

**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, 2021 – March 31, 2022*

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, 2021 and ending on March 31, 2022 (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.

---

<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 3 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
News Reporter	On-air Announcement (SEU Stations)
News Reporter	On-air Announcement (SEU Stations)
News Reporter <sup>2</sup>	Word of Mouth (Walk-in Applicant)

Total number of persons interviewed during Applicable Period: 11

## 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, and 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 12<sup>th</sup> 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. 12<sup>th</sup> Street  
Paducah, KY 42001  
Phone: (270) 443-7161

<sup>2</sup> A full recruitment effort was not made for this News Reporter Position because less than 45 days had passed since the end of a full recruitment period for an identical position. SEU management believed that the applicant pool from the previous recruitment period was fresh and that further recruitment efforts were unlikely to produce additional qualified applicants.

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: 3

*Indeed.com*  
Number of Interviewees Provided: 4

On-air Announcement (SEU Stations)  
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
News Reporter	On-air Announcement (SEU Stations)	3
	<i>Indeed.com</i>	1
News Reporter	<i>Indeed.com</i>	3
	Word of Mouth (Walk-in Applicant)	2
	On-air Announcement (SEU Stations)	1
News Reporter	Word of Mouth (Walk-in Applicant)	1

Total number of persons interviewed during Applicable Period: 11

## **Analysis of Recruitment Efforts**

As part of the preparation of this Annual EEO Public File Report, an analysis of the recruitment activities and the overall efficacy of the EEO program at the Paducah Station Employment Unit was made. Because there were few openings and all three opening were of the same type (News Reporter) it was hard to draw significant conclusions about the effectiveness of the recruitment efforts. There were also unusual factors that affected the SEU recruitment efforts. The Covid-19 Pandemic restrictions severely curtailed the activities, and the ongoing extremely tight labor market made finding qualified applicants more difficult. None the less, the management of the SEU believed that its efforts to propagate information about the full-time openings gave any qualified person who might have wanted to apply the opportunity to do so. It was noted again during the applicable period of this Report that the shift in the way job seekers search for jobs continued. 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. Therefore, SEU management relied heavily on online posting during the Applicable Period and achieved fairly good applicant response.

## **Supplemental Outreach Initiatives**

Because the Covid-19 Pandemic and its associated restrictions and shutdowns throughout the Applicable Period limited career fairs and internships, the Paducah SEU undertook fewer than usual Supplemental Outreach Initiatives. Recognizing this, management of the SEU did establish a scholarship program and continued to air announcements encouraging organizations to help make potential applicants aware of opportunities in the broadcasting industry and with the Paducah SEU. Below is a listing of supplemental initiatives undertaken by the SEU during the Period.

- **Murray State University Student Career Day** On September 28, 2021, SUE General Manager Jamie Futrell attended the Career Day event held on the campus of Murray State University. Futrell spoke with students about career opportunities at Bristol Broadcasting Company and the broadcasting industry generally. He also made the students aware of internships available at the Paducah SEU in the news, programming, and sales departments. Futrell answered questions from the students and emphasized the SEU's equal opportunity policies.

- **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, 2022. Local educators were asked to nominate potential recipients for the scholarship. 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. The scholarship will be awarded on an equal opportunity basis without regard to the race, color, national origin, religion, or gender of the candidates.
- **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.