

Bristol Broadcasting Company, Inc.

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

Annual EEO Public File Report

For the period of June 1, 2020 – May 31, 2021

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, 2020 and ending on May 31, 2021 (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 for the Tri-Cities SEU during the Applicable Period of this Annual Equal Employment Opportunity Report.

¹ While the communities of license of Stations WAEZ(FM), WEXX(FM), and WFHG-FM are all in Tennessee (Greeneville, Elizabethton, and Bluff 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, WWTB(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.

Vacancy Information

During the Applicable Period of this report no full-time vacancies were filled² at the Tri-Cities Station Employment Unit.

Supplemental Outreach Initiatives

Because the Covid-19 Pandemic and its associated restrictions and shutdowns throughout the Applicable Period limited career fairs and internships, the Tri-Cities SEU undertook fewer than the usual number of Supplemental Outreach Initiatives. Regardless, to increase awareness of employment opportunities in the broadcasting industry and with the Tri-Cities SEU, the SEU did complete the following initiatives during the Period:

- **Virginia Highlands Community College Internship** In the winter and spring of 2021, the Tri-Cities SEU, working with the Virginia Department for the Blind and Vision Impaired, established an internship for a student at Virginia Highlands Community College. Working alongside staff members the intern was instructed about on-air presentations, about how music is selected and scheduled on music intensive stations, and about how news and traffic information is gathered and aired. Members of management also discussed career opportunities in broadcasting and Bristol's EEO policy with the intern.
- **Scholarship Established for Broadcasting Student** A scholarship intended to encourage broadcasting as a career choice was established by Bristol Broadcasting Company for the Tri-Cities SEU In April 2021. A student with an interest in broadcasting as a career path and enrollment in one of the colleges in the Tri-Cities area will be selected to be the recipient of the cash scholarship. Local educators will be asked to nominate potential recipients for the scholarship. The scholarship will be awarded on an equal opportunity basis without regard to the race, color, national origin, religion, or gender of the candidates.
- **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 the Covid-19 Pandemic subsides, the management of the SEU anticipates a more robust outreach effort including participation in job fairs and the establishment of new internship programs. 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.

² Recruitment for a full-time sales representative position had just commenced but had not been completed at the end of the Applicable Period of this Report. The recapitulation of that recruitment effort and the accompanying interview process will be included in the 2022 Annual EEO Public File Report.