

# 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, 2018 – May 31, 2019*

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, 2018, and ending on May 31, 2019 (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 three full-time vacancies were filled for the Charleston Station Employment Unit during the Applicable Period of this Report.

<b>Full-Time Position Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>
Receptionist	<i>The Charleston Gazette</i>
Sales Representative	On-Air Announcements SEU Station(s)
IT Professional	AllAccess.com

## **Total Number of Interviewees**

Total number of persons interviewed during Applicable Period: 12

## **Recruitment Source Information**

Notice of each of the full-time vacancies was 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. Notices of the openings were also posted on bulletin boards at the offices of the Charleston SEU and were posted on the websites (via a hyperlink to the Bristol Broadcasting Company corporate website) of each of the stations in the Station Employment Unit. Additionally, notices about these positions were published in *The Charleston Gazette*<sup>1</sup>, 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 (WVBA). Notices about the IT Professional position was posted on AllAccess.com (a broadcast industry website frequented by persons interested in positions in radio broadcasting). For the Receptionist position, a local temporary employment agency was also contacted for help in disseminating information about the opening. Each of these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer and invited all interested parties to apply.

## **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 offering.

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

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<sup>1</sup> Help wanted postings placed in *The Charleston Gazette* were also automatically included in the newspaper's online edition and linked to other online sites.

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)

Kanawha County Workforce Investment Board  
 Attention: Joseph Higgenbotham  
 Box 89  
 St Albans, WV 25177  
 josephhiggenbotham@gmail.com

## **Specialized Recruitment Sources**

Shown below are the entities on the Charleston SEU's list of the Specialized Recruitment Sources utilized 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

<b>Chart Showing Total Number Interviewees by Source for Each Vacancy</b>		
<b>Full-Time Position</b>	<b>Recruitment Sources of Interviewees</b>	<b>Total Referred by Source</b>
Receptionist	Temporary Employment Agency	3
	<i>The Charleston Gazette (its and online postings)</i>	2
Sales Representative	On-Air Announcements SEU Station(s)	2
	<i>The Charleston Gazette (its and online postings)</i>	1
IT Professional	<i>The Charleston Gazette (its and online postings)</i>	3
	AllAccess.com	1

Total number of persons interviewed during Applicable Period: 12

## **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: 1

*The Charleston Gazette* (and online)  
Number of Interviewees Provided: 6

Temporary Employment Agency  
Number of Interviewees Provided: 3

On-Air Notices SEU Station(s)  
Number of Interviewees Provided: 2

## **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:

- **Internship West Virginia State University** During the fall semester, the Charleston SEU established an internship with a student at West Virginia State University. This student was placed alongside of employees of the SEU and was given hands-on training in the operation of the audio equipment and audio editing software at the stations. The intern had opportunities to attend live broadcast events of the station and was given a broad overview of the day-to-day operation of the Stations of the SEU. Members of management also discussed career opportunities in broadcasting with the intern.
- **Co-Sponsor Career Expo at West Virginia State University** In April 2019, the Charleston SEU co-sponsored and co-hosted the Career and Employment Expo on the campus at West Virginia State University. Prior to the event, members of management at the SEU worked with WVSU Office of Career Services & Cooperative Education to plan the event. The Charleston SEU provided a significant on-air announcement schedule for vendor and participant recruitment. The SEU also manned a booth at the event where printed materials showing the many types of career opportunities in the radio industry were distributed. SEU representative were on hand during the event to answer questions posed by participants. Those attending were also encouraged to visit the Bristol Broadcasting Company corporate website (via SEU Stations websites) to see notices of any full-time job openings.
- **Broadcast Career Scholarship Established** On May 1, 2019, The Charleston SEU established a scholarship intended to encourage broadcasting as a career choice. The cash scholarship is to be awarded to a selected student based on academic achievements, interest in broadcasting as a career path, and enrollment in one of the colleges in the Charleston area. Local educators will be asked to assist by nominating potential recipients for the scholarship. Bristol Broadcasting Company will award the scholarship on an equal opportunity basis without regard to the race, color, national origin, religion, or gender of the candidates.
- **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 the Efficacy of EEO Recruitment Program**

During the preparation of this EEO Annual Report, an analysis of the recruitment activities and the overall efficacy the Charleston Station Employment Unit was made. From the analysis, SEU management concluded the its recruitment efforts were successful during the Applicable Period with any qualified individual who might wish to apply for an open position having multiple opportunities to learn about such openings.

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.