

# Bristol Broadcasting Company, Inc.

Stations WKYQ(FM), WDDJ(FM), WKYX(AM), WKYX-FM, WDXR(AM),  
WPAD(AM), WLLE(FM), WZYK(FM), and WNGO(AM)  
*Operating as Part of the Paducah Station Employment Unit*

## **Narrative Statement**

*Actions to achieve broad and inclusive outreach in recruitment for full-time employees taken during the two-year period prior to filing a license renewal application*

During the two years prior to filing an associated license renewal application, Bristol Broadcasting Company, Inc., the licensee, undertook numerous recruitment activities and supplemental outreach initiatives to ensure that information regarding all full-time job openings at the Station Employment Unit ("SEU") was broadly disseminated to all segments of the community and enforced policies intended to provide employment opportunities to all qualified applicants without regard to race, color, national origin, religion, or gender.

Management of the SEU maintained a listing of Specialized Recruitment Sources that comprised entities that routinely offered or potentially could help with job placement. These entities represented several diverse segments of the community. Notice of each full-time vacancy at the SEU during the two-year period was sent to each of these Specialized Recruitment Sources along with a request for help in disseminating the job vacancy information to any person who might be qualified and/or interested in applying for the available job.

Throughout the two-year period the SEU invited organizations that routinely help with job placement to request notice of all vacancies at the SEU. These invitations were aired on the Stations of the SEU, were posted on the Stations' websites (through hyperlinks to the Bristol Broadcasting Company corporate website) and were given at career fairs in the community. A list of all such Organizations That Requested Notice of Openings was maintained by the SEU, and notice of each full-time vacancy at the SEU was sent to each of these organizations.

The SEU also utilized local newspapers, broadcast industry periodicals and websites, broadcast associations' websites, bulletin boards in the offices of the SEU, social media, and other internet job posting boards to broadly advertise each full-time vacancy during the two-year period.

All notices of full-time job openings included a statement of Bristol Broadcasting Company's commitment to provide equal employment opportunities to all qualified applicants.

Management and employees of the SEU both co-sponsored and participated in several career or job fairs in the community. At these career/job fairs, information about careers in broadcasting was given to all interest participants, and information about how to apply for a job with Bristol Broadcasting Company was provided. Also notice of any full-time openings at the SEU was also distributed at career/job fairs.

Working with local colleges and universities, the SEU also established internships for students who had interest in broadcasting and journalism. Through these internships, the SEU introduced students to the world of broadcasting and allowed them to experience "hands-on" some of the

day-to-day tasks required of employees at a broadcast station. Some of these internships lead to part-time employment at the SEU for some of the interns.

Periodically during the two-year period, management of the SEU reviewed its recruitment activities to ensure that it offered broad outreach to all segments of the community. Its List of Specialized Recruitment Sources was checked and updated to remove entities that were no longer operational and to add new entities that had been identified as potentially beneficial in providing broad outreach.

Continually, during the two-year period, management and supervisory personnel were reminded of Bristol Broadcasting Company's commitment to provide employment opportunities to all qualified applicants without regard to race, color, national origin, religion, or gender. Notice of this commitment was also posted on bulletin boards in the offices of the SEU and on the websites of the Stations of the SEU.

Management of the SEU believes its recruitment efforts during the two-year period were successful in achieving wide dissemination of notice of each of the full-time job openings. SEU management concludes that any qualified individual that might have had an interest in applying for an open position at the SEU would have had ample opportunities to learn of such vacancy through one or more of the methods utilized in providing notice.