

Bristol Broadcasting Company, Inc.

*Stations WNPC(AM), WLNQ(FM), and WSEV(AM)
Comprising the Newport Station Employment Unit*

Annual EEO Public File Report

For the period of April 1, 2024 – March 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 Newport Station Employment Unit (“SEU” or “Newport 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 April 1, 2024 and ending on March 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.

Vacancy Information

During the Applicable Period of this report two full-time vacancies were filled at the Newport Station Employment Unit.

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Sales Representative	On-air Announcements SEU Station(s)
Sales Representative	On-air Announcements SEU Station(s)

Total number of persons interviewed during Applicable Period: 17

Recruitment Source Information

Notice of the vacancy that occurred during the Applicable Period for this report was posted on bulletin boards at the offices of SEU and was posted on the Bristol Broadcasting Company website "Employment" page which is hyperlinked from the websites of each of the Stations in the SEU. Announcements regarding the opening were aired on all the Stations of the SEU for a two-week period for each recruitment. Notices of the job opening were also posted on the Stations' social media. All these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer.

Notices of the full-time job opening were also sent to all organizations involved in assisting job seekers that had requested notice of such openings. A list of these Organizations That Had Requested Notice is shown below:

Shawnee Community College
Attention: Candy Eastwood
8364 Shawnee College Road
Ullin, IL 62992
Phone: 618-634-3353

UVA College at Wise
Attention: Mallory Mullins
1 College Avenue
Wise, VA 24293
Phone: 276-328-0126

National College of Business
Attention: Angie Williams
1328 Highway 11W
Bristol, TN 37620
Phone: 423-878-4440

Goodwill Industries
Attention: Erin Starnes
2017 Brookside Lane
Kingsport, TN 37660
Phone: 423-245-0600

ETSU Community Outreach
Attention: Keri Hale
603 Bert Street, Suite 209
Johnson City, TN 37601
Phone: 423-926-4376

Work Force One
Attention: Patti Nichols
P. O. Box 645
Abingdon, VA 24212
Phone: 276-676-0403

The Crumley House
Attention: Jessica Kerney
300 Urbana Road
Limestone, TN 37681
Phone: 423-257-3644

Virginia Highland Community College
Attention: Kim Morton
P. O. Box 828
Abingdon, VA 24212
Phone: 276-739-2590

Emory & Henry College
Attention: Amanda Gardner
P. O. Box 947
Emory, VA 23327
Phone: 276-944-6922

The Bristol Broadcasting Company Newport SEU also sent notice of the full-time vacancy along with a request that the notice be propagated to any qualified job seeker to its list of Specialized Recruitment Sources. Below is the list of these Specialized Recruitment Sources:

East Tennessee State University
Career Services
Attention: Ruth Wilbanks
PO Box 70718
Johnson City, TN 37614
Phone: 423-439-4441

Northeast State College
Career Services
Attention: Marquita Tittle
PO Box 246
Blountville, TN 37617
Phone: 423-354-2491

Emory & Henry College
Career Services
Attention: Amanda Gardner
PO Box 947
Emory, VA 24327
Phone: 276-944-6144

King College
Career Services
Attention: Elizabeth Graham
1350 King College Road
Bristol, TN 37620
Phone: 423-652-4752

Tusculum College
Career Services
Attention: Robin Lay
PO Box 5082
Greeneville, TN 37743
Phone: 423-636-7387

Milligan College
Career Services
Attention: John Paul Abner
PO Box 500
Milligan College, TN 37682
Phone: 423-975-8013

Newport Chamber of Commerce
Attention: Valarie Fancher
433-B Prospect Avenue
Newport, TN 37821
Phone: 423-623-7201

Washington Co. Adult Learning Center
Attention: Kenneth Litton
848 Thompson Drive
Abingdon, VA 24210
Phone: 276-676-1999

Tennessee Employment Commission
Attention: Sue Creasy
1712 West State St.
Bristol, TN 37620
Phone: 423-989-6600

Virginia Employment Services
 Attention: Danny Bartlett
 192 East Bristol Road
 Bristol, VA 24201
 Phone: 276-642-7350

NAACP
 Attention: Glodine Davis
 P. O. Box 1878
 Johnson City, TN 37605
 Phone: 423-283-2223

Analysis of Interviewees by Source

As shown below 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:

On-air Announcements SEU Station(s) <u>Number of Interviewees Provided: 16</u>	Word-of-Mouth (Walk-in Applicant) <u>Number of Interviewees Provided: 1</u>
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The chart below gives an analysis of the total number of interviewees provided by each referral source for each of the vacancies filled during the Applicable Period of this report:

Chart Showing Total Number Interviewees by Source for Each Vacancy		
Full-Time Position	Recruitment Sources of Interviewees	Total Referred by Source
Sales Representative	On-air Announcements SEU Station(s)	11
	Word-of-Mouth (Walk-in Applicant)	1
Sales Representative	On-air Announcements SEU Station(s)	5

Total number of persons interviewed during Applicable Period: 17

Analysis of Recruitment Efforts

Each year during the preparation of its Annual EEO Public File Report, the management of the Newport Station Employment Unit conducts an analysis of the recruitment activities undertaken during the Applicable Period and of the overall efficacy of the EEO program at the SEU. While completing the analysis for the Applicable Period of this Report, management found the recruitment efforts for the two full-time openings to be effective. In addition to the regular recruitment methods (including notices to Supplemental Recruitment Sources and to entities requesting notice) that had previously been used, the SEU aggressively advertised these open positions on-air on the three stations in the employment unit. Management also was aggressive in interviewing candidates for these positions even interviewing some candidates with little or no prior experience. Because of this aggressive approach to using the radio stations, most of the interviewees were from that single recruitment source. Indeed, all the interviewees except one learned about the openings from advertisements aired on the stations. Ultimately, management concluded that its recruitment efforts were not necessarily more effective in producing *qualified* candidates than in previous years but that the process of selection of applicants for interviews was simply less rigid.

The standard recruitment, promotion, and retentions policies of the SEU were also reviewed and analyzed. After the review, management determined that its policies and practices were in keeping with the rules and goals of the FCC, the EEOC, and the Department of Labor relating to

equal employment opportunities. Management felt no changes in recruitment policies were warranted.

Supplemental Outreach Initiatives

Below is a list of the Supplemental Outreach Initiatives undertaken by the SEU during the Applicable Period of this Report.

- **Co-Sponsorship of Tennessee Department of Labor & Workforce and American Job Center Job Fair** On June 27, 2024, the Newport SEU co-sponsored and helped plan and promote a job fair at the Cocke County Recreation Center in Newport. Market Manager Louanna Ottinger and Program Director Cody Early were on hand at the event to man a booth and to provide on-site publicity for the event. Ottinger and Early talked with the participants of the event about internship opportunities available at the Newport SEU and about how to apply for any full time or part-time positions when available. They also emphasized that Bristol Broadcasting Company is an equal opportunity employer. The Stations of the SEU also aired announcements prior to the event to encourage participation and SEU Station WNPC did a live broadcast from the event. Multiple employers were on site with career opportunities available in Cocke, Jefferson, Sevier and Hamblen Counties.
- **Co-Sponsorship of Tennessee Department of Labor & Workforce and American Job Center Job Fair** On December 5, 2024, the Newport SEU co-sponsored and helped plan and promote a job fair held in conjunction with the Tennessee Department of Labor at West End Baptist Church Gymnasium in Newport. Market Manager Louanna Ottinger and Program Director Cody Early were on hand at the event to man a booth and to provide on-site publicity for the event. Ottinger and Early talked with the participants of the event about internship opportunities available at the Newport SEU and about how to apply for any full time or part-time positions when available. The Stations of the SEU also aired announcements prior to the event to encourage participation and SEU Station WNPC did a live broadcast from the event.
- **Cocke County High School Career Fair** On February 25, 2025, the Newport SEU participated in a college and career fair hosted by Cocke County High School. Participants were provided with information regarding career choices in the radio broadcasting industry. Approximately 1,100 students participated in the career fair. Market Manager, Louanna Ottinger manned a booth at the event and answered questions posed by those attending.
- **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.

Bristol Broadcasting Company, Inc., the licensee of the Stations of the SEU, 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.