

Bristol Broadcasting Company, Inc.
*Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WPAD(AM),
WNGO(AM), WLLE(FM), WKYX-FM, WZYK(FM), and WDXR(AM)*
Comprising the Paducah Station Employment Unit
Annual EEO Public File Report
For the period of April 1, 2019 – March 31, 2020

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 Station Employment Unit (“SEU” or “Paducah SEU”) that is comprised of the above captioned stations (all licensed to Bristol Broadcasting Company, Inc.) and has been placed in the Public Inspection Files of these stations and posted on their websites as required.¹

The information contained in this Report covers the time period beginning on April 1, 2019 and ending on March 31, 2020 (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.

Below is a recapitulation of the vacancies and recruitment activities and supplemental outreach initiatives that were undertaken for the Paducah SEU by Bristol Broadcasting Company during the Applicable Period of this Annual Equal Employment Opportunity Report.

¹ While the community of license of Station WKYX-FM is in Illinois (Golconda) this Annual EEO Public File Report was prepared and filed on the anniversary date of the filing of the licensee renewal applications for commonly owned Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WPAD(AM), WNGO(AM), WLLE(FM), WZYK(FM), and WDXR(AM) whose communities of license are in Kentucky as is permitted by the Commission’s policies for station employment units comprised of stations whose cities of license are in two or more states.

Vacancy Information

A total of 6 full-time vacancies were filled for the Paducah Station Employment Unit during the Applicable Period of this Report. Below is a chart of the vacancies and the recruitment source for the hires for each position:

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Sales Representative	<i>Indeed.com</i>
News Reporter	Facebook
Sales Representative ²	<i>Indeed.com</i>
Sales Representative ²	<i>Indeed.com</i>
Sales Representative	<i>Indeed.com</i>
On-air Personality	<i>Indeed.com</i>

Total number of persons interviewed during Applicable Period: 28

Recruitment Source Information

Notices for each of the full-time vacancies during the Applicable Period were sent to all Specialized Recruitment Sources and Organizations Requesting. Notices for each full-time vacancy were posted on bulletin boards at the offices of the SEU offices and were posted on the websites of each of the stations in the Station Employment Unit. Announcements about each of the vacancies were also posted on *Indeed.com*, an online recruitment source. Facebook, a national social networking site, was also utilized to extend the reach of the notices for some of the positions. Each notice and communication regardless where it was posted emphasized that Bristol Broadcasting Company is an equal opportunity employer. Information about openings was also made available at local career fairs by members of management of the Paducah SEU.

Specialized Recruitment Sources

Notice of each full-time job opening was sent to each of the entities on the SEU's list of Specialized Recruitment Sources. Below is a listing of the Specialized Recruitment Sources utilized by Bristol Broadcasting Company for each vacancy. Along with notice of each vacancy a request that the notice be propagated to qualified job seekers was also sent.

Asbury College
Attention: Donna Flanigan
1 Macklem Drive
Wilmore, KY 40390
Phone: (859) 858-3511

Western Kentucky University
Attention: Peter Bryant
1 Big Red Way
Bowling Green, KY 42101
Phone: (270) 745-5489

Christ Temple Apostolic Church
Attention: Anthony Walton
523 North 12th Street
Paducah, KY 42001
Phone: (270) 575-3823

² Two full-time Sales Representative positions were filled from the same recruitment pool during one recruitment period.

Pad Business & Professional Women
Attention: Audrey Lee
825 Madison Street
Paducah, KY 42001
Phone: (270) 210-5195

Greater Lincoln Height Baptist Church
Attention: Rev. Alfred Anderson
1324 Bloomfield Avenue
Paducah, KY 42001
Phone: (270) 442-0070

Greater Love Baptist Church
Attention: W. G. Harvey
1249 N. 12th Street
Paducah, KY 42001
Phone: (270) 443-7161

Harrison Street Baptist Church
Attention: James Hudson
1126 Harrison Street
Paducah, KY 42001
Phone: (270) 442-8946

Women's Club of Paducah
Attention: Merryman Kemp
309 N. 8th Street
Paducah, KY 42001-1029
Phone: (270) 442-4134

Margaret Hank Memorial
Attention: Debbie Hayes
1526 Park Avenue
Paducah, KY 42001
Phone: (270) 443-3680

Moody Bible Institute of Chicago
Attention: Patrick Friedline
820 N. La Salle Blvd.
Chicago, IL 60610
Phone: (312) 329-4000

Mount Moriah MBC
Attention: Deborah Spaulding
P. O. Box 2831
Paducah, KY 42002
Phone: (270) 443-3714

Murray State University
Attention: Dr. Debbie Owens
116-B Wilson Hall
Murray, KY 42071
Phone: (270) 809-6318

NAACP Job Bank
Attention: J. W. Cleary
505 S. 8th Street
Paducah, KY 42003
Phone: (270) 443-5430

Oakalone Christian Church
Attention: Tevis Shaw
P. O. Box 246
West Paducah, KY 42086
Phone: (270) 442-8644

Career Services Office MSU
Attention: Marlo Rhodes
210 Ordway Hall
Murray, KY 42071
Phone: (270) 575-3498

Paducah Housing Authority
Attention: Arthur Davenport
2330 Ohio Street
Paducah, KY 42003
Phone: (270) 443-3634

Paducah Human Rights Commission
Attention: Stan Beauchamp
300 south 5th Street
Paducah, KY 42001
Phone: (270) 444-8644

University of Tennessee
Attention: :Rodney Freed
305 Gooch Hall
Martin, TN 38238
Phone: (731) 881-7532

Washington Street Baptist Church
Attention: Kathy Harris
721 Washington Street
Paducah, KY 42001
Phone: (270) 442-8033

Ware Memorial C.O.G.I.C.
Attention: Virginia McClure
1145 North 11th Street
Paducah, KY 42001
Phone: (270) 575-0960

Kentucky Broadcasters Association
Website Job Bank

Organizations Requesting Notice

For each full-time vacancy during the Applicable Period, notice of the job openings was sent to the following organizations that had requested notice of such openings:

Easter Seals Employment Connection
Attention: Lisa Carrico
2229 Mildred Street
Paducah, KY 42001
Phone: (270) 444-9680

West Kentucky Community College
Attention: Paula Afmon
P. O. Box 7380
Paducah, KY 42002
Phone: (270) 534-3425

Shawnee Community College
Attention: Leslie Cornelious-Weldon
8364 Shawnee College Road
Ullin, IL 62992
Phone: (618) 634-3337

McCracken Community Career Endowment
Attention: Judy Calhoun
401 Kentucky Avenue, Suite FR2
Paducah, KY 42001
Phone: (270) 444-6962

JU Kevil
Melissa Parchman
Via email
mparchman@jukevil.com
Phone (270) 247-5396

Analysis of Interviewees by Source

Bristol Broadcasting Company made an analysis of the number of interviewees that was provided by recruitment source during the Applicable Period of this Report. That analysis is charted below:

Word-of-Mouth (Walk-in Applicant)
Number of Interviewees Provided: 2

Indeed.com
Number of Interviewees Provided: 23

Facebook
Number of Interviewees Provided: 3

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Sales Representative	<i>Indeed.com</i>	6
News Reporter	Facebook	3
Sales Representative ³	<i>Indeed.com</i>	11
	Word of Mouth (Walk-in Applicant)	1
Sales Representative ³	(See Above)	
Sales Representative	<i>Indeed.com</i>	4
	Word of Mouth (Walk-in Applicant)	1
On-Air Personality	<i>Indeed.com</i>	2

Total number of persons interviewed during Applicable Period: 28

Analysis of Recruitment Efforts

As part of the preparation of this Report, an analysis of the recruitment activities and the overall efficacy of the EEO program at the Paducah Station Employment Unit was made. This analysis showed that the vast majority of the interviewees during the Applicable Period came from one source – *Indeed.com*. After discussions with other companies in the broadcasting industry and in the business community generally, management of the Paducah SEU concluded that the high number of interviewees from this one source could be attributed to two primary factors. First, the job market during the Applicable Period was extremely tight with record low unemployment. Secondly, SEU management learned that there has been a major shift in the way job seekers search for jobs. More and more job seekers, particularly younger seekers, visit online job posting sites such as *Indeed.com*, and fewer individuals turn to newspapers and other legacy job posting places. Even so, SEU management believes that this analysis showed that 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.

³ Two full-time Sales Representative positions were filled from the same recruitment pool during one recruitment period, thus the reporting for both positions is done collectively.

Supplemental Outreach Initiatives

During the Applicable Period, the Paducah SEU undertook several Supplemental Outreach Initiatives to increase awareness of employment opportunities in the broadcasting industry and with the Paducah SEU. Below is a listing of Supplemental Outreach Initiatives accomplished during this reporting period.

- **Murray State University Internship** An internship was established Murray State in May 2019. This intern worked alongside employees in the news department at the SEU. The intern was given “hands-on” instructions about writing news stories and posting them on the SEU’s regional news website. He was also taught how to produce audio news stories for radio broadcast. This internship extended into August 2020.
- **Freed-Hardeman University Internship** Bristol Broadcasting Company provided an internship for a student at Freed-Hardeman University from May into September 2020. This intern worked alongside sales representatives at the SEU. He was instructed in ways to solicit clients particularly those that might have used radio advertising previously but had stopped using radio advertising. The intern was also given broad lessons about radio advertising sales and marketing. During the internship, management of the SEU discussed career opportunities in broadcasting and Bristol’s EEO policy with the intern.
- **Internship – Murray State University** In May 2019, the Paducah SEU established a three-month-long internship with a student from Murray State University. This intern worked with the sales department at the SEU while a study was conducted to find and develop new methods to create interest in broadcast advertisement. During the internship, 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 Paducah SEU on March 1, 2020. A student with an interest in broadcasting as a career path and enrollment in one of the colleges in the Paducah 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.
- **Murray State University Career Fair** On March 3, 2020 SEU General Manager and other SEU personnel participated in the Murray State University Spring Career Fair. The SEU representatives manned a booth at the event and handed out pre-printed brochures about employment opportunities in radio broadcasting and with Bristol Broadcasting Company. Current openings and internship opportunities with the Paducah SEU were also advertised at the career fair, and applications from interested persons were taken.
- **Entities Helping Job Seekers Outreach** During the Applicable Period of this report the Stations of the Paducah SEU aired announcements to notify organizations that regularly assist job seekers that they can be added to a list of entities that receive information about of job vacancies at the SEU. These announcements were designed to provide greater awareness of job opportunities with Bristol Broadcasting Company.

Bristol Broadcasting Company, Inc., remains 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.