

# Bristol Broadcasting Company, Inc.

*Stations WHNK(AM), WMEV-FM, WOLD-FM, WZVA(FM) and WUKZ(AM)  
Comprising the Marion 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 Marion Station Employment Unit (“SEU” or “Marion SEU”) that is comprised of the above captioned stations, 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 for the Marion SEU during the Applicable Period of this Annual Equal Employment Opportunity Report.

### **Vacancy Information**

There were no full-time vacancies at the Marion SEU during the Applicable Period of this report, thus no recruitment activities are chronicled herein.

## **Supplemental Outreach Initiatives**

Below is a listing of Supplemental Outreach Initiatives seeking to provide increased awareness of employment opportunities in broadcasting and with Bristol Broadcasting Company that were undertaken during the Applicable Period of this Report:

- **Co-Sponsor of Smyth County Opportunity Fair** The Marion SEU co-sponsored the Smyth County Opportunity Fair in conjunction with the Smyth County Chamber of Commerce at the Chilhowie Christian Church on Thursday March 29, 2023. Commencing at the end of February 2023, members of the SEU management team worked with the organizers of the event to plan and pre-promote the event. Live and recorded announcement were aired on the Stations of the SEU during the two weeks leading up to the career fair to encourage participation. On the day of the event, SEU Station WMEV conducted a live remote broadcast at the site to encourage participation.
- **Outreach to Organizations That Help Job Seekers** To aid in the dissemination of information about vacancies and to make organization that regularly assist job seekers aware that they can be added to a list of entities that receive notice of all full-time opening at the Station Employment Unit, Bristol Broadcasting Company continually has posted on its corporate website (which is hyperlinked from all the SEU Stations' websites) a notice to such organization encouraging them to request inclusion on the list. An online form is provided for convenience in requesting notice of vacancies.

Annually, as part of the preparation of its EEO Annual Public File Report, management of the Marion SEU completes an analysis of any recruitment activities and the overall efficacy of the EEO program of the SEU. With no full-time openings during the Applicable Period there was no recruitment data available for analyzing. Management did, however, review its listing of Specialized Recruitment Sources. The review concluded that the list was comprehensive and included entities that assist job seekers in varied segments of the community. The review did not identify any new entities to add to the list. Management noted that there were fewer events such as career/job fairs that were scheduled in which the SEU could participate during the reporting period.

Management of the SEU is committed a robust outreach effort including participation in job fairs and the establishment of new internship programs; 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.