

**ANNUAL EEO PUBLIC FILE REPORT**

For the Period Beginning April 1, 2019 Ending March 25, 2020

**This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees.**

This Report Consists of:

|               |                         |
|---------------|-------------------------|
| <u>Part 1</u> | Station Information     |
| <u>Part 2</u> | Recruitment initiatives |

Preparer: Mike Kirtner

Signature: 

Title: General Manager/President

Date: March 25, 2020

Telephone: 304-523-8401

**PART 1**

This Report covers the following employment unit:

| <u>Call Sign</u> | <u>AM/FM</u> | <u>FACILITY ID#</u> | <u>COMMUNITY OF LICENSE</u> | <u>State</u> | <u>LMA</u> |
|------------------|--------------|---------------------|-----------------------------|--------------|------------|
| WDGG             | FM           | 21436               | ASHLAND                     | KY           | NO         |
| WRVC             | AM           | 21435               | HUNTINGTON                  | WV           | NO         |
| WCMI             | AM           | 21588               | ASHLAND                     | KY           | NO         |
| WCMI             | FM           | 21589               | CATLETTSBURG                | KY           | NO         |
| WXBW             | FM           | 70691               | GALLIPOLIS                  | OH           | NO         |
| WMGA             | FM           | 164110              | KENOVA                      | WV           | NO         |

There were no new hires for full-time vacancies.

## Part 2

### **Supplemental Recruitment Activities**

#### Activity #1

Activity: WVBA Sales Seminar

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Date: February 20, 2020

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: West Virginia Broadcasters Association

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Participating Station Personnel: Reeves Kirtner (Vice President Associate General Manager), Brett Mount (Account Executive), Pam Hall (Account Executive), Josh Wellington (Account Executive), Nate Gilcher (Account Executive)

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#### **Description of activity and scope of station participation:**

The sales staff attended a seminar sponsored by the West Virginia Broadcasters Association in Charleston, West Virginia. The primary focus of the seminar encouraging new ways to improve communication with clients. Additional topics included prospecting, improving customer service, and reducing use of industry specific jargon.

## Part 2

### **Supplemental Recruitment Activities**

#### Activity #2

Activity: MRN NASCAR Local Sales Seminar

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Date: January 8<sup>th</sup>, 2020

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Motor Racing Network

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Participating Station Personnel: Reeves Kirtner (Vice President Associate General Manager), Brett Mount (Account Executive), Nate Gilcher (Account Executive), Pam Hall (Account Executive), Josh Wellington (Account Executive).

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#### **Description of activity and scope of station participation:**

The sales staff participated in a webinar with Bob Quick, from the Motor Racing Network. The program focused on defeating common objections, the characteristics of NASCAR Fans, prospecting advertisers from non-traditional categories, as well as an overview of the sport and the changes they have made within the sport to compete with other outlets for a younger, attentive audience.

## Part 2

### **Supplemental Recruitment Activities**

#### Activity #3

Activity: Country Radio Seminar

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Date: February 19-21, 2020

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Country Radio Broadcasters

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Participating Station Personnel: Jason Toy (Program Director WXBW) John Bowen (Program Director WDGG, Operations Manager)

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**Description of activity and scope of station participation:**

Jason and John attended several seminars and panel discussions to strengthen our station's programming efforts and to reinforce our efforts to use new and existing technologies to interact with and reach our listeners. Among topics covered were integrating podcasting into our broadcasting endeavors, and learning about listener trends in a digital era.

## Part 2

### **Supplemental Recruitment Activities**

#### Activity #4

Activity: Kindred Communications Job & Career Expo

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Date: March 11, 2020

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Kindred Communications

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Participating Station Personnel: Jason Toy (Program Director WXBW) John Bowen (Program Director WDGG, Operations Manager), Reeves Kirtner (Vice President Associate General Manager), Brett Mount (Account Executive), Cecilia Bowen (Program Director WMGA-FM), Pam Hall (Account Executive).

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#### **Description of activity and scope of station participation:**

Kindred Communications hosted a job fair in Huntington, West Virginia on March 11, 2020. Many recruiters from the greater Huntington area were on site speaking to prospective employees and accepting applications. Employers were recruited by account executives as well as through on-air promotion and DJ chatter.

## Part 2

### Supplemental Recruitment Activities

#### Activity #5

Activity: Internship

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Date: February 24, 2020 – March 6, 2020

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Kindred Communications

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Participating Station Personnel: Jason Toy (Program Director WXBW) John Bowen (Program Director WDGG, Operations Manager), Mollie Taylor (Sales Administrator), Reeves Kirtner (Vice President Associate GM), Mike Kirtner (President GM), Paul Swann (Program Director WRVC-AM)

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#### **Description of activity and scope of station participation:**

A student from St. Joseph's High School spent two weeks in the Kindred Communications office learning about all aspects of radio broadcast. The student sat in and engaged in daily sales meetings, attended a remote, and sat in and engaged in the production of broadcasts on WDGG-FM, WRVC-AM, and WMGA-FM.