

HOLSTON VALLEY BROADCASTING CORPORATION  
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT  
March 31, 2020

This is the report required by Section 73.2080(c)(6) of the Rules of the Federal Communications Commission for broadcast station employment units with five or more full-time employees. Holston Valley Broadcasting Corporation's (Holston's) "employment unit" consists of WKPT(AM)/ WTFM(FM)/WKPT-TV, Kingsport, Tennessee; WKTP(AM), Jonesborough, Tennessee; WOPI(AM), Bristol, Tennessee-Virginia; WAPK-CD, Kingsport, Tennessee; WAPW-CD, Abingdon, VA; WOPI-CD, Bristol/Kingsport, TN; WKIN-CD, Weber City, VA/ Kingsport, TN; WKPT-CD, Kingsport, TN; WKPZ-CD, Kingsport, TN; WRZK(FM), Colonial Heights, Tennessee; and WVEK-FM; Weber City, Virginia.

EMPLOYMENT PERIOD COVERED: April 1, 2019, through March 31, 2020

I. FULL-TIME POSITIONS FILLED

A total of three full-time job vacancies were filled:

1. Traffic Assistant – 9/30/2019
2. Radio Account Executive – 1/6/2020
3. Radio Account Executive – 2/10/2020

II. RECRUITMENT SOURCES USED FOR FILLING EACH OF THE FOREGOING POSITIONS:

1. Holston Valley Broadcasting Referrals from Employees – 1 referral; Recruitment Organizations – 3 referrals; Radio Spots – 0 referrals
2. Holston Valley Broadcasting Radio Spots – 0 referrals; Employees – 2 referrals; Recruitment Organizations – 5 referrals
3. Holston Valley Broadcasting Referral from Internal Applicants – 2; Radio Spots – 1 referral; Recruitment Organizations – 1 referral

Note: The term "EEO E-mail List" refers to the list at the end of this report.

III. RECRUITMENT SOURCE WHICH REFERRED EACH OF THE HIRES FOR THE VACANCIES LISTED ABOVE:

1. Employee Referral
2. Employee Referral
3. Recruitment Organization - Indeed

IV. DATA REFLECTING THE TOTAL NUMBER OF PERSONS INTERVIEWED FOR FULL-TIME VACANCIES DURING THE PERIOD COVERED BY THIS REPORT AND THE TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE UTILIZED IN CONNECTION WITH SUCH VACANCIES:

A total of fifteen (15) applicants were interviewed for the three (3) full-time jobs filled by Holston Valley Broadcasting Corporation during the relevant period.

Those interviewed heard about the opening for which they applied from the following sources:

- Employee Referral – 3
- Recruitment Organizations – 9
- Holston Valley Broadcasting Radio Spot – 1
- Internal Applicant - 2

#### V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT DURING THE RELEVANT TWO-YEAR PERIOD (4/1/18) THROUGH 3/31/20)

The following are the outreach efforts undertaken by HVBC during the relevant period:

##### 1. INITIATIVE 3 – CO-SPONSORED JOB FAIR

- Holston Valley Broadcasting partnered with Food City for a chain wide Career Fair, Wednesday April 24th, 2019 from 1:00 pm – 7:00 pm. This career fair was to encourage employee recruitment for both full-time and part-time positions. Positions needed to fill were both entry-level and experienced/skilled positions, such as meat cutter, cake decorator and retail management. Food City is a local, family owned and operated company with lots of growth activity and offers a generous benefits package to their associates, including competitive salaries, comprehensive training, healthcare coverage with medical and dental plans, 401(k) with a 3% company match, vacation accrual, vision coverage, company paid life and disability plans and Employee Stock Ownership Plan. In addition to these great benefits, Food City also offers advancement opportunities to associates who wish to progress within a growing company. Interested candidates were encouraged to apply in person at any location, or online at FoodCity.com to complete an employment application. Vice-President Tiffany Hickman attended the job fair and handed out brochures about careers in broadcasting. We did not have any job openings at the time.
- Holston Valley Broadcasting Co-Sponsored a job fair Thursday April 25<sup>th</sup>, 2019, at the Bristol Motor Speedway (South Building) located at 3005 Highway 11E. This was an all-day event running from 10:00 AM until 5:00 PM. There were more than 50 employers on hand seeking to fill 2,000 positions. Positions were available in a variety of industries including manufacturing, healthcare, construction, education, sales, customer service, government, and much more. This job fair sought job seekers of all ages and nearly any level of education, skill, and experience. There were also areas designated to workforce development and education resources. Which offered information about continuing education opportunities, résumé building, job training, and career services. The City of Bristol also provided shuttles for those needing transportation.

##### 2. INITIATIVE 5 – INTERNSHIP PROGRAM

- 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:
  - a. 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.
  - b. 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.

### 3. INITIATIVE 7 - SCHOLARSHIP PROGRAM

- 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.
- Holston is sponsoring and paying the tuition for a student to attend the 10-day Tennessee

Association of Broadcasters Radio Talent Institute class of 2020. 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 and posted a link on our websites to recruit students to enroll in the TAB Radio talent Institute program running June 15 – June 24, 2020.

#### 4. INITIATIVE 14 – TRAINING TO MANAGEMENT

- 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.

#### 5. INITIATIVE 16 – PARTICIPATION IN OTHER ACTIVITIES

- 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.
- 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.
- 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.

- 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.
- On May 23, 2019, Holston Valley Broadcasting's Controller, Miranda Davis, and Accountant, Joel Surber attended the 2019 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: 199A Update, Fraud Topics, Financial Statement Analysis, Accounting Best Practices; Blockchain, Nonprofit Update, and Technology update.
- 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.
- Our Radio and TV Sales Staff are consistently exposed to sales training using the "Local Broadcast Sales", "P1 Selling" training material, and several 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.
- 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.

## VI. BROADCAST OF EEO NOTICE

The broadcast of this announcement for a cumulative thousands of times among Holston's broadcast stations represents a considerable value in broadcast time and conveys to the audiences of its stations Holston's sincere commitment to Equal Opportunity in Employment.

This is the text of the announcement:

HOLSTON VALLEY BROADCASTING CORPORATION, AN EQUAL OPPORTUNITY EMPLOYER, IS DEDICATED TO PROVIDING BROAD OUTREACH REGARDING JOB VACANCIES AT OUR COMPANY. WE SEEK THE HELP OF LOCAL ORGANIZATIONS IN REFERRING QUALIFIED APPLICANTS TO OUR STATIONS. ORGANIZATIONS THAT WISH TO RECEIVE OUR VACANCY INFORMATION SHOULD CONTACT US BY

CALLING OUR CORPORATE OFFICE AT AREA CODE 423-246-9578.

Attachment: Recruitment List

HOLSTON VALLEY BROADCASTING CORPORATION  
Job Recruitment Notification List  
March 31, 2020

Appalachian State University - [spicelandrd@appstate.edu](mailto:spicelandrd@appstate.edu)

East Tennessee State University – [careers@etsu.edu](mailto:careers@etsu.edu) [parks@etsu.edu](mailto:parks@etsu.edu) [langes@etsu.edu](mailto:langes@etsu.edu)

Emory & Henry College - [agardner@ehc.edu](mailto:agardner@ehc.edu) [tdkeller@ehc.edu](mailto:tdkeller@ehc.edu)

Goods Entertainment - [adam@goodsentertainment.com](mailto:adam@goodsentertainment.com)

King College - [dhfelty@king.edu](mailto:dhfelty@king.edu)

Knoxville College - [vgray@knoxvillecollege.edu](mailto:vgray@knoxvillecollege.edu)

Marshall University - [career-services@marshall.edu](mailto:career-services@marshall.edu), [turner@marshall.edu](mailto:turner@marshall.edu)

Middle Tennessee State University - [gsneed@mtsu.edu](mailto:gsneed@mtsu.edu)

Milligan College – [banderson@milligan.edu](mailto:banderson@milligan.edu)

National Association for the Advancement of Colored People - [nbailey@naacpnet.org](mailto:nbailey@naacpnet.org)

National Association of Broadcasters - [nabj@nabj.org](mailto:nabj@nabj.org), [sverry@nabj.org](mailto:sverry@nabj.org)

National College of Business Tech – [Williams@ncbt.edu](mailto:Williams@ncbt.edu)

Northeast State Community College – [careerdev@northeaststate.edu](mailto:careerdev@northeaststate.edu)

Radford College - [csutphin@radford.edu](mailto:csutphin@radford.edu)

Roanoke College - [mclawhorn@roanoke.edu](mailto:mclawhorn@roanoke.edu)

Tennessee Association of Broadcasters – website posing at [www.tabtn.org](http://www.tabtn.org)

University of North Carolina - [Frank\\_Donaldson@uncg.edu](mailto:Frank_Donaldson@uncg.edu), [west@unca.edu](mailto:west@unca.edu)

University of NC Asheville – [west@unca.edu](mailto:west@unca.edu)

University of Tennessee, Chattanooga - [betsy-alderman@utc.edu](mailto:betsy-alderman@utc.edu), [Louise-Crawford@utc.edu](mailto:Louise-Crawford@utc.edu)

University of Tennessee, Knoxville - [mmahoney@utk.edu](mailto:mmahoney@utk.edu) [epallard@utk.edu](mailto:epallard@utk.edu)

Virginia Association of Broadcasters - website posting at [www.vabonline.com](http://www.vabonline.com)

Virginia Highlands Community College - [kmorton@vhcc.edu](mailto:kmorton@vhcc.edu)

Walters State Community College - [andy.hall@ws.edu](mailto:andy.hall@ws.edu)