

Bristol Broadcasting Company, Inc.

*Stations WXBQ-FM, WAEZ(FM), WFHG-FM, WEXX(FM),
WFHG(AM), WNPC(AM), WLNQ(FM), WNVA(AM) and WNVA-FM
Comprising the Tri-Cities Station Employment Unit*

Annual EEO Public File Report

For the period of June 1, 2014 – May 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 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, 2014, and ending on May 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 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), WEXX(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, WFHG(AM), WNVA(AM) and WNVA-FM 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

Four² 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	SEU Station(s) Website(s)
News Reporter	SEU Station(s) Website(s)
Bookkeeper	Word-of-Mouth (Walk-in Applicant)
Air Personality	SEU Station(s) Website(s)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 25

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:

² There were only four full-time vacancies filled during the Applicable Period, but one position (the bookkeeping opening) was first filled by one candidate who only worked for a partial week before leaving the job and never returning. When management could not get back in touch with that individual, the position was filled by another applicant. This Report lists that position only once and all interviews and recruiting activities are reported collectively for both hires with the single exception that the first hiree was referred by *The Bristol Herald*.

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

MyAirCheck.com
Attention: Scott Russell
#1-177 Gibsons Way
Gibsons, BC VON1V9

Star Museum
Attention: Robert Weisfeld
170 E. Main Street
Abingdon, Virginia 24210

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: Ruth Wilbanks
PO Box 70718
Johnson City, TN 37614
Phone: 423-439-4441

Northeast State College
Career Services
Attention: Marquita Tittle
PO Box 246
Blountville, TN 37617
Phone: 423-354-2491

Emory & Henry College
Career Services
Attention: Amanda Gardner
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: Robin Lay
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

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

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

Additionally, notice of the vacancies was posted on the *job bank* listings of the Virginia Association of Broadcasters website. Both of the on-air openings were posted on AllAccess.com, a broadcast industry website. The sales representative positions were also advertised in the *Johnson City Press*, the *Bristol Herald*, and the *Kingsport Times* newspapers and on each of the Stations of the SEU. Recruitment of candidates for the bookkeeping position was also solicited from The Spurion Agency, a local employment agency.

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: 3</u>	On-air Announcement (SEU Stations) <u>Number of Interviewees Provided: 0</u>
AllAccess.com <u>Number of Interviewees Provided: 11</u>	<i>Bristol Herald</i> <u>Number of Interviewees Provided: 3</u>	<i>Johnson City Press</i> <u>Number of Interviewees Provided: 1</u>
<i>Kingsport Times</i> <u>Number of Interviewees Provided: 1</u>	The Spurion Agency <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
Air Personality	SEU Station(s) Website(s)	2
	AllAccess.com	1
	Word-of-Mouth (Walk-in Applicant)	1
News Reporter	SEU Station(s) Website(s)	2
	Word-of-Mouth (Walk-in Applicant)	1
Bookkeeper	<i>Bristol Herald</i>	3
	<i>Johnson City Press</i>	1
	<i>Kingsport Times</i>	1
	Spurion Agency	1
	Word-of-Mouth (Walk-in Applicant)	1
Air Personality	AllAccess.com	10
	SEU Station(s) Website(s)	1

Total number of persons interviewed during Applicable Period: 25

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.

During the Applicable Period one entity (Virginia Intermont College) was removed from the list of Specialized Recruitment Sources because the school had closed. As part of the review of the list, the contact names and addresses of the remaining entities were checked for accuracy. After the review, the SEU management believed the list to be comprehensive with reach into diverse areas of the community. SEU management did not identify any 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. 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, however, the analysis showed that no new organizations requested notice. The SEU Stations will continue to air announcements notifying organizations that they can receive information about openings at the Tri-Cities SEU.

The analysis of the recruitment efforts during the Applicable Period, management believed, showed effectiveness with each opening receiving a number of qualified applicants. With only four openings to fill, data for analysis was limited. But, as in earlier reporting periods, Bristol Broadcasting Company found that local newspaper ads were effective in producing applicants/interviewees for the bookkeeping position filled. Likewise, AllAccess.com (a broadcast industry website) furnished a significant number of interviewees for on-air positions. During the reporting period for this report, notices placed on the "Employment" page on the Bristol Broadcasting Company corporate website with is hyperlinked from the websites of each of the SEU Stations also produced several applicants/interviewees.

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.

The SEU management also believed the analysis showed their supplemental outreach efforts helped educate a large number of persons about the types of jobs available in the broadcast industry and about job opportunities with Bristol Broadcasting Company.

Bristol Broadcasting Company concluded 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, by advertising in local newspapers, by airing announcements on the Stations of the SEU, 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 Summer and Fall Semester 2014, Bristol Broadcasting Company established an internship with a student at East Tennessee State University. The intern observed the news staff of the SEU stations as they performed their regular duties. He also was given hands-on training in the operation of the audio equipment and audio editing software. The intern was also given opportunities to write "practice" news stories and to produce audio cuts for use with these news stories. 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.

- **ETSU Fall Career Fair** On November 5, 2014, the Tri-Cities SEU participated in the East Tennessee State University Fall Career Fair. A booth was manned at the career fair by SEU Promotions Director Kelly Mullins and other Bristol Broadcasting Company personnel. Interested persons were given information about careers in broadcasting and Mullins answered questions the SEU equal employment practices and about how to be aware of job vacancies at the Tri-Cities SEU. Mullins pointed participants to the stations' websites for listings of job vacancies and detailed information about how to apply for any open position.
- **Career Fair – ETSU College of Business** SEU Promotions Director Kelly Mullins manned a Bristol Broadcasting Company booth at the East Tennessee State University College of Business Career Fair in Johnson City, Tennessee, on February 18, 2015. In addition to offering participants a pre-printed brochure detailing career opportunities in broadcasting Mullins 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.
- **Student Internship – East Tennessee State University** An internship for a student at East Tennessee State University was established in the Spring quarter of 2015. The SEU afforded opportunities for this student to observe employees in the commercial production area of the stations 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.
- **ETSU / Interstate Career Fair Co-Sponsorship** The SEU (Bristol Broadcasting Company) co-sponsored the East Tennessee State University/Interstate Career Fair at the Millennium Center in Johnson City, Tennessee, on March 30, 2015. The SEU contributed to advance planning and advertising of the event including a significant on-air recruitment and informational commercial schedule. Management of the SEU including Promotions Director Kelly Mullins participated on the day of the career fair by manning an information booth where they answered questions regarding Bristol Broadcasting Company's EEO Policies and recruitment practices and gave a pre-printed brochure detailing career opportunities in broadcasting to those interested. Participants were also informed of current available openings in the company and were encouraged to visit the Bristol Broadcasting website to see available positions at all of the Bristol Stations/Markets. Applications from interested persons for open positions at Bristol Broadcasting Company were also taken.
- **Whitesburg School Career Fair** On April 16, 2015, Sales Manager Louanna Ottinger and other staff members including air personality Steve Wallen participated in a career fair at Whitesburg School in Hamblen County Tennessee. Ottinger and Wallen gave those in attendance information about job opportunities in the radio business and with Bristol Broadcasting Company. 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.

- **Internship – Longwood University** In May, 2015, an internship was established for a student attending Longwood University in Farmville, Virginia. This internship will give the student an opportunity to observe the stations' new reporters as they carry on their daily activities. The student will be given hands-on training in the operation of the audio equipment and will be instructed in the use of audio editing software. This internship will continue past the Applicable Period of this Report.
- **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, 2014 and May 31, 2015, 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.