

# Bristol Broadcasting Company, Inc.

*Stations WXBQ-FM, WAEZ(FM), WFHG-FM, WEXX(FM), WFHG(AM), WNPC(AM),  
WLNQ(FM), WNVA(AM), WNVA-FM, WSEV(AM), WSNQ, WMEV-FM, WUKZ(AM)<sup>1</sup>  
Comprising the Tri-Cities Station Employment Unit*

## **Annual EEO Public File Report**

*For the period of June 1, 2016 – May 31, 2017*

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 required<sup>2</sup>.

The information contained in this Report covers the time period beginning on June 1, 2016, and ending on May 31, 2017 (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.

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<sup>1</sup> Stations WMEV-FM, WUKZ(AM), WSNQ(AM) were acquired by Bristol Broadcasting Company, Inc., in 2017 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 WUKZ(AM) and WMEV-FM were retained in their same positions by Bristol Broadcasting Company without any recruitment activities. No new employees were added with or as a result of the acquisition of WSNQ(AM).

<sup>2</sup> While the communities of license of Stations WAEZ(FM), WEXX(FM), WNPC(AM), WSEV(AM), and WLNQ(FM) are all in Tennessee (Greeneville, Elizabethton, Newport, Sevierville, 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), WMEV-FM, WUKZ(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.

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**

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
Air Personality	Word-of-Mouth (Walk-in Applicant)

Total number of persons interviewed during Applicable Period: 4

**Recruitment Source Information**

Notice of the full-time vacancy 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.

Notice of the full-time job opening was also sent to the following Organizations<sup>3</sup> that had Requested Notice of such openings:

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

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

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

<sup>3</sup> During the Applicable Period of this report, four entities (Trevecca Nazarene University, Star Museum, MyAirCheck.com, and ITT-Technical Institute) that had previously requested notice of job vacancies were removed from the list either by their own request or after several mailings to them were returned as undeliverable.

Below is a listing of the Specialized Recruitment Sources utilized by Bristol Broadcasting Company for every full-time vacancy. A notice of the 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 vacancy was posted on the *job bank* listings of the Virginia Association of Broadcasters website and the Tennessee Association of Broadcasters website. Notice of the job opportunity was posted on AllAccess.com, a broadcast industry website where many job seekers look for job opportunities.

**Analysis of Interviewees by Source**

As shown below 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:

AllAccess.com <u>Number of Interviewees Provided: 1</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 1</u>	SEU Station(s) Bulletin Boards <u>Number of Interviewees Provided: 2</u>
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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:

<b>Chart Showing Total Number Interviewees by Source for Each Vacancy</b>		
<b>Full-Time Position</b>	<b>Recruitment Sources of Interviewees</b>	<b>Total Referred by Source</b>
Air Personality	SEU Station(s) Bulletin Boards	2
	AllAccess.com	1
	Word-of-Mouth (Walk-in Applicant)	1

Total number of persons interviewed during Applicable Period: 4

## **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:

- **ETSU Spring Career Fair** On February 23, 2017, Bristol Broadcasting Company participated in the East Tennessee State University Spring Career Fair. SEU Promotions Director Kelly Mullins and other Bristol Broadcasting Company personnel manned a booth at the event and interested persons were given information about careers in broadcasting. Mullins answered questions about the SEU equal employment practices and pointed participants to the SEU Stations' websites for listings of job vacancies.
- **Emory & Henry College (VAB) Internship** During the Summer of 2016, Bristol Broadcasting Company in cooperation with the Virginia Association of Broadcasters established an internship with a student at Emory & Henry College. 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. This internship also led to part-time employment of the intern by the SEU.
- 1. **Northeast State Community College Career Fair** On April 27, 2017, Bristol Broadcasting (Tri-Cities SEU) participated in a career fair on the campus of Northeast State Community College. Promotions Director Kelly Mullins manned a booth at the event and interested persons were given information about careers in broadcasting. Mullins distributed printed brochures explaining career opportunities in broadcasting and answered questions about the SEU equal employment practices. She also told participants to visit the SEU Stations' websites for listings of job vacancies. The equal employment policies of Bristol Broadcasting Company and the SEU were highlighted and the printed materials and in discussions at the event.
- **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, Bristol Broadcasting Company continually has posted on its corporate website (which is hyperlinked from all the SEU Stations' websites) a notice to such organization encouraging them to request inclusion on the list. An online form is provided for convenience in requesting notice of vacancies.

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.