

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, 2024 – May 31, 2025

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, 2024 and ending on May 31, 2025 (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.

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Air Personality	Word-of-Mouth (Walk-in Applicant)
Air Personality	Word-of-Mouth (Walk-in Applicant)
Air Personality/Promotions Manager	SEU Stations' Websites

Total Number of Interviewees

Total number of persons interviewed during Applicable Period: 9

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 with RadioUpdate.com, an industry website offering job opportunity postings. Information about each of the job openings was posted on the website (in the "Jobs" section) of West Virginia Broadcasters Association (WVBA). 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 had 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

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
Air Personality	Word-of-Mouth (Walk-in Applicant)	2
	SEU Stations' Websites	1
Air Personality	Word-of-Mouth (Walk-in Applicant)	2
	<i>RadioUpdate.com</i>	1
Air Personality/Promotions	SEU Stations' Websites	2
	<i>RadioUpdate.com</i>	1

Total number of persons interviewed during Applicable Period: 9

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: 4

RadioUpdate.com
Number of Interviewees Provided: 2

SEU Stations' Websites
Number of Interviewees Provided: 3

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:

- **Participation in Mountaineer Challenge Adcademy Career Event** On February 20, 2025, the Charleston SEU participated in the Mountaineer Challenge Academy, an event designed to educate job seekers about career opportunities in the region. Kris Woody, a morning air personality with the SEU attended the event and set up a tabletop display showing the many career opportunities in the radio broadcasting business. An informative brochure about various careers in the radio industry was made available to any of the attendees who wished to have one. Participants at the event were informed about current openings at the SEU and were encouraged to visit the SEU's corporate website to see notice of any available positions with the SEU. The SEU's equal employment policies were stressed to all who visited the display booth.
- **Broadcast Career Scholarship Established** On May 1, 2025, 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 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.
- **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 individuals 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 of recruitment activities conducted by the Charleston Station Employment Unit was made. Management of the SEU did a review of its EEO policies and programs including its listing of Specialized Recruitment Sources, supplemental EEO initiatives, and other

EEO activities. This review revealed that the list of Specialized Recruitment Sources encompassed entities from diverse segments of the community which should be helpful in reaching qualified applicants in varied demographic groups. No new entities were identified that would add to the outreach in a significant way. Management concluded that its plan and program for giving notice of any full-time vacancy at the SEU would generally be adequate to allow any qualified individual who might wish to apply for an open position to have multiple opportunities to learn about such an opening.

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