

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, 2015 – May 31, 2016

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, 2015, and ending on May 31, 2016 (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

A total of five full-time vacancies were filled for the Charleston Station Employment Unit during the Applicable Period of this Report.

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Air Personality	Word-of-Mouth (Walk-in Applicant)
Sales Representative	Word-of-Mouth (Walk-in Applicant)
Sales Representative	Linked-In via (<i>The Charleston Gazette</i>) ²
Air Personality ¹	Word-of-Mouth (Walk-in Applicant)
Air Personality ¹	Word-of-Mouth (Walk-in Applicant)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 17

Recruitment Source Information

Notice of each of the full-time vacancies was posted on bulletin boards at the offices of the Charleston SEU and was posted on the websites (via a hyperlink to the Bristol Broadcasting Company corporate website) of each of the stations in the Station Employment Unit. Job vacancy notices for the full-time vacancies were sent to the SEU's Specialized Recruitment Sources and to all organizations that had requested notice of such openings. A listing of these organizations is included below. Additionally, notices about the sales representative positions were published in *The Charleston Gazette*², a newspaper with substantial circulation in the Charleston area. Information about each of the job openings was posted on the website (in the "Jobs" section) of West Virginia Broadcasters Association. Notices about the air personality positions were posted on AllAccess.com (an broadcast industry website frequented by persons interested in positions in radio broadcasting). Each of these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer and invited all interested parties to apply. Members of management of the Charleston SEU were also available to accept applications at each of the career fairs in which they participated (See "Supplemental Outreach Initiatives").

¹ Two air personality positions were filled during the same recruitment period using the same recruitment outreach and the same pool of applicants.

² Help wanted postings placed in *The Charleston Gazette* were also automatically included in the newspaper's online edition and linked to other online sites. Several applicants learned of openings via these extended online postings.

Organizations That Have Requested Notice of Openings

Each entity that has requested to be included in notice of job openings at the Charleston SEU was sent notices of all full-time vacancies that were filled during the Applicable Period. Bristol continues to invite organizations that routinely help with job placement to request notice of all vacancies at the SEU. Announcements aired over the Stations of the SEU and postings on the websites of the Stations give information about this service.

Below is the listing of the entities that have requested notice of openings:

Governor's Internship Program Attention: Eric Dyson State Capitol Complex Bldg 5 Room 205 1900 Kanawha Blvd. East Charleston, WV 25305 304-558-2440	Mountwest Community Tech Attention: Glenn Midkiff 304-710-3384 midkiff@mctc.edu (Requested E-mail Notice Only) Date of request: 1/17/2013	Kanawha County Workforce Investment Board Attention: Joseph Higgenbotham Box 89 St Albans, WV 25177 josephhiggenbotham@gmail.com Date of request: 2/1/2013
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Specialized Recruitment Sources

Below is a listing of the Specialized Recruitment Sources utilized by Bristol Broadcasting Company for each full-time vacancy. A notice of each vacancy was sent to each source along with a request that the notice be propagated to any qualified job seeker.

WV Career Transition Services 1401 5th Ave Box 16 Suite 319 Charleston, WV 25687	Charleston Job Corps Center Attention: Mrs. Marty Miller 1000 Kannawa Drive Charleston, WV (304) 925-3200	Marshall University Attention: Trish Gallagher P. O. Box 1360 Huntington, WV 25715 (304) 696-2370
NAACP Attention: Carolyn E. Smoot P. O. Box 61 Charleston, WV 25321 (304) 766-6313	Union Mission Ministries Attention: Mark Lowe/Lou Carrico P. O. Box 112 Charleston, WV 25321 (304) 925-0366	University of Charleston Attention: Hannah Johnson 2300 MacCorkle Ave. SE Charleston, WV 25304 (304) 357-4777
West Virginia State University Attention: Sherri Cox P. O. Box 1000 Campus Box 127 Institute, WV 25112 (304) 766-3250	Work4WV 1321 Plaza East Charleston, WV 25325 (304) 558-0342	YWCA Sojourners Attention: Deb Weinstein 1114 Quarrier Street Charleston, WV 25301 (304) 340-3555

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Air Personality	AllAccess.com	2
	Word-of-Mouth (Walk-in Applicant)	1
Sales Representative	<i>The Charleston Gazette</i>	2
	Linked-In via (<i>The Charleston Gazette</i>)	1
	On-air Announcement (SEU Stations)	1
	Word-of-Mouth (Walk-in Applicant)	1
Sales Representative	<i>The Charleston Gazette</i>	2
	Word-of-Mouth (Walk-in Applicant)	1
Air Personality ³	AllAccess.com	4
	Word-of-Mouth (Walk-in Applicant)	2
Air Personality	(See Above)	(See Above)

Total number of persons interviewed during Applicable Period: 17

Analysis of Interviewees by Source

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

AllAccess.com
Number of Interviewees Provided: 6

The Charleston Gazette (and online)
Number of Interviewees Provided: 5

Word-of-Mouth (Walk-in Applicant)
Number of Interviewees Provided: 5

On-air Announcement (SEU Stations)
Number of Interviewees Provided: 1

Supplemental Outreach Initiatives

In addition to the recruitment activities undertaken for specific openings during the Applicable Period, the Charleston SEU completed the following Supplemental Outreach Initiatives seeking to provide increased awareness of employment opportunities in broadcasting and with Bristol Broadcasting Company:

- **Spring Career Expo – Marshall University** The Charleston SEU participated in the Spring Career Expo at Marshall University on April 5, 2016. The event afforded students an opportunity to learn about different occupations in the radio broadcasting field. Nick McKendree and Jason Murphy represented the SEU at the event. They explained

³ Two similar Air Personality positions were filled during the same recruitment period and using the same pool of applicants. Data from both vacancies was tabulated and shown together.

different positions in the broadcasting industry as well as expected salaries and entry level qualifications necessary for anyone interested in a career in radio broadcasting. McKendree and Murphy also made students aware of any current openings in the Charleston SEU. They encouraged students to contact the SEU to apply for any current position or to discuss internships that were available. The students were made aware of the SEU's EEO policies and were encouraged to visit the Bristol Broadcasting Company corporate website (via the websites of the Stations of the SEU) for information on any future job openings.

- **Co-Sponsor Career and Employment Expo at West Virginia State University** On April 13, 2016, the Charleston SEU of Bristol Broadcasting Company co-sponsored and co-hosted the WVSU Career and Employment Expo in conjunction with the WVSU Office of Career Services & Cooperative Education. The event was held on the WVSU school campus. Bristol Broadcasting Company contributed to the advance planning of the event and provided information services including a significant on-air vendor and participant recruitment announcement schedule. The SEU also maintained a display with printed materials showing the many types of career opportunities in the radio industry and had SEU representative on hand during the event to answer questions posed by participants. Those attending were also made aware of current openings at the SEU and were encouraged to visit the Bristol Broadcasting Company corporate website (via SEU Stations websites) to see notices of any future job openings.
- **Outreach Awareness with WVBA** During the Applicable Period of this Report, the Stations of the Charleston SEU continued airing announcements in cooperation with the West Virginia Broadcasters Association to encourage those 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.

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 of widely disseminating information regarding job vacancies with the company.