

Bristol Broadcasting Company, Inc.
*Stations WKYQ(FM), WDDJ(FM), WBMP(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, 2022 – March 31, 2023

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, 2022 and ending on March 31, 2023 (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), WBMP(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 2 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 hirees for each position:

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Sales Representative	Word of Mouth (Walk-in Applicant)
News Reporter	Bulletin Boards at SEU Offices

Total number of persons interviewed during Applicable Period: 2

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. An announcement about the News Reporter opening was posted on *AllAccess.com*, a broadcast industry website with a job openings section. Each notice and communication emphasized that Bristol Broadcasting Company is an equal opportunity employer.

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

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: 1

Bulletin Boards (SEU Offices)
Number of Interviewees Provided: 1

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Sales Representative	Word of Mouth (Walk-in Applicant)	1
News Reporter	Bulletin Boards (SEU Offices)	1

Total number of persons interviewed during Applicable Period: 2

Analysis of Recruitment Efforts

While preparing this Annual EEO Public File Report, management of the Paducah Station Employment Unit made analysis of the recruitment activities undertaken during the Applicable Period and of the overall efficacy of the EEO program at the SEU. Firstly, this analysis explored the obvious dearth of interviewees for the two positions filled. The data showed that the reason only one interview had been conducted for each of the two open positions was that only one qualified individual had applied during each recruitment period. While management believed the records of the recruitment activities demonstrated that the efforts to propagate information about these full-time openings gave any qualified person who might have wanted to apply the opportunity to do so, the conclusion was made that the ongoing extremely tight labor market nationwide stifled efforts to find qualified applicants. SEU management was aware of governmental and news reports and had heard anecdotal stories from other broadcasters and from local business and community leaders that finding employees was a common problem in the region and nationally. Indeed, the Stations of the SEU had aired “help wanted” type commercials for numerous businesses during the Applicable Period of this Report. All factors considered, management concluded that its recruitment efforts had been adequate and that the scarcity of applicants/interviewees was a product of labor market conditions.

Supplemental Outreach Initiatives

Below is a listing of supplemental outreach initiatives undertaken by the SEU during the Applicable Period of this Report:

- **Murray State University Student Fall Career Fair** On September 27, 2022, Jeff Lawrence, Programming Administrator with the SEU, manned a booth at the Murray State University Student Fall Career Fair on the campus of Murray State University. Lawrence spoke with students about internship opportunities available at the SEU and about how to apply for any full-time or part-time positions available with Bristol Broadcasting Company. He also answered questions about career opportunities in broadcasting and emphasized the SEU’s equal opportunity policies.
- **Murray State University Career Day & Grad School Fair** The SEU participated in the Murray State University Career Day and Grad School Fair on March 7, 2023. Jeff Lawrence, Programming Administrator with the SEU, manned a booth at the event on the campus of Murray State University. Lawrence spoke with those attending about careers available in radio broadcasting in general and specifically with Bristol

Broadcasting Company. He talked with the students about internship opportunities available at the SEU and about how to apply for any full-time or part-time positions when available with the Paducah SEU. Lawrence emphasized Bristol Broadcasting Company's equal opportunity policies.

- **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. As the Covid-19 Pandemic subsides and as governmental restrictions are lifted, the SEU is making plans for a more robust outreach effort including participation in job fairs and the establishment of new internship programs in the coming months.