

## **HOLSTON VALLEY BROADCASTING CORPORATION 2020 EEO PROGRAM NARRATIVE STATEMENT**

Holston Valley Broadcasting Corporation's studios and offices are located at 222 Commerce Street, Kingsport, Tennessee; all stations covered by this narrative statement are operated at this location. Our company maintains "broad outreach" in its EEO efforts, despite very few minority persons living in the Kingsport-Bristol-Bristol, Tennessee-Virginia metropolitan statistical area ("the MSA"), which includes Sullivan County, Tennessee (where Kingsport, Tennessee is located). According to the 2017 Census Bureau estimates, only 2.27% of the MSA's total population consisted of African American people, while just 1.62% of the MSA's total population consisted of Hispanic persons. Women constitute 52.2% of the MSA's workforce.

In addition to maintaining a list of institutions in the region of educational and employment source institutions which are frequented by minorities and women, an intern program and a scholarship program as detailed in the annual EEO public file reports attached to this schedule, Holston Valley Broadcasting Corporation has engaged in the following miscellaneous EEO initiatives over the past two years:

- 1) Our Radio and TV Sales Staff are consistently exposed to sales training using the "Local Broadcast Sales", "P1 Selling" training material, and a number of webinars from State Broadcasting Associations, Radio Advertising Bureau, and Nielsen Ratings. The training material consists of videos and written material for the salespeople to use on their own and during sales meetings. The videos include a quiz at the end to gauge how well you comprehended the material. They are directly related to broadcast specifically for television, radio, new hires, management, information on selling ideas, digital, presentation skills, prospecting and a multitude of others.
- 2) All newly hired employees are given a "Welcome Aboard Presentation" that includes a summary about our company, an overview of each department, and several recommended videos to watch to better prepare them to succeed in their new career in broadcasting.

- 3) David Widener, President, and Miranda Davis, Controller attended the webinar, *Employment Law Under the Trump Administration: 2018 and Beyond*, on April 24, 2018. This webinar provided us with information about key Supreme Court Decisions regarding EEOC as well as FLSA. It also discussed Legislative Developments that included issues pertinent to our company such as the Raise the Wage Act and the Affordable Care Act.
- 4) On May 17, 2018, Holston Valley Broadcasting's Controller, Miranda Davis, and Accountant, Joel Surber attended the 2018 BCS & ETSU Accounting Update Seminar CPE. This seminar was cosponsored by Blackburn, Childers & Steagall, PLC and East Tennessee State University and was held at the MeadowView Conference Resort and Convention Center from 8:00 AM to 5:00 PM. This event is held annually, and most of the attendees were employees from Blackburn, Childers & Steagall, PLC and the rest being clients of BCS and the general public. The sessions that were attended by Davis and Surber were: Insurance, Social Security Update, Auditing & Attestation Update, HR Hot Topics, AICPA Cybersecurity Framework, Small Business: Employer Compliance.
- 5) David Widener, President, and Miranda Davis, Controller attended the webinar, *Hot, Hot, Hot Wage & Hour Issues*, on June 6, 2018. This webinar discussed issues like employing youths and the FLSA rulings, unpaid internships and the Department of Labor changes to wage law.
- 6) Holston Valley Broadcasting regularly utilizes interns in its operations, many of whom have gone on to full-time jobs in the broadcasting industry. In years past interns from several high schools, colleges, and universities in the area have gotten their first taste of the broadcasting business at Holston stations. Some have even gone on to major stations and networks. During the subject two-year period HVBC has hosted two internships:
  - Josh Glover interned at Holston Valley Broadcasting from 4/17/18 - 6/12/18 working with our Promotions Director on upcoming events and contests as well as working on our Facebook page and writing liners for our stations. Josh also shadowed and assisted one of our program directors during his time at the station. He was shown our music software, how our logs are generated and how the logs are merged with traffic to get the final day's programming on the computer. It was explained to Josh how the station air sound is achieved and how the on-air console and other control room equipment operates. He was also given advice on the education and skills needed to pursue a career in radio.
  - Jeremiah Pearson interned at Holston Valley Broadcasting 6/3/2019 – 8/9/2019. Jeremiah was a senior at ETSU. He worked in a variety of areas including traffic, sales, promotions, production, and On-Air. He assisted the Promotions Director, he was responsible for writing on-air content for LIVE Liners, and Recorded Promos, as well as scheduling through traffic. He also worked with the Production Director and dubbed in spots and recorded some content. He learned some audio production software, along with promotions software, and learned out to appropriately manage media social media sites. He worked with DJ's at LIVE Remote Broadcasts, meeting listeners, aiding the DJ's in hooking up broadcast equipment. He created artwork, and scheduled posts for promotions on stations' social media

sites. Jeremiah shadowed outside Account Executives to see how the media creates revenue streams. He had the opportunity to work at a Grand Prize Giveaway remote, giving away a decked-out golf cart, at a local grocery store. Checking in listeners, qualifying their ID's, making sure to get signatures for rules/liabilities, etc.

- 7) Holston is sponsoring and paying the tuition for a student to attend the 10-day Tennessee Association of Broadcasters Radio Talent Institute class of 2019. This student program gives each participant an intense hands-on experience in today's broadcasting industry. The TAB Radio Talent Institute builds on the education college students are already receiving by bridging the campus-to-career gap that exists for most college students and is done in a way that is un-replicated. Each student receives a "Certificate of Completion" from the TAB Radio Talent Institute and a "Radio Marketing Professional certification" from the Radio Advertising Bureau. This program encourages college students to enter the field of broadcasting. We ran commercials on air on our radio stations, posted it on our Facebook pages, plus a link on our websites to recruit students to enroll in the TAB Radio talent Institute program running June 17 – 26, 2019.
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- 9) On August 28, 2018, Holston Valley Broadcasting President, David Widener and Controller, Miranda Davis participated in the Virginia Association of Broadcasters' webinar on the FCC's EEO rules that certain stations engage in certain recruitment, outreach, and recordkeeping/reporting practices. The webinar also discussed that all stations afford equal employment opportunity and provide a workplace that is free from discrimination. Outreach initiatives and reporting requirements were also examined during the webinar.
- 10) It was decided to focus Holston's support more toward Emory and Henry's radio station WEHC-FM giving their students the opportunity to work at a radio station and experience what it is like first-hand. We moved the Boyd Endowment from the Academic Endowment Fund to the WEHC Pooled Endowment Fund concentrating more on students involved with Emory and Henry's radio station. It was decided to honor each year a "Boyd Student Honoree." Holston is honored to play a part in supporting WEHC giving Emory and Henry's students an opportunity to work at their college radio station. 2018's "Boyd Student Honoree" was Will Seidel.

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- 15) David Widener, President, and Miranda Davis, Controller attended the webinar, *FINAL Overtime Rule*, on October 17, 2019. The webinar focused on the three tests to claim exempt status, the salary requirements, and bonus and incentive payments.
- 16) Holston Valley Broadcasting Corporation has partnered with local grocery store chain Food City and with the region's most famous sporting facility, Bristol Motor Speedway, in holding job fairs.