

Bristol Broadcasting Company, Inc.
*Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WPAD(AM),
WNGO(AM), WLLE(FM), WKYX-FM, WZYK(FM), and WDXR(AM)*
Comprising the Paducah Station Employment Unit
Annual EEO Public File Report
For the period of April 1, 2020 – March 31, 2021

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 “Paducah SEU”) that is comprised of the above captioned stations (all licensed to Bristol Broadcasting Company, Inc.) and has been placed in the Public Inspection Files of these stations and posted on their websites as required.¹

The information contained in this Report covers the time period beginning on April 1, 2020 and ending on March 31, 2021 (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.

Below is a recapitulation of the vacancies and recruitment activities and supplemental outreach initiatives that were undertaken for the Paducah SEU by Bristol Broadcasting Company during the Applicable Period of this Annual Equal Employment Opportunity Report.

¹ While the community of license of Station WKYX-FM is in Illinois (Golconda) this Annual EEO Public File Report was prepared and filed on the anniversary date of the filing of the licensee renewal applications for commonly owned Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WPAD(AM), WNGO(AM), WLLE(FM), WZYK(FM), and WDXR(AM) whose communities of license are in Kentucky as is permitted by the Commission’s policies for station employment units comprised of stations whose cities of license are in two or more states.

Vacancy Information

There were no full-time vacancies filled for the Paducah Station Employment Unit during the Applicable Period of this Report thus there no recruitment activities were undertaken.

Supplemental Outreach Initiatives

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

- **Northwestern University Internship** In June of 2020, the Paducah SEU established an internship for a student from the Journalism/Mass Communications Department at Northwestern University. The intern was given hands-on training as a news reporter and news content editor. His activities included writing news stories and posting stories online. He also learned to produce audio news stories for on-air broadcasts.
- **Murray State University Student Outreach/Education** On September 29, 2020, SEU General Manager Jamie Futrell spoke to the JMC 426 class at Murray State University about career opportunities at Bristol Broadcasting Company and the broadcasting industry generally. Futrell answered questions from the students and emphasized the SEU's equal opportunity policies.
- **Entities Helping Job Seekers Outreach** During the Applicable Period of this report the Stations of the Paducah SEU aired announcements to notify organizations that regularly assist job seekers that they can be added to a list of entities that receive information about of job vacancies at the SEU. These announcements were designed to provide greater awareness of job opportunities with Bristol Broadcasting Company.

Bristol Broadcasting Company, Inc., 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. During the next 12 months, as the Covid-19 Pandemic subsides, the management of the SEU anticipates a more robust outreach effort including participation in job fairs and the establishment of new internship programs.