

HOLSTON VALLEY BROADCASTING CORPORATION  
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT  
MARCH 31, 2006

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. Our "employment unit" consists of WKPT(AM)/ WTFM(FM)/WKPT-TV, Kingsport, Tennessee, WKTP(AM), Jonesborough, Tennessee, WOPI(AM), Bristol, Tennessee-Virginia, WAPK-CA and WOPI-CA, Kingsport/Johnson City/Bristol, Tennessee-Bristol, Virginia, WMEV(AM)/WMEV-FM, Marion, Virginia, as well as our "time brokerage" on WRZK(FM), Colonial Heights, Tennessee.

PERIOD COVERED: April 1, 2005 through March 31, 2006

I. LIST OF FULL-TIME JOB VACANCIES FILLED BY OUR EMPLOYMENT UNIT DURING THE PERIOD (BY JOB TITLE):

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

1. TV Operator – Kingsport Office (filled 04/18/05)
2. FM Account Executive – Kingsport Office (filled 05/30/05)
3. Radio Sales Assistant – Kingsport Office (filled 06/07/05)
4. Radio Account Executive – Marion Office (filled 08/26/05)
5. FM Account Executive – Kingsport Office (filled 09/12/05)
6. TV Operator – Kingsport Office (filled 10/17/05)
7. FM Account Executive – Kingsport Office (filled 03/06/06)
8. FM Account executive – Kingsport Office (filled 03/20/06)

II. RECRUITMENT SOURCE FOR FILLING EACH OF THE FOREGOING JOB CATEGORIES:

1. Web-Sites (4 referrals); Recruitment Source List (1 referral); Referral by Current Employees (2 referrals)
2. Referral by other employees of an existing employee in another position (2 referrals)
3. Referral by other employees of an existing part-time employee (1 referral)
4. On-Air Advertisement (4 Referrals); Referral by existing employee (1 referral)
5. Web-Sites (5 referrals); On-Air Advertisement (8 referrals)
6. Web-Sites (3 referrals); Referral by existing employee (1 referral)
7. Web-Sites (4 referrals); On-Air Advertisement (7 referrals); referral by existing employee (1 referral)
8. Web-Sites (4 referrals); On-Air Advertisements (7 Referrals)

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

1. Web-site Advertisement
2. Internal referral from an employee
3. Internal referral – promoted from part-time to full-time
4. Internal referral from another employee
5. On-Air Advertisement
6. Internal referral – promoted from part-time to full-time
7. Internal referral from an employee
8. On-Air Advertisement

### 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 58 applicants were interviewed for the eight full-time jobs filled by HVBC during the relevant period.

A total of 1 of the applicants was referred by organizations on HVBC's recruitment list of educational institutions. This list forms attachment 1 to this report.

The remainder of the applicants learned about our job openings through various media:

- On-Air Advertising: For each radio job vacancy at a given location (either Kingsport, TN, or Marion, VA), spots are broadcast on all of HVBC's stations programmed from the location where the vacancy exists.
- Use of Company Owned and Operated Web Sites: All full-time vacancies at HVBC stations are posted on HVBC's owned and operated web sites. This includes all web sites for HVBC's radio and television stations.
- Use of Tennessee Association of Broadcasters (TAB) Web Site: All full-time vacancies at HVBC stations are posted with TAB to appear on the TAB web site.

### V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT

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

#### 1. JOB FAIR PARTICIPATION

In the two year period April 1, 2004-March 31, 2006, Holston Valley Broadcasting Corporation representatives attended the following four job fairs:

- On January 10, 2005, Holston Valley Broadcasting Corporation President, George DeVault, manned the Company's table at a Tennessee Association of Broadcasters' Career Fair held from 4:00 to 7:00 PM at the Millennium Maxwell House Hotel in Nashville, Tennessee. Resumes were received from approximately 115 attendees at least



half of whom were briefly interviewed. The Company made available to each attendee numerous hand-outs describing among other broadcasting topics the different jobs in radio and television stations. Attendees were mostly recent graduates or soon to be graduates of various institutions of higher learning both inside the Volunteer state and in other states.

- On February 7, 2005, Holston Valley Broadcasting Corporation Vice President – TV Programming, Fred Falin, manned the Company's table at the 2005 Career Fair for 8<sup>th</sup> Graders held from 9 AM to 1:30 PM at the Eastman Chemical Company's Toy F. Reid Employee Center in Kingsport, Tennessee. On February 8<sup>th</sup> Holston Valley Broadcasting Corporation's Radio Promotions Director manned the table from 9 AM to 1:30 PM. The Company made available to each attendee numerous hand-outs describing, among other broadcasting topics, the different jobs in radio and television stations. There were discussions with numerous individual students concerning future careers in broadcasting and the education required for those careers. Attendees were all 8<sup>th</sup> grade students from 17 public schools from Eastman's Putting Children First business/ education partnership. The schools represent Hawkins County, Johnson City, Kingsport City, Rogersville City, Sullivan County and Washington County school systems.
- On February 22, 2005, WKPT/WAPK Television Local Sales Manager, Beth Spires-Jones, manned the Company's table at the ETSU Career Fair held from 12 Noon to 4:00 PM at the Paul Culp Student Center in Johnson City, Tennessee. Applications were passed out to approximately 50 attendees and most were briefly interviewed. The Company made available to each attendee numerous hand-outs describing among other broadcasting topics the different jobs available at the television stations. Attendees were mostly recent graduates or soon to be graduates of ETSU and other various institutions of higher learning both inside the Volunteer state and in other states.
- October 26, 2005, from 2:00 to 5:00 p.m. - The School of Journalism and Electronic Media at the University of Tennessee in Knoxville in association with the Tennessee Association of Broadcasters hosted a Career Fair for all journalism and electronic media students seeking internships and first positions in media companies throughout Tennessee. Holston Valley Broadcasting Corporation was represented by Fred Falin, Vice President – TV Programming & Operations. The event was held in the University Center Ballroom. Approximately 200 students participated in the fair.

## 2. INTERN PROGRAM

HVBC 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 a number of high schools, colleges, and universities in the area have gotten their first taste of the broadcasting business at HVBC stations. Some have even gone on to major stations and networks. During the past year one intern has worked in HVBC's internship program:



- Francesca Stanchi, a student from Emory and Henry College, participated in Holston Valley Broadcasting's paid internship program in 2005. She worked with the company for eight weeks from June 6, 2005, through July 29, 2005. During these two months Francesca worked closely with our traffic, programming, promotion, news and sales departments. She improved her skills in each of these departments including making in the field sales calls with our sales personnel. Francesca was able to spend a few weeks in our Marion, Virginia, radio operation at stations WMEV-FM and WMEV (AM) and also a few weeks in our Kingsport, Tennessee, radio operation at stations WKPT (AM), WKTP (AM), WOPI (AM), WTFM (FM), and (time-brokered station) WRZK (FM). This paid intern program was in conjunction with the Virginia Association of Broadcasters annual internship program.

### 3. SCHOLARSHIP PROGRAM

Participate in scholarship programs directed at students desiring to pursue a career in broadcasting.

This initiative involves two scholarship programs at Emory and Henry College in Emory, Virginia.

In the winter of 2004 Holston Valley Broadcasting Corporation's (Holston's) President, George E. DeVault, Jr., and its Board Chairman, William M. Boyd, authorized the Hugh MacLachlan Boyd Scholarship, in memory of William M. Boyd's son, Hugh M. Boyd. The first award of this scholarship occurred on April 16, 2004. Mr. DeVault personally conveyed the award. The recipient was an African-American student, Delilah White. Although the selection of the second winner of this scholarship has been made, the announcement of the name of the second winner will occur at the college on April 7, 2006, when the award is scheduled to be presented. Again Mr. DeVault is scheduled to personally present the award.

In early spring, 2004, Messrs. DeVault and William Boyd authorized the Hugh Newell Boyd Scholarship in memory of William M. Boyd's father, Hugh N. Boyd. The first award of the Hugh Newell Boyd Scholarship was made on March 11, 2005. The recipient was Hillary Crowder.

Eligibility requirements for application for each of the two scholarships were developed by Messrs. DeVault and William Boyd. They include the following:

- The recipient must be a junior or senior undergraduate student majoring in a broadcasting-related field at Emory & Henry College.
- The recipient must have achieved an overall grade point average of at least 2.8 and a grade point average of at least 3.0 in his or her mass media courses during the two semesters preceding application.
- The recipient must have received no failing grades in any college or university level course of study during his or her college career.
- The recipient must have worked in a radio or television broadcast station at least as a part-time employee prior to applying for the scholarship.

Other aspects of the Hugh M. Boyd and Hugh N. Boyd Scholarships include the following:

- When applicants appear to possess essentially equal qualifications otherwise, preference will be given to members of minority ethnic or racial origin.
- Each scholarship is in the amount of \$1,000. It is anticipated that Hugh M. Boyd Scholarships



will always be granted in even years and that Hugh N. Boyd Scholarships will be granted in odd years.

Hugh M. Boyd was a Director and former employee of Holston Valley Broadcasting Corporation. His family has been the owner of print and/or broadcast media for over 125 years. He was an individual shareholder in Glenwood Broadcasting Corporation of which Holston Valley Broadcasting Corporation is a wholly-owned subsidiary. Hugh M. Boyd devoted almost all of his working career to the Broadcasting Industry. He was also a general manager of another Glenwood subsidiary, Caloosa Television Corporation, of Fort Myers, Florida. He died in 2001 at the age of 47 as a result of congestive heart failure.

Hugh M. Boyd's grandfather, Hugh Newell Boyd, grew up in the media business as a part of the same family. He held a number of positions including Board Chairman of Home News Publishing Company of New Brunswick, New Jersey (predecessor of the current Glenwood Broadcasting Corporation), which published the New Brunswick Daily Home News. A principal shareholder in that corporation, he was a pioneer in FM radio serving as manager of the Daily Home News FM station, WDHN, in the late 1940's and early 1950's. He was also instrumental in the establishment of a number of Home News broadcast subsidiaries including not only Holston Valley Broadcasting Corporation, but also Housatonic Valley Broadcasting Corporation of Brookfield, Connecticut, which was licensee of WINE and WINE-FM; Northwest Connecticut Broadcasting Corporation of Torrington, Connecticut, which was licensee of WSNG(AM); and Caloosa Television Corporation of Naples, Florida, which was licensee of WEVU(TV). Hugh N. Boyd died in 1979 as a result of an injury he suffered in a fall.

#### 4. EEO TRAINING FOR MANAGEMENT-LEVEL PERSONNEL

Management level personnel of HVBC attend seminars and other meetings, which include training sessions on Equal Employment Opportunity in the broadcast industry. The following are examples of such training in the past year:

- On Wednesday, April 27, 2005 the Tennessee Association of Broadcasters and The University of Tennessee at Knoxville held a luncheon meeting along with area broadcasters to discuss all facets of students entering the communication field, including curriculum, student diversity, scholarship programs the University has available. Also discussed was how the broadcast community and the university can work together to help one another in recruiting students of different ethnic backgrounds to the university and the broadcast workplace. The event was held from 11 AM to 2:30 PM at the U.T. University Center, 1502 West Cumberland Avenue, Knoxville; Room 225. Coordinators were Jill Green of the TAB and Dr. Sam Swan, University of Tennessee College of Communications and Information Science. Holston Valley Broadcasting was represented by its President, George DeVault.
- From July 16<sup>th</sup> through July 19<sup>th</sup>, 2005, Holston Valley Broadcasting's Vice President/Radio Sales/Tri-Cities, Tim Loy, attended an NAB Executive Development Program in Washington D.C. This program for broadcasters covered various topics, some of which dealt with Equal Employment Opportunity. For example, in one of the classes



participants role-played as executives of an American company with manufacturing facilities in Mexico. This exercise taught the art of negotiation with persons from the various cultural and ethnic groups in our society, emphasizing how we must all deal with persons from different cultural and ethnic backgrounds in a fair and equal manner.

- On August 15, 2005, Holston Valley Broadcasting's President, George DeVault, attended an all day Management Seminar at Middle Tennessee State University sponsored by the Tennessee Association of Broadcasters (TAB). The presenters were Dr. David Foote and Dr. R. Earl Thomas. Billed by TAB as qualifying as an EEO initiative, the seminar included segments on hiring and hiring practices, communication, leadership, and motivation.

#### 5. MISCELLANEOUS EEO INITIATIVES

HVBC President, George E. DeVault, Jr. periodically speaks to graduate and undergraduate level classes and/or participates in broadcast industry management panels in broadcasting-related subjects at area Colleges and/or Universities. A significant portion of each lecture or panel discussion is devoted to the discussion of jobs and job opportunities in the broadcasting industry overall and at HVBC's radio and television stations specifically. In this initiative during the past year Mr. DeVault accomplished the following:

- On November 4, 2005, Holston Valley Broadcasting's President, George DeVault, spoke to Mass Communications classes at Emory & Henry College in Emory, Virginia. Among the topics covered were descriptions of various jobs within radio and television stations, internships, and job opportunities. The classes included a wide variety of mostly freshmen men and women including a number of students, who are members of racial minorities. Other topics covered included radio and TV programming and digital "high definition" AM, FM, and TV.
- On Monday, February 27, 2006, Holston Valley Broadcasting Corporation President, George DeVault, gave a lecture to Department Head Dr. Teresa Keller's sophomore level Electronic Media class at Emory & Henry College in Emory, Virginia. The lecture's topics included the history and development of radio and television networks, criteria considered by TV networks in their selection of new affiliates, and job opportunities in the broadcasting and cable industries. Questions were fielded from the students in attendance. Among those students were a number of women including at least one minority member. The class ran from 10:00 to 11:00 AM.

HVBC has broadcast on each of WKPT(AM), WKTP(AM), WOPI(FM), WMEV(AM), WTFM(FM) and WMEV-FM the announcement shown below at least once per day. The announcements on all of these radio stations except largely automated WMEV(AM) have been broadcast for years even pre-dating the March, 2003 implementation of the Commission's new EEO rules. The announcement ran on all of Holston's AM, FM, full service TV, Class A TV, and LPTV stations throughout the subject year.

The broadcast of this announcement for a cumulative thousands of times among HVBC's broadcast stations represents a considerable value in broadcast time and conveys to the audiences of its stations licensee'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.