

**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, 2023 – March 31, 2024*

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, 2023 and ending on March 31, 2024 (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), 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

Only one full-time vacancy was filled for the Paducah Station Employment Unit during the Applicable Period of this Report. Below is a chart of the vacancy and the recruitment source for the hiree for that position:

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
News Reporter	Bulletin Boards at SEU Offices

Total number of persons interviewed during Applicable Period: 3

## Recruitment Source Information

Notices for the full-time vacancy 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. Announcements were posted on *West Kentucky Star*, an online newspaper serving the SEU market. Announcements about the job opening were aired during all dayparts on each of the stations of the SEU. Additionally, announcements about the vacancy were also posted on the social media platforms of the Stations of the SEU. Each notice and communication emphasized that Bristol Broadcasting Company is an equal opportunity employer.

## Specialized Recruitment Sources

Notice of the 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 the 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

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 the 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:

AllAccess.com  
Number of Interviewees Provided: 1

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

SEU Stations Website(s)  
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
News Reporter	Bulletin Boards (SEU Offices)	1
	AllAccess.com	1
	SEU Stations Website(s)	1

Total number of persons interviewed during Applicable Period: 3

## **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. Since there was only one full-time position that opened during the period, data to analyze recruitment efforts was limited. However, it was noted by SEU management that as during previous reporting periods, there was a dearth of qualified applicants and interviewees for the open position. SEU management research indicated that fewer applicants for broadcast related job openings is a national trend with many broadcast companies expressing difficulty in recruiting qualified candidates. 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 and the apparent lack of interest in new recruits to the broadcast industry stifled efforts to find qualified applicants. As was noted the SEU's Annual EEO Public File Report for the previous year, the 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 and scarcity of interest in broadcast related jobs.

## **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 26, 2023, 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.

- **West Kentucky Community & Technical College Career Day** On February 28, 2024, SEU General Manager Jamie Futrell spoke to the Introduction to Business class taught by Dr. Jason Willoughby at West Kentucky Community & Technical College in Paducah, Kentucky. The class consisted of freshmen, sophomores and juniors who attend the college. Futrell *discussed* the *various* positions available at radio *broadcast* stations and the skill sets necessary to succeed in those positions. Futrell talked with the students about internship opportunities available at the Paducah SEU and about how to apply for any full-time or part-time positions when available. He also emphasized that Bristol Broadcasting Company is an equal opportunity employer.
- **Murray State University Career Day & Grad School Fair** On March 12, 2024, the Paducah SEU participated in the Murray State University Career Day and Grad School Fair on the campus of Murray State University. Steve Schwettman, an on-air personality and Programming Administrator with the SEU, manned a booth at the event. Schwettman 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. Schwettman 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.