

**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, 2018 – March 31, 2019*

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.<sup>1</sup>

The information contained in this Report covers the time period beginning on April 1, 2018, and ending on March 31, 2019 (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.

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<sup>1</sup> 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 5 full-time vacancies<sup>2</sup> were filled for the Paducah Station Employment Unit during the Applicable Period of this Report. Each of the 5 vacancies and the recruitment source of the hiree for each position is charted below:

<b>Full-Time Position Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>
Accounting Clerk	SEU Stations' Office Bulletin Boards
Sales Representative	Word of Mouth (Walk-in Applicant)
Sales Representative	Word of Mouth (Walk-in Applicant)
Sales Representative	Word of Mouth (Walk-in Applicant)
Sales Representative	Word of Mouth (Walk-in Applicant)

Total number of persons interviewed during Applicable Period: 27

## **Recruitment Source Information**

During the Applicable Period of this Report recruitment notices for each of the full-time vacancies were sent to all Specialized Recruitment Sources and Organizations Requesting Notice. Notices for each full-time vacancy were posted on bulletin boards at the offices of Bristol Broadcasting Company (the SEU offices) and were posted on the websites of each of the stations in the Station Employment Unit. Announcements about four of the vacancies were also posted on *Indeed.com*, an online recruitment source. *Linked In*, a national web-based networking site, and Facebook, a national social networking site, were also utilized to extend the reach of the notices for some of the sales representative 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 12<sup>th</sup> Street  
Paducah, KY 42001  
Phone: (270) 575-3823

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<sup>2</sup> A sixth recruitment period was commenced during the applicable period, but no new hire was made as a result of the recruitment activities.

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. 12<sup>th</sup> 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. 8<sup>th</sup> 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. 8<sup>th</sup> 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 5<sup>th</sup> 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 11<sup>th</sup> 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: 8

*Indeed.com*  
Number of Interviewees Provided: 11

*SEU Stations Bulletin Boards*  
Number of Interviewees Provided: 1

*Linked In*  
Number of Interviewees Provided: 1

*Job Fair*  
Number of Interviewees Provided: 1

*Facebook*  
Number of Interviewees Provided: 5

<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>
Accounting Clerk	<i>Indeed.com</i>	4
	SEU Stations' Office Bulletin Boards	1
Sales Representative	<i>Indeed.com</i>	2
	Word of Mouth (Walk-in Applicant)	1
	Job Fair(s)	1
Sales Representative	<i>Indeed.com</i>	4
	Word of Mouth (Walk-in Applicant)	3
	<i>Linked In</i>	1
	<i>Facebook</i>	1
Sales Representative	<i>Indeed.com</i>	3
	Word of Mouth (Walk-in Applicant)	1
Sales Representative	<i>Facebook</i>	4
	Word of Mouth (Walk-in Applicant)	1

Total number of persons interviewed during Applicable Period: 27

## **Supplemental Outreach Initiatives**

Throughout the Applicable Period, Bristol Broadcasting Company 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.

- **Internship – Murray State University** The Paducah SEU established an internship with a student from Murray State University that ran September 2018 through December 2018. The intern observed the staff of the SEU stations as they performed their regular duties. He also was given hands-on training in the operation of some of the station equipment and “shadowed” employees in several daily tasks. Members of management also discussed career opportunities in broadcasting and Bristol's EEO policy with the intern.
- **Murray State Advertising Class** Paducah SEU General Manager Jamie Futrell gave a recruitment lecture at Murray State University on November 1, 2018. He spoke to the students in Dr. Bob Valentine's Advertising Media Sales class. During the lecture,

Futrell described the position of radio account executive in detail as well touching on on-air and news positions. He discussed current openings as well as internship opportunities with the Paducah SEU. Futrell also answered questions posed by the students

- **Murray State University Fall Career Fair** The Paducah SEU participated in the Murray State University Spring Career Fair on March 5, 2019. General Manager Jamie Futrell and Digital Promotions Director Karie Thornton manned a booth 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. Futrell and Thornton answered any questions posed by those attending.
- **Shawnee Community College Annual Job Fair** Members of the Paducah SEU participated in the Shawnee Community College Career Services Center Annual Job Fair on March 20, 2019. This job fair event was open to the public. Shane Parker from the Paducah SEU manned a booth 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 posted at the career fair, and applications from interested persons were taken. Parker answered all questions posed by those attending.
- **McCracken County High School College/Career Fair** On March 29, 2019, the Paducah SEU was represented at the McCracken County High School College/Career Fair. A. J. Martin, SEU Promotions Director, attended the event which was open to all freshmen, sophomores, juniors, and seniors at the high school. Martin manned a booth and handed out pre-printed brochures about employment opportunities in radio broadcasting and with Bristol Broadcasting Company. Current internship opportunities with the Paducah SEU were also advertised at the event. SEU General Manager Jamie Futrell also attended the event. Futrell and Martin engaged with students about the broadcast industry and answered questions about career opportunities with Bristol Broadcasting Company.
- **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.