interviewee during the Applicable Period. It is apparent that many job seekers interested in opportunities in the radio broadcasting industry check the postings on AllAccess.com. The Tri-Cities SEU will continue to post all job openings on this site.

Approximately 25 percent of the interviewees for full-time vacancies that occurred during the Applicable Period of this report were respondents to notices posted on the websites of the SEU Stations and on the bulletin boards in the offices of the SEU. The management of the Tri-Cities SEU makes an effort to advise interested persons at career fairs and during station tours to periodically check the "Employment" page on the Bristol Broadcasting Company website (hyperlinked from the websites of all of the SEU Stations) for job vacancy notices. This analysis of the SEU's recruitment program indicates that the websites can be effective in disseminating vacancy information.

During the Applicable Period, three interviewees learned about a job opening from ads placed in the "Help Wanted" section of The Johnson City Press. All three interviewees were seeking a sales representative position. The Tri-Cities SEU has found the local newspapers to be somewhat effective in producing candidates for sales, bookkeeping, and clerical positions, but totally ineffective in providing qualified interviewees for on-air positions.

Again during the year covered by this report, many applicants and interviewees learned about vacancies by *word-of-mouth* or simply applied to work with Bristol Broadcasting Company without knowing about a specific job opening. The management of the Tri-Cities SEU encourages existing employees to pass along information about job vacancies to their friends, associates, and acquaintances who may have an interest in radio broadcasting.

No interviewee was referred for any vacancy that occurred during the Applicable Period of this Report by *Organizations Requesting Notice* or by any of the SEU's *Specialized Recruitment Sources*. It is noted, however, that applications from two individuals referred by the Tennessee Employment Commission (a *Specialized Recruitment Source*) in response to a notice sent by the SEU for a vacancy during the previous reporting period were received during the Applicable Period of this Report. These individuals would likely have been interviewed, but the vacancy had already been filled before their applications were received. Bristol Broadcasting Company again reviewed its list of *Specialized Recruitment Sources* and again concluded that it is comprehensive and comprises entities with reach into many diverse segments of the population. Bristol Broadcasting Company will continue to be review and update its list as new sources are identified and added and unproductive sources are removed.

The Tri-Cities SEU has been successful in soliciting organization that regularly assist job seekers to help disseminate information about vacancies. The list of *Organizations Requesting Notice* included nine entities during the period of this Report; however, one organization, Bright Services will be removed from the list at the end of the Applicable Period because repeated attempts to deliver notices to the only know address for that organization have failed. Bristol Broadcasting Company will continue to air announcements on it stations notifying organizations that they can be added to a list of entities that receive notifications of job vacancies at the SEU. Any such organizations that respond requesting notice of future openings will be added to the SEU's recruitment sources.

After the review, Bristol Broadcasting Company believes that by sending notices of job vacancies to its list of *Specialized Recruitment Sources* and *Organizations Requesting Notice*, 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, and by encouraging *word-of-mouth* propagation, wide dissemination of job openings is achieved.

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:

- **Job Shadowing – Highlands Employment Agency** On July 12, 2006, Bristol Broadcasting Company participated in a "job shadowing" program with Highlands

Employment Agency. A physically handicapped client of the agency who had expressed an interest in the broadcasting industry was provided the opportunity to “job shadow” with two employees (both on-air staff members) of the Tri-Cities SEU. The agency client *sat in with* the air personalities on their live shows, was shown how the stations’ audio equipment was operated, and was given information about the overall operations of a broadcast station and career opportunities available in broadcasting.

- **Summer Career Fair – National College of Business** The stations of the Charleston SEU participated in the Summer Career Fair held at the National College of Business on July 27, 2006. Bristol Broadcasting Company personnel at the Career Expo included WFHG-FM Program Director Jennifer Worley and WAEZ Music Director Chris Arnold. Those who visited the Bristol Broadcasting Company booth were given a brochure that detailed career opportunities in broadcasting and information about Bristol Broadcasting Company’s EEO and employment practices. Worley and Arnold answered questions about how Bristol Broadcasting Company disseminates job vacancy information and how one should apply for any available position for which he/she is qualified.
- **Fall Career Fair – National College of Business & Technology** Bristol Broadcasting Company participated in the Fall Career Fair at National College of Business and Technology on October 26, 2006. An informational booth at the career fair was manned by WFHG Program Director Jennifer Worley and WAEZ air personality Chris Arnold. They answered questions from the students attending and handed out pre-printed brochures listing and describing most job positions available at radio stations including management, sales, engineering, programming, and clerical.
- **Career Fair – ETSU College of Business and Technology** The Tri-Cities Station Employment Unit participated in a career fair hosted by the East Tennessee State University College of Business and Technology held on the school’s campus on March 1, 2007. SEU Program Directors Jennifer Worley and Chris Arnold and Sales Manager Winnie Quaintance manned the Bristol Broadcasting Company booth at the career fair. These staff members discussed the range of employment positions available in the industry and with Bristol Broadcasting Company and answered questions posed by the students visiting the booth. Bristol Broadcasting Company produced and printed brochures detailing the variety of career choices available in the broadcasting industry. These brochures listed and described most radio broadcasting job positions including management, sales, engineering, programming, and clerical. The brochures also included a notice emphasizing Bristol Broadcasting Company’s EEO policy. The brochures were distributed to all the students who attended the event.
- **Interstate Career Council Career Fair 2007** On April 12, 2007, Bristol Broadcasting Company participated in the Interstate Career Council Career Fair 2007 in Bristol, Virginia. Program Director Jennifer Worley and other SEU personnel manned a booth at the career fair. A pre-printed brochure detailing career opportunities in broadcasting was furnished to those interested. Worley made herself available to answer questions regarding Bristol Broadcasting Company’s EEO Policies and recruitment practices.
- **Internship with East Tennessee State University** In May 2007, Bristol Broadcasting Company established an internship program with East Tennessee State University. The three-month internship offered two interested students the opportunity to observe and

have direct *hands-on* participation with the on-air personnel and with the sales staff at Bristol Broadcasting Company's Tri-Cities SEU.

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.