

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, 2021 – May 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 “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, 2021 and ending on May 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.
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 two full-time vacancies¹ 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
On-air Personality ¹	Word-of-Mouth (Walk-in Applicant)
IT Professional	Word-of-Mouth (Walk-in Applicant)

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 4

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. Information about each of the job openings was posted on the website (in the "Jobs" section) of West Virginia Broadcasters Association (WVBA). Notices were also posted on AllAccess.com (a broadcast industry website frequented by persons interested in positions in radio broadcasting) and were posted on the Facebook pages associated with the Stations of the SEU. 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:

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

¹ Two full-time Air-Personalities were hired during the same recruitment period for similar positions with the SEU using the same recruitment pool. Recruitment activities for both hires were collated and reported together.

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

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
On-air Personality	Word-of-Mouth (Walk-in Applicant)	2
	Facebook Postings	1
IT Professional	Word-of-Mouth (Walk-in Applicant)	1

Total number of persons interviewed during Applicable Period: 4

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:

Word-of-Mouth (Walk-in Applicant)
Number of Interviewees Provided: 3

Facebook Postings
Number of Interviewees Provided: 1

Supplemental Outreach Initiatives

Because the Covid-19 Pandemic and its associated restrictions and shutdowns throughout the Applicable Period limited career fairs and internships, the Charleston SEU undertook fewer than the usual number of Supplemental Outreach Initiatives. Regardless, to increase awareness of employment opportunities in the broadcasting industry and with the Charleston SEU, the SEU did complete the following initiatives during the Period:

- **Internship with Student at Marshall University** In the Spring of 2022, the Charleston SEU established an internship with a student enrolled at Marshall University. This student is being placed alongside of employees of the Stations of the SEU (WYNL) and is being given hands-on training in the operation of the audio equipment and audio editing software at the stations. The intern is also being given 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.
- **Broadcast Career Scholarship Established** On May 1, 2022, The Charleston SEU established a scholarship to encourage broadcasting as a career choice. The cash scholarship was awarded to a selected student based on academic achievements, interest in broadcasting as a career path, and enrollment (or future enrollment) in one of the colleges in the Charleston area. Local educators were asked to assist by nominating potential recipients for the scholarship. This scholarship was awarded to a student at St. Albans High School who plans to attend college and pursue a career in broadcasting. Bristol Broadcasting Company awarded the scholarship without regard to the race, color, national origin, religion, or gender of the candidates.
- **Internship with St. Albans High School** The SEU established an internship with a student at St. Albans High School in May 2022. This student was very interested in pursuing a career in the radio broadcast industry and plans to enroll in broadcast courses in college. This intern is job-shadowing employees of the SEU as the employees complete their daily tasks. This intern will additionally be given opportunities for part-time employment with the SEU. SEU management has discussed the SEU EEO policies and has talked about career opportunities in broadcasting with the intern.
- **Broadcast Career Scholarship Established** The Charleston SEU established a second scholarship on May 17, 2022, intended to encourage broadcasting as a career choice. The cash scholarship was awarded to a selected student based on academic achievements, interest in broadcasting as a career path, and enrollment (or future enrollment) in one of the colleges in the Charleston area. Local educators were asked to assist by nominating potential recipients for the scholarship. This scholarship was awarded to a Marshall University student who was actively involved with the university's radio station WMUL-FM. Bristol Broadcasting Company awarded the scholarship 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.

As part of the preparation of this Report, an analysis of the recruitment activities and the overall efficacy of the EEO program of the Charleston Station Employment Unit was made. After the analysis, SEU management concluded that its recruitment efforts were generally 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. The analysis of the SEU's recruitment activities, particularly the Supplemental Recruitment Initiatives, were curtailed greatly during the period of this report due to the Covid-19 Pandemic and the associated shut-downs and restrictions. As a result of these restrictions there were fewer events such as career/job fairs that were scheduled in which the SEU could participate. Management also discovered that some potential candidates for the open positions were reluctant to travel for face-to-face interviews (because of the pandemic) especially if air-travel was involved.

As the Covid-19 Pandemic subsides, the management of the SEU anticipates a more robust outreach effort including participation in job fairs. 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.