

Bristol Broadcasting Company, Inc.

*Stations WQBE-FM, WVSR-FM, WYNL(FM), WBES(AM), and WVTS(AM)
Comprising the Charleston Station Employment Unit*

Annual EEO Public File Report

For the period of June 1, 2022 – May 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 “Charleston SEU”) that is comprised of the above captioned stations (all operated from offices in Charleston, West Virginia and 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 required.

The information contained in this Report covers the time period beginning on June 1, 2022 and ending on May 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.
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 during the Applicable Period of this Annual Equal Employment Opportunity Report.

Vacancy Information

Only one full-time vacancy at the SEU was filled during the Applicable Period of this Report. That vacancy was filled by elevating a part-time employee who had been hired through a full recruitment effort that was reported during a previous period. Because the part-time employee was elevated to full-time in the same type of position for which he was hired through a full recruitment effort, no new recruitment was done for the opening as is permitted by the Commission.

Supplemental Outreach Initiatives

Because the Covid-19 Pandemic and its associated restrictions and shutdowns throughout the Applicable Period limited career fairs and internships, the Charleston 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 Charleston SEU, the SEU did complete the following initiatives during the Period:

- **Career Day at Mountaineer Challenge Academy South** On February 16, 2023, the Charleston SEU participated in a Career Day at Mountaineer Challenge Academy South in Montgomery, West Virginia. A booth at the event was manned by SEU Operations Manager Jeff Whitehead and answered questions about the broadcasting industry and about Bristol Broadcasting Company from interested students. Whitehead stressed the SEU's EEO policies and advised attendees to visit the websites of the Stations of the SEU for postings for all full-time job openings.
- **Mock Interviews at Mountaineer Challenge Academy South** To help students learn to be more effective in presenting themselves as applicants for job openings in the broadcasting business, SEU Operations Manager Jeff Whitehead met with graduating men and women at Mountaineer Challenge Academy South to conduct mock interviews. These mock interview sessions were held on February 17, 2023, and approximately 20 students were interviewed. During the interviews, Whitehead helped the students understand positions that might be available at a radio station, about how to communicate effectively with the interviewer, and how to ask questions about job requirements and responsibilities. Whitehead also stressed the importance the Commission places on equal employment opportunities in broadcasting.
- **Internship with St. Albans High School** During the Spring of 2023, the SEU established an internship with a student at St. Albans High School who is interested in pursuing a career in the radio broadcast industry. In addition to training in commercial production, promotions, audio editing, and some minor engineering tasks, the intern was also allowed to *job-shadow* employees of the SEU as the employees complete their daily tasks. This intern was additionally hired part-time with the SEU. SEU management discussed the SEU's EEO policies and talked about career opportunities in broadcasting with the intern.
- **Outreach Awareness with WVBA** In cooperation with the West Virginia Broadcasters Association, the Stations of the Charleston SEU aired announcements throughout the Applicable Period of this Report encouraging persons interested in radio broadcasting as

a career to visit the WVBA website for listings of vacancies at broadcast stations across the state and country. These announcements also were designed to provide greater awareness of job opportunities with Bristol Broadcasting Company and in the broadcasting industry generally.

Analysis of Recruitment and EEO Program

Annually as part of the preparation of its Annual EEO Public File Report, management of the Charleston SEU completes a review of recruitment activities undertaken, supplemental EEO initiatives, and other EEO activities. Since no recruitment activities were undertaken during the Applicable Period, no analysis of recruitment efforts was necessary. But management did review its EEO policies and programs including its listing of Specialized Recruitment Sources. This review revealed that the list encompassed entities from diverse segments of the community which should be helpful in reaching qualified applicants in varied demographic groups. Management concluded that its 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.