

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, 2023 – May 31, 2024

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, 2023 and ending on May 31, 2024 (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 license 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 vacancy was filled at the Tri-Cities Station Employment Unit thus no recruitment data was generated for reporting herein.

Supplemental Outreach Initiatives

During the Applicable Period, the Tri-Cities SEU undertook several Supplemental Outreach Initiatives to increase awareness of employment opportunities in the broadcasting industry and with the Tri-Cities SEU. Below is a list of initiatives undertaken by the SEU:

- **Internship Continued with Student Studying Abroad** During June and July 2023, the SEU continued an internship that was established by a local resident who is a student studying abroad and who requested to participate in the internship during periods when she is back home. This intern will be given hands on training while job-shadowing SEU 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. She also was given “hands-on” tutoring in how to use audio editing software for commercial production, and she participated with staff members at live promotional events conducted by the Stations of the SEU. Members of management discussed career opportunities in broadcasting and Bristol Broadcasting Company’s EEO policy with the intern. The intern was a student at the University of Leeds.
- **Milligan University Internship** In June 2023, the Tri-Cities SEU established a month-long internship with a student at Milligan University. This intern who was involved in broadcasting courses at the school was given “hands-on” opportunities to learn how to use audio editing software and was shown how live radio shows are done while he shadowed several of the SEU personnel during their regular work schedules. 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 the radio broadcasting industry with the intern and informed him of Bristol Broadcasting Company’s EEO policies.
- **Bristol Youth Leadership Career Day** On February 22, 2024, the Tri-Cities SEU again participated in the Bristol Youth Leadership Career Day hosted by the Bristol Chamber of Commerce. This was the second year of participation for the SEU. Members of the SEU management team, Operations Manager Chris Arnold and IT Manager Lynn Hamby were panelists at the event. Arnold and Hamby led discussions about careers in the radio broadcasting industry and the various roles prospective employees could hold in the broadcast business and particularly with Bristol Broadcasting Company. Students at the event participated in a question-and-answer session with the SEU management members. Questions fielded included various positions available and education beneficial to and suggested for each broadcasting career choice. In addition to answering questions, the SEU team showed a series of slides discussing music scheduling, research, IT, engineering, and promotions at radio stations.

- **East Tennessee State University Internship** In May 2024, an internship with a student at East Tennessee State University was established with the SEU. At the time of this Report that internship is continuing. The intern is being given “hands-on” tutoring in how to use audio editing software for commercial production and is being allowed to participate with staff members at live promotional events conducted by the Stations of the SEU. She also is being given training regarding the daily activities in the control rooms of the Stations while job-shadowing SEU staff members. Members of management also discussed career opportunities in the radio broadcasting industry with the intern and informed her of Bristol Broadcasting Company’s EEO policies.
- **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.

Analysis of Recruitment and EEO Program

Annually, as part of the preparation of its EEO Annual Public File Report, management of the Tri-Cities SEU completes an analysis of any recruitment activities and the overall efficacy of the EEO program of the SEU. With no full-time openings during the Applicable Period there was no recruitment data available for analyzing. But management did review its EEO policies and programs including its listing of Specialized Recruitment Sources, supplemental EEO initiatives, and other EEO activities. After this review, the SEU management believed that the list of Specialized Recruitment Sources encompassed entities from many diverse segments of the community which should be helpful in reaching qualified applicants in varied demographic groups. No new entities were identified that would add to the outreach in a significant way. It was noted that there were fewer events such as career/job fairs that were scheduled in the region in which the SEU could participate during the reporting period. The scarcity of career fairs was attributed to a “hang-over” from the Covid 19 Pandemic period and is also a result of a very tight labor market in the SEU region. Overall, this review concluded that the SEU’s plan and program for giving notice of any full-time vacancy at the SEU would generally be adequate to allow any qualified individual who might wish to apply for an open position to have multiple opportunities to learn about such an opening.

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 ways and means to continue to widely disseminate information regarding job vacancies with the company.