

Bristol Broadcasting Company, Inc.

*Stations WXBQ-FM, WAEZ(FM), WFHG-FM, WTZR(FM),
WFHG(AM), WNPC(AM), and WLNQ(FM)*

Comprising the Tri-Cities Station Employment Unit

Annual EEO Public File Report

For the period of June 1, 2011 – May 31, 2012

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, 2011, and ending on May 31, 2012 (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), WNPC(AM), and WLNQ(FM) are all in Tennessee (Greeneville, Elizabethton, Newport, and White Pine 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
Sales Representative	SEU Station(s) Website(s)
News Reporter	Word-of-Mouth (Walk-in Applicant)
Sales Representative / Air Personality	Word-of-Mouth (Walk-in Applicant)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 23

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

National College of Business
Attention: Angie Williams
1328 Highway 11W
Bristol, TN 37620
Phone: 423-878-4440

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 vacancies was posted on *job bank* listings of the Virginia Association of Broadcasters website and AllAccess.com, a broadcast industry website. The sales representative position was also advertised in the *Johnson City Press*, the *Bristol Herald*, and the *Kingsport Times* newspapers and on each of the Stations of the SEU.

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: 0</u>	SEU Station(s) Website(s) <u>Number of Interviewees Provided: 5</u>
UVA College at Wise <u>Number of Interviewees Provided: 0</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 8</u>	On-air Announcement (SEU Stations) <u>Number of Interviewees Provided: 4</u>
AllAccess.com <u>Number of Interviewees Provided: 0</u>	<i>Bristol Herald</i> <u>Number of Interviewees Provided: 3</u>	<i>Johnson City Press</i> <u>Number of Interviewees Provided: 2</u>
<i>Kingsport Times</i> <u>Number of Interviewees Provided: 1</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
Sales Representative	On-air Announcement (SEU Stations)	4
	SEU Station(s) Website(s)	3
	<i>Bristol Herald</i>	3
	<i>Johnson City Press</i>	2
	Word-of-Mouth (Walk-in Applicant)	2
	<i>Kingsport Times</i>	1
News Reporter	SEU Station(s) Website(s)	1
	Word-of-Mouth (Walk-in Applicant)	1
Sales Rep / Air Personality	Word-of-Mouth (Walk-in Applicant)	5
	SEU Station(s) Website(s)	1

Total number of persons interviewed during Applicable Period: 23

Analysis of Effectiveness of EEO Recruitment Program

As part of the preparation and collection of data for this report, Bristol Broadcasting Company completed an analysis of the effectiveness of its recruitment efforts for the Tri-Cities Station Employment Unit. This analysis included a review of the Specialized Recruitment Sources utilized by the SEU for each recruitment activity and the list of Organization Requesting Notice of all full-time opening.

While the analysis of the SEU's *Specialized Recruitment Sources* revealed that no interviewee during the Applicable Period of this report was referred by any source on the Specialized list, a review showed the list to be comprehensive with reach into diverse areas of the community. SEU management was unable to identify additional entities that they believed would be helpful in disseminating vacancy information to unreached segments of the local population. The SEU continually reviews this list of specialize sources and when sources with reach into new population segments are identified they are added to the list.

The Tri-Cities SEU maintains a list of organizations that have requested to be given notice of all full-time openings at the SEU; however, none of the organizations on the list referred any interviewees during the period of this report. The Stations of the SEU aired announcements throughout the Applicable Period notifying organizations that they can receive information about openings at the Tri-Cities SEU. Bristol believed its efforts to remind organization that they can

receive vacancy information were successful during the period of this report. Two new entities² requested that they be included in notice of openings. Those two entities were:

Star Museum
Attention: Robert Weisfeld
170 E. Main Street
Abingdon, VA 24210
Phone: 276-608-7452

Myaircheck.com
Attention: Scott Russell
#1-771 Gibsons Way
Gibsons, BC VON1V9
Phone: 604-740-1374

Bristol will continue to air announcements on its stations notifying organizations that they can receive information about openings at the Tri-Cities SEU.

During this reporting period, as with past periods, local newspaper advertisements were effective in soliciting candidates for sales positions. Six of the interviewees for the full-time sales representative position filled during the Applicable Period learned about the opening from local newspaper ads. Another four interviewees heard about the opening through announcements aired on the Stations of the SEU, and three interviewees responded after reading about the opening on the "Employment" page on the Bristol Broadcasting Company corporate website which is hyperlinked from the websites of each of the SEU Stations. However, the analysis showed that a third of the interviewees during the reporting period were simply "walk-in" applicants or had heard about an opening at the SEU through acquaintances in the radio business. AllAccess.com, which is historically a productive source for on-air position recruiting, supplied no interviewees for any of the three openings during the Applicable Period.

After the review of the recruitment activities Bristol concluded that it had received an ample pool of applications for each of the full-time opening and that its recruiting efforts were successful in disseminating notice of each vacancy to many diverse segments of the population. It was concluded that any qualified individual who might have wanted to apply would have had reasonable opportunities to learn about the openings.

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 was 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:

- **East Tennessee State University Internship** During the Fall Semester 2011, Bristol Broadcasting Company established an internship with a student at East Tennessee State University. The intern observed the air staff of one of the SEU stations as they performed their regular duties. He also was given hands-on training in the operation of

² The requests from these two entities to be added to the SEU's list of Organizations Requesting Notice were received during the Applicable Period of this Report but after the last vacancy had already been filled. These two entities will be sent notice of all future full-time openings.

the audio equipment and audio editing software. Members of management also discussed career opportunities in broadcasting and Bristol's EEO policy with the intern. It is noted that this internship led to part-time employment at the SEU.

- **Studio Tour – Scouting Group** On June 23, 2011, the Tri-Cities SEU hosted a tour/seminar for a group from the YWCA Tech Girls Summer Camp. The participants toured the studios and 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, types of equipment used by broadcast stations, and how programming is selected for stations.
- **Regional Job Fair at Southwest Higher Education Center** Bristol Broadcasting Company co-sponsored and co-hosted a regional job fair at the Southwest Higher Education Center in Abingdon, Virginia on June 30, 2011. SEU management and staff help plan and coordinate the job fair, and the Stations of the SEU pre-promoted the event with numerous on-air announcements. Management and staff members including Operations Director Bill Hagy were on site during the job fair to give information about career opportunities in broadcasting and to answer any questions from interested parties. Pre-printed brochures detailing career opportunities in broadcasting were made available and participants were encouraged to visit the Bristol Broadcasting Company website for listings of job vacancies at the SEU and about Bristol's equal employment opportunity policies.
- **Cocke County School Systems Career Fair** On January 24, 2012, the SEU participated in the Cocke County School Systems Career Fair in Newport, Tennessee. Sales Manager Louanna Ottinger and other staff members including Morning Show Host Nathan Manning 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. Ottinger 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.
- **Student Internship – East Tennessee State University** On March 13, 2012, an internship with a student at East Tennessee State University was commenced. The SEU afforded opportunities for this student to observe members of the air staff as they performed their regular duties. The student was given hands-on training in the operation of the audio equipment, was instructed in the use of audio editing software, and was provided a broad overview of the operation of the station by SEU staff members. Members of management also discussed career opportunities in broadcasting and Bristol's EEO policy with the intern.
- **Interstate Career Council Career Fair 2012** SEU Promotions Director Kelly Mullins and staff member James Gilmer manned a Bristol Broadcasting Company booth at the Interstate Career Council Career Fair 2012 in Bristol, Virginia, on April 5, 2012. In addition to offering participants a pre-printed brochure detailing career opportunities in broadcasting Mullins and Gilmer answered questions about how to be aware of job vacancies at the Tri-Cities SEU. Participants were advised to visit the Bristol

Broadcasting Company website for listings of job vacancies at the SEU and detailed information about how to apply for any open position.

- **Outreach to Organizations That Help Job Seekers** To aid in the dissemination of information about vacancies and to make organization that regularly assist job seekers aware that they can be added to a list of entities that receive notice of all full-time opening at the Station Employment Unit, the Stations of the SEU aired more than 1,250 (250 per station) announcements between June 1, 2011 and May 31, 2012, encouraging such organizations to request inclusion on the list. These announcements were also 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.