

Bristol Broadcasting Company, Inc.

*Stations WXBQ-FM, WAEZ(FM), WFHG-FM, WTZR(FM),
WFHG(AM), W222AN, WGGQ(AM), and WNPC-FM
Comprising the Tri-Cities Station Employment Unit
Annual EEO Public File Report
For the period of June 1, 2009 – May 31, 2010*

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 required¹.

The information contained in this Report covers the time period beginning on June 1, 2009, and ending on May 31, 2010 (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 communities of license of Stations WAEZ(FM), WTZR(FM), WGGQ(AM), WNPC-FM, and W222AN are all in Tennessee (Greeneville, Elizabethton, Newport, and Jefferson City 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 Commission’s policies in cases where an SEU is comprised of stations with cities of license in multiple states.

Vacancy Information

Only one full-time vacancy was filled for the Tri-Cities Station Employment Unit during the Applicable Period of this Report.

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Sale Representative	SEU Station(s) Website(s)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 13

Recruitment Source Information

Notice of the one full-time vacancy 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 Bristol Broadcasting Company website "Employment" page which is hyperlinked from the websites of each of the stations in the Tri-Cities Station Employment Unit. These notices emphasized that Bristol Broadcasting Company is an equal opportunity employer.

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. Similar notice to job placement assistance organizations is also given on the Bristol Broadcasting Company website, and an online form is provided for convenience in requesting notice of vacancies. A list of all such organizations that have requested notice of job openings is maintained by Bristol Broadcasting Company. Notice of the full-time job opening was sent to the following organizations that had requested notice of such openings:

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

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

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

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

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

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

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

Emory & Henry College
Attention: Amanda Gardner
P. O. Box 947
Emory, VA 23327
Phone: 276-944-6922

UVA College at Wise
Attention: Mallory Mullins
1 College Avenue
Wise, VA 24293
Phone: 276-328-0126

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

Newport Chamber of Commerce
Attention: Kandee Veridal
433-B Prospect Avenue
Newport, TN 37821
Phone: 423-623-7201

Additionally, notice of the vacancy was posted on *job bank* listing of the Virginia Association of Broadcasters website. Notice of the vacancy was published in the "Help Wanted" sections of The Johnson City Press, The Bristol Herald, and The Kingsport Times, the newspapers with the largest circulations in the Tri-Cities market. The vacancy was also listed with BuLink, an interactive website for East Tennessee State University students and alumni that posts job opportunities with area employers.

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:

BuLink
Number of Interviewees Provided: 0

East Tennessee State University
Number of Interviewees Provided: 0

Northeast Community College
Number of Interviewees Provided: 0

Emory & Henry College
Number of Interviewees Provided: 0

King College
Number of Interviewees Provided: 0

Tusculum College
Number of Interviewees Provided: 0

Milligan College
Number of Interviewees Provided: 0

Virginia Intermont College
Number of Interviewees Provided: 0

Washington Co. Adult Learning Center
Number of Interviewees Provided: 0

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>
Virginia Highland Community College <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>	ETSU Community Outreach <u>Number of Interviewees Provided: 0</u>
VAB Website <u>Number of Interviewees Provided: 0</u>	SEU Bulletin Boards <u>Number of Interviewees Provided: 0</u>	SEU Station(s) Website(s) <u>Number of Interviewees Provided: 2</u>
National College of Business <u>Number of Interviewees Provided: 0</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 1</u>	Newport Chamber of Commerce <u>Number of Interviewees Provided: 0</u>
UVA College at Wise <u>Number of Interviewees Provided: 0</u>	<u>The Johnson City Press</u> <u>Number of Interviewees Provided: 2</u>	<u>The Bristol Herald</u> <u>Number of Interviewees Provided: 8</u>
<u>The Kingsport Times</u> <u>Number of Interviewees Provided: 0</u>		

The chart below gives 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
	<u>The Bristol Herald</u>	8
	<u>The Johnson City Press</u>	2
	SEU Station(s) Website(s)	2

Total number of persons interviewed during Applicable Period: 13

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 reviewed its recruitment efforts during the Applicable Period. Because only one vacancy was filled, enough data for a complete analysis of the effectiveness of the SEU's EEO recruitment program was not available. However, Bristol Broadcasting Company did note that, as in previous reporting periods, help wanted ads posted in local

newspapers proved to be effective in producing applicants for the sales position. A total of ten applicants who learned about the sales vacancy through local newspaper ads were interviewed.

The websites of the Stations of the SEU were also beneficial to the recruitment efforts. Two interviewees were produced by postings on the websites posting. The management of the Tri-Cities SEU advises interested persons at career fairs, during station tours, and at other public opportunities 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. Bristol Broadcasting Company believes that its station's websites can be effective in disseminating vacancy information.

No interviewee was referred for the one vacancy that occurred during the Applicable Period of this Report by *Organizations Requesting Notice* or by any of the SEU's *Specialized Recruitment Sources*. Bristol Broadcasting Company reviewed its list of *Specialized Recruitment Sources* and again concluded that the list is comprehensive and comprises entities with reach into many diverse segments of the population. The SEU did not discover any additional recruitment sources to be added to the list that would be helpful in disseminating vacancy information. On an ongoing basis Bristol Broadcasting Company will continue to review and update its list as new sources are identified and added and unproductive sources are removed.

Tri-Cities SEU continues to be successful in soliciting organizations that regularly assist job seekers to help disseminate information about vacancies. Another entity requested to be added to the list of organizations that receive notice of job openings, albeit that request came too late to be included in the one recruitment effort completed during the Applicable Period of this report. Bristol Broadcasting Company will continue to air announcements on its 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.

One interviewee was one interviewee learned about the opening from a friend in the broadcasting industry (word-of-mouth).

Bristol Broadcasting Company believes that its recruitment efforts for the one opening during the Applicable Period did provide adequate dissemination of notice to potential aspirants from many diverse segments of the population and that the response by qualified applicants was sufficient to provide a good slate of candidates for the job.

After the review, Bristol Broadcasting Company found its recruitment practices to be effective and 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:

- **Vision 2020 at East Tennessee State University** On June 17, 2009, SEU General Manager Roger Bouldin participated in Vision 2020 at East Tennessee State University. Vision 2020 was a panel discussion and workshop hosted by the university's broadcast curriculum committee and sought to learn how the university could better serve students in their broadcast and journalism courses. The group also discussed how local broadcast stations could better work with the university to facilitate internships for interested students. Bouldin discussed internship opportunities at the Tri-Cities SEU and Bristol's EEO policies.
- **Entities Helping Job Seekers Outreach** Throughout the Applicable Period of this report the Stations of the Tri-Cities SEU continued airing 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 250 announcements were aired on each of the stations of the SEU.
- **Field Trip/Workshop – National College of Business and Technology** On July 28, 2009, Bristol Broadcasting Company hosted a *field trip and workshop* for a group of students from National College of Business and Technology at the studios of the SEU. The students were shown how audio equipment and audio editing software used by the SEU stations was operated. Employees of the SEU answered questions posed by the students on a wide range of topics related the radio industry including duties at radio stations, potential pay scales, types of equipment used by broadcast stations, and how programming is selected for stations. The students were given a brochure produced by Bristol Broadcasting Company that detailed career opportunities in broadcasting and information about Bristol Broadcasting Company's EEO and employment practices.
- **Internship with Milligan College** Throughout the Applicable Period, Bristol Broadcasting Company facilitated an internship program with Milligan College. A student enrolled in communications courses at the college was given the opportunity to observe and have direct *hands-on* participation with the on-air personnel at one of the stations of the SEU. The student *sat in with* the air personalities on their live shows, was given training in the operation of the station's audio equipment, was instructed on the use of audio editing software and commercial production, and attended live remote broadcasts and promotional events with station staff members. During the internship members of the SEU management team provided the student with information about the overall operations of a broadcast station and career opportunities available in broadcasting.
- **Internship with East Tennessee State University** During the 2009-2010 academic year, Bristol Broadcasting Company established an internship with an East Tennessee State University student who had an interest in a career in broadcasting. This student was provided opportunities to observe and participate with the air staff on the morning show on one of the stations of the SEU. The student was given training in the operation of the station's audio equipment, was instructed on the use of audio editing software and commercial production, and attended live remote broadcasts and promotional events with station staff members. During the internship members of the SEU management

team provided the student with information about career opportunities available in broadcasting.

- **Broadcast Career Scholarship Established** On April 1, 2010, Bristol Broadcasting Company established a cash scholarship to be awarded to a selected student who is enrolled or will be enrolling in a broadcast related course of study at one of the colleges in the Tri-Cities area. Local educators will be asked to assist by nominating potential recipients for the scholarship. The intent of the scholarship is to promote good broadcasting and journalism courses at local colleges and to encourage broadcasting as a career choice.
- **Interstate Career Council Career Fair 2010** Bristol Broadcasting Company participated with a booth at the Interstate Career Council Career Fair 2010 in Bristol, Virginia, on April 15, 2010. Two SEU employees, Program Director Jennifer Worley and Promotions Director Kelly Mullins, offered information about the radio broadcasting industry to those attending the career fair and a pre-printed brochure detailing career opportunities in broadcasting was furnished to those interested. Mullins and Worley advised participants to visit the Bristol Broadcasting Company website for listings of job vacancies at the SEU and about Bristol's equal employment opportunity policies.

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.