

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, 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 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, 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 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 license 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 three full-time vacancies were filled at the Tri-Cities Station Employment Unit.

Full-Time Position Filled by Job Title	Recruitment Source of Hiree
Sales Representative	Word-of-Mouth (Walk-in Applicant)
Engineer	Word-of-Mouth (Walk-in Applicant)
Traffic/Bookkeeper	SEU Station(s) Bulletin Boards(s)

Total number of persons interviewed during Applicable Period: 6²

Recruitment Source Information

Notices of each of the full-time vacancies that occurred during the Applicable Period for this report were posted on bulletin boards at the offices of SEU and were posted on the Bristol Broadcasting Company website "Employment" page which is hyperlinked from the websites of each of the Stations in the SEU. Notices of each of the full-time vacancies were posted on the *job bank* listings of the Virginia Association of Broadcasters website and the Tennessee Association of Broadcasters website. Additionally, announcements inviting qualified individuals to apply for the open sales 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

² Recruitments for two additional full-time positions had been commenced but not completed at the time of this report. These two full-time positions were a sales position and an air personality position. Data from these two recruitments will be including in next year's Annual EEO Public File Report.

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:

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)
Number of Interviewees Provided: 2

SEU Station(s) Bulletin Board(s)
Number of Interviewees Provided: 1

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

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)	2
	Word-of-Mouth (Walk-in Applicant)	1
Engineer	Word-of-Mouth (Walk-in Applicant)	1
Traffic/Bookkeeper	Word-of-Mouth (Walk-in Applicant)	1
	SEU Station(s) Bulletin Board(s)	1

Total number of persons interviewed during Applicable Period: 6

Supplemental Outreach Initiatives

During the Applicable Period, the Tri-Cities SEU undertook several Supplemental Outreach Initiatives to increase awareness of employment opportunities in the broadcasting industry and with the Tri-Cities SEU. Below is a list of initiatives undertaken by the SEU:

- **East Tennessee State University Internship** In June 2024, an internship with a student at East Tennessee State University was established with the SEU. The intern was given “hands-on” tutoring in how to use audio editing software for commercial production and was allowed to participate with staff members at live promotional events conducted by the Stations of the SEU. The intern also was given training regarding the daily activities in the control rooms of the Stations while job-shadowing SEU staff members. Members of management also discussed career opportunities in the radio broadcasting industry with the intern and discussed Bristol Broadcasting Company’s EEO policies.
- **Bristol Youth Leadership Career Day** On February 2025, the Tri-Cities SEU participated in the Bristol Youth Leadership Career Day hosted by the Bristol Chamber of Commerce. Members of the SEU management team including Operations Manager Chris Arnold were panelists at the event. Arnold led discussions about careers in the radio broadcasting industry and the various roles prospective employees could hold in the broadcast business and particularly with Bristol Broadcasting Company. Students at the event participated in a question-and-answer session with the SEU management members. Questions fielded included inquiries about various positions available in broadcasting and education courses that would be beneficial to and suggested for each broadcasting career choice.
- **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 and EEO Program

Each year while preparing its EEO Annual Public File Report, management of the Tri-Cities SEU completes an analysis of any recruitment activities and reviews the overall efficacy of the EEO program of the SEU. In studying the recruitment efforts conducted during the 12 months covered by this Report, management members believed that sufficient notice of each full-time opening was disseminated broadly enough to allow any potential qualified candidate to be aware of the opportunity and to apply if interested. Regardless, there were very few applicants for either of the three full-time positions that occurred, and only six applicants were deemed to be qualified for the position for which they applied. There was only one applicant for the engineering position. These numbers, however, were not surprising to management. Antidotal stories from others in the broadcast industry have in recent years established that fewer and fewer individuals are seeking employment in the radio broadcasting business. Indeed, the

Bristol Broadcasting Company had been seeking an engineer for several years. Even after placing advertisements in industry publications and through several radio broadcasting association job banks for several months, no qualified individual had applied.

Ultimately, after careful review, the SEU management concluded that it was not a fault of its recruitment efforts but a condition of a “tight” labor market and a lack of interest in employment in the radio business that resulted in so few applicants. Management believed that its list of Specialized Recruitment Sources encompassed entities from many 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. It was noted that there were fewer events such as career/job fairs that were scheduled in the region in which the SEU could participate during the reporting period. The scarcity of career fairs was attributed to a “hang-over” from the Covid 19 Pandemic period and is also a result of a very tight labor market in the SEU region. Overall, this review concluded that the SEU’s 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.

.