

HOLSTON VALLEY BROADCASTING CORPORATION
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT
March 31, 2023

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, 2022, through March 31, 2023

I. FULL-TIME POSITIONS FILLED

A total of four full time job vacancies were filled:

1. Account Executive – 5/31/2022
2. Traffic Assistant – 8/15/2022
3. Account Executive – 8/29/2022
4. Account Executive – 10/31/2022

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

1. Holston Valley Broadcasting Referrals from Employees – 2 referrals; Recruitment Organizations – 4 referrals; Radio Spots – 2 referrals
2. Holston Valley Broadcasting Referrals from Employees – 0 referrals; Recruitment Organizations – 0 referrals; Radio Spots – 4 referrals
3. Holston Valley Broadcasting Referrals from Employees – 0 referrals; Recruitment Organizations – 0 referrals; Radio Spots – 3 referrals
4. Holston Valley Broadcasting Referrals from Employees – 1 referral; Recruitment Organizations – 5 referrals; Radio Spots – 2 referrals

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

1. Employee Referral
2. Radio Spot
3. Radio Spot
4. Social Media

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 twenty-three (23) applicants were interviewed for the four (4) 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 - 11

V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT DURING THE RELEVANT TWO-YEAR PERIOD (4/1/21) THROUGH (3/31/23)

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

1. INITIATIVE 2 – HOST JOB FAIR

Holston Valley Broadcasting Corporation TV and Radio stations hosted a Career and Education Fair on Tuesday, August 24, 2021, at the Kingsport Civic Auditorium. This one-day event had almost 40 vendors and was free to the public.

The stations involved in promoting this event were: 98.5 WTFM, Classic Hits 102.7 WVEK, 95.9 The Hog WRZK, ESPN Tri-Cities (WKPT-AM, WKTP-AM and WOPI-AM) WAPK-CD and WKPT-TV. We promoted the job fair on air, on the stations' websites and Facebook pages, and had a live remote at the job fair location.

2. INITIATIVE 3 – CO-SPONSOR JOB FAIR

- Holston Valley Broadcasting Corporation co-sponsored a job fair with the Kingsport Parks and Recreation and the Kingsport American Job Center on October 21, 2021. This event was held at the Lynn View Community Center. There were over 15 employers not including staffing agencies that represented multiple local employers.

We ran on air promotions on 98.5 WTFM, Classic Hits 102.7, 95.9 The Hog from October 14, 2021, to October 21, 2021. We had additional information on WTFM.com and the various stations' Facebook pages.

- Holston Valley Broadcasting Corporation (WTFM-FM, WRZK-FM, WVEK-FM, WKPT-AM, WKTP-AM, WOPI-AM, WAPK-TV) co-sponsored a Job Fair with the Kingsport Chamber of Commerce's Office of Workforce Development and American Job Center of Tennessee. The event hosted over 60 employers. It took place Thursday April 7th from 10:00-2:00 at the Kingsport Farmers Market.

Holston Valley Broadcasting Corporation was the media sponsor. The station also hosted a booth and took resumes and educated job seekers on our employment vacancy for an

outside sales executive.

The job fair was promoted from April 4th through April 7th on WTFM-FM, WRZK-FM, WVEK-FM and WAPK-TV through Live Liners, and recorded promos. The event was also posted on our station's social media pages and at wtfm.com. A LIVE radio broadcast remote ran on WTFM-FM, WRZK-FM, and WVEK-FM.

- Holston Valley Broadcasting Corporation was a co-sponsor for the Bristol Tennessee Hiring Expo in Bristol, TN on Thursday, March 16, 2023. Other sponsors included The City of Bristol, TN, the Bristol TN Industrial Development Board, and NETWORKS Sullivan Partnership. The event allowed job seekers to drop in from 10:00-4:00 to take advantage of a variety of employers offering over 2,000 open positions that needed to be filled. We did a simulcast live remote broadcast on all our FM stations (WTFM-FM, WRZK-FM, and WVEK-FM).

3. INITIATIVE 8 – TRAINING FOR PERSONNEL

From September 19 – November 18, 2022, Dave Harbin, a new salesperson, participated in the Broadcast Media Sales Training Program hosted by P1 learning. This training consisted of live Zoom meetings, online videos, course work, quizzes, and a final presentation. There was a broad range of topics covered; all geared toward getting new broadcast media salespeople up to speed. Some of the courses covered were: The Sales Cycle, Understanding Radio Formats, Sales and Production, Copywriting for Radio, Presentation Skills, and Broadcast Media in a Digital World.

4. INITIATIVE 14 – PROVIDE TRAINING TO MANAGEMENT

- On May 6, 2021, David Widener, President, and Miranda Davis, Controller/HR Director attended the webinar, *The FCC EEO Rules and How to Survive Them* put on by the Independent Broadcasters Association. This webinar focused on the Three Prong Outreach. This includes Recruiting for all full-time vacancies, notification of community groups and menu options or outreach initiatives.
- On July 12, 2022, David Widener, President, and Miranda Davis, Controller/HR Director attended the webinar FCC EEO Rules: Updates, Refresher and Practical Considerations put on by Brooks Pierce. This webinar focused on the six main requirements. They are Nondiscrimination, General EEO Program, Recruitment & Wide Dissemination, Menu Option Outreach Activities, Paperwork – Recordkeeping and Annual Reporting and Self-Assessment.
- On November 11, 2022, David Widener, President and Miranda Davis, Controller/HR Director attended the webinar *The Great Reimagination* put on by Broadcast1Source. This webinar focused on the FCC Requirement to achieve Prong 1 – Broad Outreach. It discussed effective marketing, creating more impactful job profiles, competitive compensation, and developing a strong social media strategy.

- On November 16, 2022, David Widener, President and Miranda Davis, Controller/HR Director attended the webinar *Planning for Tomorrow Today* put on by Broadcast1Source. This webinar focused on maintaining FCC compliance while building a solid recruitment pipeline. Some of the topics discussed were developing recruitment events, identifying long term needs, and developing new strategies on how to identify potential new hires.

5. INITIATIVE 16 – PARTICIPATION IN OTHER ACTIVITIES

- On April 6, 2021, David Widener, President and Miranda Davis, Controller/HR Director attended the webinar, *Through the Looking Glass Part II: Employment Law Under the Biden Administration*. This webinar briefly discussed the American Rescue Plan Act of 2021. It included information about unemployment, COBRA subsidy and Paid Pandemic Leave
- David Widener, President of Holston Valley Broadcasting Corporation attended the webinar, *Talent Acquisition Tips to Help Attract Higher Quality Job Seekers*. This webinar was held on Tuesday, September 14, 2021. It was an informative session with lots of ideas and tips on how to hire new employees in this post pandemic world.
- Holston Valley Broadcasting Corporation regularly promotes our “Virtual Job Fair.” This job fair helps regional employers actively seeking employees. The postings made available to us provide a synopsis of jobs available and instructions on how to apply or links for online applications. The links for this job fair can be found on our three FM stations’ websites. We are also promoting this on air using recorded promos and live liners.
- 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. These videos will help further their career at Holston Valley Broadcasting with advancement. 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, 2023

Website (Handshake) Platform

- Appalachian State University
 - 828.262.2000
 - 287 Rivers St. Boone, NC 28608
- East Tennessee State University
 - 423.439.1000
 - 1276 Gilbreath Dr. Johnson City, TN 37614
- Eastern Kentucky University
 - 859.622.1000
 - 521 Lancaster Ave. Richmond, KY 40475
- Emory & Henry College
 - 276.944.4121
 - 30461 Garnand Dr. Emory, VA 24327
- Furman University
 - 864.294.2000
 - 3300 Poinsett Hwy. Greenville, SC 29613
- Marshall University
 - 304.696.3170
 - 1 John Marshall Dr. Huntington, WV 25755
- Midway University
 - 800.952.4122
 - 512 Stephens St. Midway, KY 40347
- Milligan University
 - 423.461.8700
 - 101 Neth Dr. Milligan College, TN 37682
- Northeast State Community College
 - 423.323.3191
 - 2425 TN-75 Blountville, TN 37617
- Radford University
 - 540.831.5000
 - 801 E Main St. Radford, VA 24142
- Southeast Kentucky Community & Technical College
 - 606.589.2145
 - 700 College Rd. Cumberland, KY 40823

- The University of Tennessee -Knoxville
 - 865.974.1000
 - Knoxville, TN 37996
- The University of Tennessee at Chattanooga
 - 423.425.4111
 - 615 McCallie Ave. Chattanooga, TN 37403
- University of Charleston
 - 800.995.4682
 - 2300 MacCorkle Ave. SE Charleston, WV 25304
- University of Kentucky
 - 859.257.9000
 - Lexington, KY 40506
- University of Pikeville
 - 606.218.5250
 - 147 Sycamore St. Pikeville, KY 41501
- Virginia Tech
 - 540.231.6000
 - Blacksburg, VA 24061
- Wake Forest University
 - 336.758.5000
 - 1834 Wake Forest Rd. Winston-Salem, NC 27109

Contacts:

- Carson Newman University
 - esmith@cn.edu
 - [865.471.3223](tel:865.471.3223)
 - [1646 Russell Avenue Jefferson City, TN 37760](https://www.carsonnewman.edu/1646-Russell-Avenue-Jefferson-City-TN-37760)
- Goods Entertainment
 - agoodman@goodsentertainment.com
 - [203.341.0111](tel:203.341.0111)
- King University
 - flgreen@king.edu
 - [800.362.0014](tel:800.362.0014)
 - [1350 King College Road, Bristol TN 37620](https://www.king.edu/1350-King-College-Road-Bristol-TN-37620)
- Middle Tennessee State University
 - irma.melton@mtsu.edu
 - leann.mcbride@mtsu.edu
 - tina.chevalier@mtsu.edu

- [615.898.2300](tel:615.898.2300)
- [1301 East Main Street Murfreesboro, TN 37132](https://www.murfreesboro.gov)
- Mountain Empire Community College
 - www.jobs.virginia.gov
 - [276.523.2400](tel:276.523.2400)
 - [3441 Mountain Empire Rd. Big Stone Gap, VA 24219](https://www.mountainempire.edu)
- National Association for the Advancement of Colored People
 - nbailey@naacpnet.org
 - bwilliams@naacpnet.org
 - [410.358.9786](tel:410.358.9786)
 - [443.068.2674](tel:443.068.2674)
- National Association of Broadcasters
 - nab@nab.org
 - [202.429.5366](tel:202.429.5366)
 - [1M Street SE Washington DC 20003](https://www.nab.org)
- Tennessee Association of Broadcasters
 - www.tabtn.org
 - brenda@tabtn.org
 - [615.365.1840](tel:615.365.1840)
 - [Two International Plaza Drive, Suite 902 Nashville, TN 37217](https://www.tabtn.org)
- University of North Carolina Greensboro
 - frank_donaldson@uncg.edu
 - fpdonald@uncg.edu
 - [336.334.5000](tel:336.334.5000)
 - [1400 Spring Garden St. Greensboro, NC 27412](https://www.uncg.edu)
- Virginia Association of Broadcasters
 - www.vabonline.com
 - [434.977.3716](tel:434.977.3716)
 - [250 West Main Street, Suite 100 Charlottesville, VA 22902](https://www.vabonline.com)
- Virginia Highlands Community College
 - kmorton@vhcc.edu
 - [276.739.2400](tel:276.739.2400)
 - [100 VHCC Dr. Abingdon, VA 24210](https://www.vhcc.edu)

- Walter State Community College
 - debbie.johnson@ws.edu
 - [423.585.2600](tel:423.585.2600)
 - [500 S Davy Crockett Pkwy Morristown, TN 37813](https://www.wsc.edu/)