

Bristol Broadcasting Company, Inc.

*Stations WXBQ-FM, WAEZ(FM), WFHG-FM, WEXX(FM), WWTB(AM), WNVA(AM), and WQSN(FM)
Comprising the Tri-Cities 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 Tri-Cities Station Employment Unit (“SEU” or “Tri-Cities 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 required¹.

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 for the Tri-Cities SEU during the Applicable Period of this Annual Equal Employment Opportunity Report.

¹ While the communities of license of Stations WAEZ(FM), WEXX(FM), and WFHG-FM are all in Tennessee (Greeneville, Elizabethton, and Bluff City respectively) this Annual EEO Public File Report was prepared and filed on the anniversary date of the filing of the licensee renewal applications for Stations WXBQ-FM, WWTB(AM), WNVA(AM), and WQSN(FM) whose communities of license are in Virginia as is permitted by the Commission’s policies in cases where an SEU is comprised of stations with cities of license in multiple states.

Vacancy Information

During the Applicable Period of this report one full-time vacancy was filled at the Tri-Cities Station Employment Unit.

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

Total number of persons interviewed during Applicable Period: 1²

Recruitment Source Information

Notice of the full-time 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. Additionally, announcements inviting qualified individuals to apply for the open position were aired on each of the Stations of the SEU. All these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer.

Notices of the full-time job openings 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 Tri-Cities SEU also sent notice of each of the full-time vacancies 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:

² After more than two weeks of recruitment using multiple sources, only one qualified individual had applied for this position. She had previous broadcast sales experience and was hired to fill the vacancy. See a more detailed summary of this recruitment in the elsewhere in the narrative of this Report.

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

Additionally, notice of each of the full-time vacancies was posted on the *job bank* listings of the Virginia Association of Broadcasters website and the Tennessee Association of Broadcasters website.

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)
Number of Interviewees Provided: 1

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)	1

Total number of persons interviewed during Applicable Period: 1

(See a narrative of the SEU Management’s analysis of the efficacy of this recruitment effort at the end of this Report.)

Supplemental Outreach Initiatives

Because the Covid-19 Pandemic and its associated restrictions and shutdowns throughout the Applicable Period limited career fairs and internships, the Tri-Cities 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 Tri-Cities SEU, the SEU did complete the following initiatives during the Period:

- **Co-Sponsor of Lee/Wise Counties Job Fair** The Tri-Cities SEU was a co-sponsor of the Lee County/Norton/Wise County Job Fair held on August 11, 2021. Prior to the event, the SEU worked with Virginia Career Works to plan the event. Several of the SEU stations provided significant on-air announcements and coverage to promote participation in the event. The career event was open to the public and was held at the Virginia Career Works Duffield Center.
- **Virginia Employment Commission Job Fair Co-sponsorship** On October 8, 2021, the SEU co-sponsored in conjunction with the Virginia Employment Commission a job fair at the Goodloe Center at the Mountain Empire Community Fair. The SEU Promotions Director, Kelly Mullins, worked with Virginia Employment Commission to plan and promote the event. Several of the SEU stations provided significant on-air announcements encouraging participation in the event. The career event was open to the public and stressed equal employment opportunities.
- **East Tennessee State University Internship** In May 2022, the Tri-Cities SEU established an internship with a student at East Tennessee State University. This intern will be given hands on training while job-shadowing SEU staff members. The intern will be instructed about on-air presentations, about how music is selected and scheduled on music intensive stations, and about how news and traffic information is gathered and aired. She will also be given “hands-on” tutoring in how to use audio editing software for commercial production, and she will be allowed to participate with staff members at live promotional events conducted by the Stations of the SEU. Members of management also discussed career opportunities in broadcasting and Bristol Broadcasting Company’s EEO policy with the intern.
- **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.

Analysis of Recruitment Efforts Efficacy

As part of the preparation of this Report, an analysis of the recruitment activities and the overall efficacy of the EEO program of the Tri-Cities Station Employment Unit was made. The analysis of the SEU’s recruitment activities immediately showed that these activities were greatly impacted by the Covid-19 Pandemic and its associated restrictions and shut-downs. Many of

the job/career fairs in which the SEU had historically participated were cancelled. Internships were also harder to establish due to schools operating remotely and due to employee distancing recommendations for the workplace. Regardless, the SEU was able to complete several supplemental outreach initiatives as outlined above.

Management separately analyzed the results of the recruitment activities for the one full-time position that occurred during the Applicable Period of this Report. It was surprising to SEU management that only one *qualified* individual applied for the full-time sales representative position. This was despite more than two weeks of significant efforts using multiple recruitment avenues. Management discussed this dearth of applicants with human resources personnel associated with several other companies in the broadcasting industry and with other employers in the Tri-Cities marketplace. After those conversations, the SEU management came to believe that the lack of qualified applicants was due to the incredibly *tight* labor market in the region and due to the many other job offerings available at the time but was not a reflection of any failure of the SEU's recruitment activities. Management was told by many of the other employers contacted that having even one qualified individual apply for a position should be considered a success.

The analysis showed, SEU management concluded, that recruitment efforts during the Applicable Period were generally adequate for any qualified individual who might have wished to apply for the open position to have had multiple opportunities to learn about that opening.

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.