

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, 2010 – May 31, 2011*

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” or “Tri-Cities SEU”) that is comprised of the above captioned stations, all licensed to Bristol Broadcasting Company, Inc. (“Bristol”), 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, 2010, and ending on May 31, 2011 (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

Three full-time vacancies were 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
Air Personality	AllAccess.com
Air Personality	Country Aircheck
News Director / Air Personality	SEU Station(s) Website(s)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 17

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 Tri-Cities Station Employment Unit and was posted on the Bristol Broadcasting Company website "Employment" page which is hyperlinked from the websites of each of the Stations in the SEU. 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 each of the full-time job openings 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: Kande Veridal
433-B Prospect Avenue
Newport, TN 37821
Phone: 423-623-7201

Additionally, notice of the vacancies was posted on *job bank* listings of the Virginia Association of Broadcasters website and AllAccess.com, a broadcast industry website. One of the air personality positions was also promoted in a news article by *Country Aircheck*, a publication providing news and information about country music radio stations.

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:

National College of Business <u>Number of Interviewees Provided: 0</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>
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>	Newport Chamber of Commerce <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: 4</u>	SEU Station(s) Website(s) <u>Number of Interviewees Provided: 3</u>
UVA College at Wise <u>Number of Interviewees Provided: 0</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 0</u>	<i>Country Aircheck</i> <u>Number of Interviewees Provided: 3</u>
AllAccess.com <u>Number of Interviewees Provided: 7</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	AllAccess.com	3
Air Personality	SEU Bulletin Boards(s)	4
	<i>Country Aircheck</i>	3
	AllAccess.com	1
News Director / Air Personality	SEU Station(s) Website(s)	3
	AllAccess.com	3

Total number of persons interviewed during Applicable Period: 17

Analysis of Effectiveness of EEO Recruitment Program

While assembling the data for this Report, Bristol also undertook an analysis of the effectiveness of its recruitment efforts for the Tri-Cities Station Employment Unit. As reported above only three full-time vacancies were filled during the Applicable Period and all three were for on-air positions. Thus recruitment response data was limited. Even so, Bristol observed that response to its notice about each opening generated an ample supply of applicants.

For on-air positions AllAccess.com has historically proved to be a very useful recruitment source, and such was the case during the period of this report. A total of seven interviewees learned about an opening with the SEU from AllAccess.com. Of special note, one of the air personality vacancies during the Applicable Period was for a morning co-host position on Station WXBQ-FM. Because it is very rare for WXBQ-FM to have an opening on its morning show, *Country Aircheck*, a publication devoted to news about country radio stations, did a feature story and included contact information for those who might want to apply for the position. Several interested person did, and three were interviewed including the one who was ultimately hired to fill the vacancy. Several existing Bristol employees also applied for this position after seeing notice about the opening on bulletin boards in the offices of the SEU. A total of four interviewees learned about vacancies from notices on the SEU bulletin boards. Clearly notices on the SEU bulletin boards is an effective manner for giving notice to existing employees about job opportunities within the company. Three other interviewees saw notice of job openings on the "Employment" page on the Bristol Broadcasting Company corporate website with is hyperlinked from the websites of each of the SEU Stations. Bristol believes that notices on the Stations' websites is a productive way to make potential candidates aware of openings at the Tri-Cities SEU and will continue to advise interested persons at career fairs, during station tours, and at other public opportunities to periodically check the websites for job vacancy notices.

None of the interviewees for any of the opening that occurred during the Applicable Period of this Report was referred by *Organizations Requesting Notice*. Tri-Cities SEU continues to be successful in soliciting organizations that regularly assist job seekers to help disseminate

information about vacancies. Two additional entities requested to be added to the list of organizations that receive notice of job openings after the last recruitment was completed. These entities will be added to the list for future notices. Bristol will continue to air announcements on its stations notifying organizations that they can receive information about openings at the Tri-Cities SEU.

The SEU's *Specialized Recruitment Sources* supplied no interviewees during the period covered by this Report. The SEU management reviewed its list of *Specialized Recruitment Sources* and found it to be comprehensive and diverse. No new entity was known that would be helpful in disseminating vacancy information to any segment of the local population. Noting that all the openings filled during the Applicable Period were for on-air positions, Bristol reasoned that its *specialized* sources might be more helpful when recruiting for sales, clerical, and bookkeeping type positions, while broadcast industry sources (such as AllAccess.com) would likely be more beneficial in recruiting candidates for on-air positions. The SEU will continue to review and update its list as new sources are identified and added and unproductive sources are removed.

Bristol's review of its recruitment during the period of this Report concluded that the recruitment efforts undertaken did provide adequate dissemination of notice to potential employees from many diverse segments of the population and that the response by qualified applicants was sufficient to provide a good slate of interviewees for each job.

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

Below is a listing of Supplemental Outreach Initiatives seeking to provide increased awareness of employment opportunities in broadcasting and with Bristol Broadcasting Company that were undertaken during the Applicable Period of this Report:

- **Established Internship with Emory & Henry College** In June, 2010, Bristol Broadcasting Company established an internship with Emory & Henry College to provide a student with training and practical experience in news gathering and reporting for radio broadcast. The intern was provided training in news writing, audio editing, voice inflection, and lead confirmation and reporting. In addition to "shadowing" SEU staff members, the student was also allowed "hands-on" opportunities to operate audio consoles and editing software in the newsroom. Members of the SEU management team provided the intern broadcast career opportunities information.
- **Internship with Northeast State Student** On August 6, 2010, an internship was established for a student at Northeast State College. This student was provided opportunities to observe the air staff on one of the stations of the SEU. The student was given training in the operation of the station's audio equipment and was instructed in the use of audio editing software for commercial production and on-air materials. During the

internship members of the SEU management team provided the student with information about career opportunities available in broadcasting.

- **Continued Internship with Milligan College** At the request of the student, Bristol Broadcasting Company continued an internship program with Milligan College. The intern, who was enrolled in communications courses at the college, was given opportunities to observe and have direct *hands-on* participation with the on-air personnel at 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. This internship led to part-time employment for the student at the Tri-Cities SEU.
- **Broadcast Career Scholarship Established** On March 15, 2011, The Tri-Cities 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 Tri-Cities area. Local educators will be asked to assist by nominating potential recipients for the scholarship. Bristol will award the scholarship on equal opportunity basis without regard to the race, color, national origin, religion, or gender of the candidates.
- **Northeast State Community College Student Internship** In March 2011 an internship with a student at Northeast State Community College was commenced. This student was provided opportunities to observe the air staffs of several of the stations in the SEU. The student was given training in the operation of the station's audio equipment, was instructed in the use of audio editing software, and was taught how to write news stories for radio broadcast by SEU staff members. Members of management also discussed career opportunities in broadcasting and Bristol's EEO policy with the intern.
- **Studio Tour – Scouting Group** On April 4, 2011, Bristol hosted a tour for a group of Boy Scouts at the studios of the SEU. The scouts 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.
- **Interstate Career Council Career Fair 2011** On April 7, 2011, the Tri-Cities SEU participated in the Interstate Career Council Career Fair 2011 in Bristol, Virginia. Promotions Director Kelly Mullins and Program Director Jennifer Worley manned a booth at the event and gave information about job opportunities in the radio business and with Bristol Broadcasting Company to those attending. 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.

- **Outreach to Organizations That Help Job Seekers** From June 2010 through May 2011 the Stations of the Tri-Cities SEU aired more than 1,250 (250 per station) announcements reminding organizations that regularly assist job seekers that they can be added to a list of entities that receive notice of all full-time openings at the Tri-Cities SEU. These announcements were designed to provide greater awareness of job opportunities with Bristol Broadcasting Company.

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.