

Bristol Broadcasting Company, Inc.

Stations WXBQ-FM, WAEZ(FM), WFHG-FM, WEXX(FM), WWTB(AM), WNPC(AM), WLNQ(FM), WNVA(AM), WQSN(FM), WSEV(AM), WSNQ(AM), WMEV-FM, and WUKZ(AM) Comprising the Tri-Cities Station Employment Unit

Annual EEO Public File Report

For the period of June 1, 2017 – May 31, 2018

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, 2017, and ending on May 31, 2018 (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.

¹ 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), WSNQ(AM), WNVA(AM) and WQSN(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

During the Applicable Period of this report five full-time vacancies were filled at the Tri-Cities Station Employment Unit.²

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Air Personality	Word-of-Mouth (Walk-in Applicant)
Sales Representative	Word-of-Mouth (Walk-in Applicant)
Sales Representative	SEU Station(s) Website(s)
Sales Representative	<i>The Newport Plain Talk</i>
Air Personality	SEU Station(s) Website(s)

Total number of persons interviewed during Applicable Period: 20

Recruitment Source Information

Notice of each of the five 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.

Notices of the full-time job openings were also sent to all organizations involved in assisting job seekers that had requested notice of such openings. A list of these Organizations That Had Requested Notice is shown below:

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

² It is noted that two additional recruitment efforts were commenced but not completed during the Applicable Period. The first of these additional recruitment efforts was aborted without any new hiring. The second recruitment effort was incomplete at the time of this report thus the tallying of that recruitment will be included in the 2019 annual EEO public file report for the SEU.

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

The Bristol Broadcasting Company Tri-Cities SEU also sent notice of each of the full-time vacancies along with a request that the notice be propagated to any qualified job seeker to its list of Specialized Recruitment Sources. Below is the list of these Specialized Recruitment Sources:

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 each of the full-time vacancies was posted on the *job bank* listings of the Virginia Association of Broadcasters website and the Tennessee Association of Broadcasters website. Notices of the Air Personality positions were posted on AllAccess.com, a broadcast industry website where many job seekers look for job opportunities. Advertisements for two of the Sales Representative positions were placed in *The Bristol Herald Courier* and *The Johnson City Press*, newspapers with large circulations in the SEU market. An advertisement announcing the third Sales Representative position was placed in the *Newport Plain Talk*, a newspaper with circulation in the area to be worked by the Sales Representative.

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
Number of Interviewees Provided: 8

Bristol Herald Courier
Number of Interviewees Provided: 3

Word-of-Mouth (Walk-in Applicant)
Number of Interviewees Provided: 3

Johnson City Press
Number of Interviewees Provided: 2

Newport Plain Talk
Number of Interviewees Provided: 2

SEU Station(s) Website(s)
Number of Interviewees Provided: 2

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	4
	Word-of-Mouth (Walk-in Applicant)	1
Sales Representative	Johnson City Press	2
	Bristol Herald Courier	1
	Word-of-Mouth (Walk-in Applicant)	1
Sales Representative	Bristol Herald Courier	2
	SEU Station(s) Website(s)	1
Sales Representative	Newport Plain Talk	2
	Word-of-Mouth (Walk-in Applicant)	1
Air Personality	AllAccess.com	4
	SEU Station(s) Website(s)	1

Total number of persons interviewed during Applicable Period: 20

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:

- Emory & Henry College (VAB) Internship** During the Summer of 2017, 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. She 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.

- **Emory & Henry College (VAB) Internship #2** Also during the Summer of 2017, in cooperation with the Virginia Association of Broadcasters the Tri-Cities SEU established a second internship with a student at Emory & Henry College. The intern was given a broad overview of job responsibilities at the SEU Stations as was allowed to “job shadow” several of the SEU employees as they performed the daily tasks. This job shadowing included on-air activities in the stations control rooms, commercial production and audio editing, and bookkeeping functions.
- **ETSU Spring Career Fair** On February 28, 2018, the Tri-Cities SEU 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.
- **Northeast State Community College Career Fair** On April 19, 2018, the 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.

As part of the preparation of this Report, an analysis of the recruitment activities and the overall efficacy the Tri-Cities Station Employment Unit was made. After the analysis, SEU management concluded the its recruitment efforts were generally successful during the Applicable Period with any qualified individual who might wish to apply for an open position having multiple opportunities to learn about such openings. As part of the analysis, a decision was made to separate the Tri-Cities SEU into three individual Station Employment Units for recruiting and reporting purposes. Even though much of the management personnel including the General Manager would be the same for all three SEU’s and many other management employees would be shared by all three SEU’s, management believed that this would give a more granular view of its recruitment efforts for the annual EEO public file reports and perhaps broader dissemination of job notices. Accordingly, new expanded Specialized Recruitment Sources lists will be made – one for each SEU. Management recognizes that there will be significant duplication in the Specialized Recruitment Sources lists for the three new SEU’s. The full list of Organizations Requesting Notice that has been collected by the Tri-Cities SEU will be utilized by each of the three new SEU’s.

Commencing with the 2019 Annual EEO Public File Report, the Stations of the Tri-Cities SEU will be divided and recruitment activities will be reported in three separate reports as the following station employment units:

- Tri-Cities Station Employment Unit
- Newport Station Employment Unit
- Marion Station Employment Unit

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.