

# Bristol Broadcasting Company, Inc.

*Stations WXBQ-FM, WAEZ(FM), WFHG-FM, WTZR(FM), and WFHG(AM)  
Comprising the Bristol Station Employment Unit  
**Annual EEO Public File Report**  
For the period of June 1, 2004 – May 31, 2005*

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") that is comprised of the above captioned stations (all operated from offices in Bristol, Virginia, and 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<sup>1</sup>.

The information contained in this Report covers the time period beginning on June 1, 2004, and ending on May 31, 2005 (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 by Bristol Broadcasting Company during the Applicable Period of this Annual Equal Employment Opportunity Report.

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<sup>1</sup> While the communities of license of both WAEZ(FM) and WTZR(FM) are in Tennessee (Greeneville and Elizabethton 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, WFHG-FM, and WFHG(AM) whose communities of license are in Virginia.

## **Vacancy Information**

A total of 7 full-time vacancies were filled for the Bristol Station Employment Unit during the Applicable Period of this Report.

<b>Full-Time Position Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>
Sales Representative	Word of Mouth
Corporate Program Director	Word of Mouth
Board Operator	SEU Stations Bulletin Boards
Air Personality	AllAccess.com
Air Personality	AllAccess.com
Air Personality	SEU Station(s) Website(s) <sup>2</sup>
Air Personality	SEU Station(s) Website(s) <sup>2</sup>

## **Total Number of Interviewees**

Total number of persons interviewed during Applicable Period: 26

## **Recruitment Source Information**

Notice of each of the full-time vacancies that occurred during the Applicable Period for this Report was posted on bulletin boards at the offices of Bristol Broadcasting Company and was posted on the websites of each of the stations in the Station Employment Unit. Each of these notices emphasized that Bristol Broadcasting Company is an equal opportunity employer.

Each of the stations in the Bristol SEU regularly air announcements encouraging organizations involved in assisting job seekers to request notice of all vacancies at Bristol Broadcasting

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<sup>2</sup>One candidate was hired to fill this Air Personality position. Shortly thereafter (within one month) this new employee was moved to another airshift to fill a vacancy created by an employee's retirement. Because the recruitment was so recent, a second candidate was then hired from the same recruitment pool to fill the new vacancy in the position for which the recruitment had initially been done.

Company. A list of all such organizations that have requested notice of job openings is maintained by Bristol Broadcasting Company. Notice of all full-time job openings was sent to the following organization that had requested notice of such openings:

Bright Services  
Attention: Bobbie Ball  
9 West Valley Drive  
Bristol, VA 24201  
Phone: 276-466-8228

ITT – Technical Institute  
Attention: Melinda Parker  
10208 Technology Drive  
Knoxville, TN 37932  
Phone: 865-671-2800

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

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

Contemporary Staffing Services  
Attention: Linda Hunt  
2929 Pennsylvania Ave.  
Charleston, WV 25302  
Phone: 304-346-2850

Trevecca Nazarene University  
Attention: David Deese  
333 Murfreesboro Road  
Nashville, TN 37210  
Phone: 615-248-7786

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

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

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

Below is a listing of the Specialized Recruitment Sources utilized by Bristol Broadcasting Company 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.

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

Northeast Community College  
Career Services  
Attention: Ron Smith  
PO Box 246  
Blountville, TN 37617  
Phone: 423-354-2491

Emory & Henry College  
Career Services  
Attention: Christine Puttock  
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: Rhonda McCurdy  
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

Virginia Intermont College  
Career Services  
Attention: Bobbie Sturgill  
PO Box 220  
Bristol, VA 24201  
Phone: 276-466-7909

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 vacancies except the Sales Representative position was posted on www.allaccess.com, an industry website that has a job bank listing that is viewed by numerous persons seeking employment in the broadcast industry. The Sales Representative position was also advertised in two newspapers (The Citizens Tribune and The Greeneville Sun) with circulation in the territory to which the Sales Representative was to be assigned.

## Analysis of Interviewees by Source

Bristol Broadcasting Company made an analysis of the number of interviewees that was provided by each of the Specialized Recruitment Sources during the Applicable Period of this Report. That analysis is charted below:

East Tennessee State University  
Career Services  
Attention: Jeanette Hill  
PO Box 70718  
Johnson City, TN 37614  
Phone: 423-439-4441  
Number of Interviewees Provided: 2

Northeast Community College  
Career Services  
Attention: Ron Smith  
PO Box 246  
Blountville, TN 37617  
Phone: 423-354-2491  
Number of Interviewees Provided: 0

Emory & Henry College  
Career Services  
Attention: Christine Puttock  
PO Box 947  
Emory, VA 24327  
Phone: 276-944-6144  
Number of Interviewees Provided: 0

King College  
Career Services  
Attention: Elizabeth Graham  
1350 King College Road  
Bristol, TN 37620  
Phone: 423-652-4752  
Number of Interviewees Provided: 0

Tusculum College  
Career Services  
Attention: Rhonda McCurdy  
PO Box 5082  
Greeneville, TN 37743  
Phone: 423-636-7387  
Number of Interviewees Provided: 0

Milligan College  
Career Services  
Attention: John Paul Abner  
PO Box 500  
Milligan College, TN 37682  
Phone: 423-975-8013  
Number of Interviewees Provided: 0

Virginia Intermont College  
Career Services  
Attention: Bobbie Sturgill  
PO Box 220  
Bristol, VA 24201  
Phone: 276-466-7909  
Number of Interviewees Provided: 0

Washington Co. Adult Learning Center  
Attention: Kenneth Litton  
848 Thompson Drive  
Abingdon, VA 24210  
Phone: 276-676-1999  
Number of Interviewees Provided: 0

Tennessee Employment Commission  
Attention: Sue Creasy  
1712 West State St.  
Bristol, TN 37620  
Phone: 423-989-6600  
Number of Interviewees Provided: 0

Virginia Employment Services  
Attention: Danny Bartlett  
192 East Bristol Road  
Bristol, VA 24201  
Phone: 276-642-7350  
Number of Interviewees Provided: 0

NAACP  
Attention: Glodine Davis  
P. O. Box 1878  
Johnson City, TN 37605  
Phone: 423-283-2223  
Number of Interviewees Provided: 0

A total of 8 interviewees learned about the job vacancy for which they applied through notices posted on the websites of the stations in the Bristol SEU. Two other interviewees applied after seeing notices that were posted on bulletin boards in the offices of Bristol Broadcasting Company. Twelve interviewees responded to postings on [www.allaccess.com](http://www.allaccess.com). Two job candidates referred by East Tennessee State University Career Services, one of the listed Specialized Recruitment Sources, were interviewed. The remainder of the interviewees for job vacancies during the Applicable Period learned about the vacancies for which they applied through word-of-mouth. No applicants were referred by any of the listed Organizations Requesting Notice of job openings.

As noted above, one of the listed Specialized Recruitment Sources (East Tennessee State University Career Services) did refer some applicants to Bristol Broadcasting Company. While Bristol Broadcasting Company is disappointed that the list of Specialized Recruitment Sources did not produce more interviewees during the Applicable Period, it believes nonetheless that the list is rather comprehensive and (along with the other methods utilized) does provide wide dissemination of job openings. Additional names will be added to the list of Specialized

Recruitment Sources from time to time as new sources are identified. Bristol Broadcasting Company is pleased that posting on the websites of the station in the Bristol SEU produced a significant number of applicants and interviewees.

## **Supplemental Outreach Initiatives**

During the Applicable Period, Bristol Broadcasting Company completed the following Supplemental Outreach Initiatives seeking to provide increased awareness of employment opportunities in broadcasting and with Bristol Broadcasting Company:

- **Career Fair** Bristol Broadcasting Company participated in the Fall 2004 Career Fair sponsored by the Educational Talent Search Program at Virginia Highlands Community College. The career fair was held on Wednesday, November 17, 2004. The event was designed to provide 8<sup>th</sup> grade students from seven local middle schools with an opportunity to learn about different occupations. Representing Bristol Broadcasting Company, Corporate Program Director Gary Blake Fraiser and air-personality Chris Arnold told the students about positions, work tasks, and salaries in the broadcast industry. A high emphasis was placed on discussing the training and education that would be helpful to one wishing to work in the radio business. Fraiser and Arnold also told the students about the company's equal opportunity employment policies and encouraged the students to visit the Stations' websites to learn more.
- **Intern Program – East Tennessee State University** During the summer and fall academic terms, Bristol Broadcasting Company provided an internship for an East Tennessee State University student. The internship offered the student the opportunity to observe and directly participate with the on-air staff at Bristol Broadcasting Company's "news-talk" formatted radio stations. Staff members explained their day-to-day activities and allowed "hands-on" participation by the intern in virtually all job facets. The intern was later given a part-time employment position with Bristol Broadcasting Company.
- **Internship Program – Advertising Sales** From July 12 to August 13, 2004, Bristol Broadcasting Company offered an Advertising Sales Internship to an individual who had an interest in the radio broadcasting business and marketing and advertising in particular. This intern was paired with one of Bristol Broadcasting Company's sales representatives to observe and participate in all daily responsibilities including sales meetings, meetings with clients, order preparation and entry, and interaction with programming staff members.
- **Work Experience/Internship – People Incorporated** In cooperation with People Incorporated of Southwest Virginia, Bristol Broadcasting Company provided an opportunity for a disadvantaged individual who had an interest in broadcasting to gain training and work experience at the stations in the Bristol SEU. The individual was trained to operate the audio control boards, satellite switching equipment, telephone interface, and automation software used in one of the control rooms. Under supervision of the staff members, this individual performed all the activities of a daily airshift for approximately two weeks.
- **Career Day – Southwest Virginia Community College** Bristol Broadcasting Company produced and printed brochures detailing the variety of career choices available in the

broadcasting industry and supplied these brochures to Southwest Virginia Community College for use at two separate "Career Days" event (March 4, 2005 and April 22, 2005). These brochures listed and described most radio broadcasting job positions including management, sales, engineering, programming, and clerical. The brochures also included a notice emphasizing Bristol Broadcasting Company's EEO policy. The brochures were distributed to all the students who attended the Career Days events.

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 new ways and means of more widely disseminating information regarding job vacancies with the company.