

HOLSTON VALLEY BROADCASTING CORPORATION  
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT  
April 1, 2016

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; WAPG-CD, Greeneville, TN; WAPW-CD, Abingdon/Washington County, VA; WOPI-CD, Kingsport, TN; WKIN-CD, Weber City, VA/ Kingsport, TN; WKPT-CD, Kingsport, TN; WKPZ-CD, Pennington Gap, VA; WUKZ(AM)/WMEV-FM, Marion, Virginia; WRZK(FM), Colonial Heights, Tennessee; and WVEK-FM; Weber City, Virginia.

EMPLOYMENT PERIOD COVERED: April 1, 2015, through March 31, 2016

I. FULL-TIME POSITIONS FILLED

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

1. Accounting Assistant – 4/1/15\*\*
2. TV Master Control Operator – 4/1/15\*\*
3. TV Account Executive – 6/5/15
4. TV Variety Show Host – 8/10/15
5. TV Variety Show Hostess – 8/10/15
6. TV News Reporter – 8/17/15\*
7. TV News Producer – 10/5/15
8. FM Radio Morning Show Co-host – 10/12/15
9. Radio Account Executive – 10/12/15
10. TV News Anchor – 11/17/15
11. TV Account Executive – 12/11/15
12. Radio Account Executive - 2/29/16
13. TV News Reporter – 11/16/15\*
14. Radio Traffic Manager – 8/6/15
15. Radio Account Executive – 3/28/16

\*Positions 6 and 13 were advertised together.

\*\*These two persons were actually hired during the final days of March, 2015. The April 1, 2015, EEO Report had already been drafted, and due to an internal miscommunication the person preparing the April 1, 2015, report did not have these two hires on his list of full time hires for the year April 1, 2014 through March 31, 2015. For that reason the details regarding these two hires are reported herein.

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

1. Company Website – 2 referrals; Craigslist – 15 referrals; Facebook – 2 Referrals; Another employee - 3 Referrals; EEO E-mail List – No referrals
2. Company Website – 10 referrals; Another employee – 1 referral; EEO E-mail List – No referrals
3. Another employee – 2 referrals; On Air Spots – 3 referrals; Company web-site – 4 referrals; EEO E-mail – 12 referrals
4. Another employee – 3 referrals; EEO E-mail List – No referrals\*\*
5. Another employee – 3 referrals; EEO E-mail List – No referrals \*\*
6. Former College Professor – 1 referral; Another employee -1 referral; TV Jobs.com – 27 referrals; Company Website – 8 referrals; EEO E-mail List – No referrals\*
7. Another employee – 2 referrals; TVjobs.com – 4; Company Website – 1 referral; EEO E-mail List – No referrals
8. Company Website – 2 Referrals; All Access website – 3 referrals; Employee referral – 1; EEO E-mail List – No referrals
9. On Air Spots – 9; Company Website – 5; EEO E-mail List – No referrals
10. Another Employee – 3 referrals; TVjobs.com – 7 referrals; EEO E-mail List – No Referrals
11. On Air spots – 6; Another employee – 1 referral; Company Website – 3; EEO E-mail List – No referrals
12. On Air Spots – 6 referrals; Another Employee – 1 referral; Company Website – 3 referrals; EEO E-mail List – No referrals
13. Former College Professor – 1 referral; Another employee -1 referral; TV Jobs.com – 27 referrals; Company Website – 8 referrals; EEO E-mail List – No referrals\*
14. Virginia Employment Commission – 2 referrals; Employee referral – 1; EEO E-mail List – No referrals
15. Company Website – 1 referral; EEO List – 6 referrals; Another employee – 1 referral

\* Positions 6 and 13 were advertised together.

\*\*These two individuals actually brought the concept for the daily program they are co-hosting to management with the plan that they co-host the program. The initial plan was for them to be paid a talent fee under a contract; however, it was mutually decided that they would join the company as full-time employees so that they would be eligible for full-time employee benefits. These circumstances are the reason that the positions were not advertised in the usual way.

Note: The term “EEO E-mail List” refers to the list at the conclusion of this report.

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

1. Craigslist
2. Employee referral
3. Employee referral
4. Employee referral
5. Employee referral
6. College Professor of applicant
7. Employee referral (Internal Candidate)
8. Employee referral
9. On Air Spots
10. Employee referral
11. On Air spots & Company Website
12. On Air Spots
13. Employee referral
14. Employee referral (Internal Candidate)
15. Employee referral

### 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 sixty-three (65) applicants were interviewed for the fourteen (15) 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 (including two who were internal candidates promoted from part-time to fulltime and one, which was actually a referral from a former employee) - 18
- Company Website (includes two, who indicated they saw TV spot and company website essentially simultaneously) – 17
- On Air Spots (includes two, who indicated they saw TV spot and company website essentially simultaneously) – 16
- TVjobs.com – 5
- All Access – 3
- Virginia Employment Commission - 2
- Craig's List – 1
- Facebook – 1
- Former College Professor – 1



V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT DURING THE RELEVANT TWO YEAR PERIOD (4/1/14) THROUGH 3/31/16)

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

1. JOB FAIR PARTICIPATION BY EMPLOYEES WITH HIRING RESPONSIBILITY

In the two year period April 1, 2014, through March 31, 2016, Holston Valley Broadcasting Corporation representatives with hiring responsibility participated in the following four job fairs sponsored by other organizations:

- On May 13, 2014, Holston Valley Broadcasting's Vice President TV Sales, Lamar Reid, and its Vice President /TV Programming & Operations, Fred Falin, represented the company at the Hawkins County Schools Career Fair, which was held from 8:30 to 11:30 AM and from 12:30 to 2:30 PM at the National Guard Armory in Rogersville, TN. They met and conversed with many of the over 660 middle school students from the Rogersville City and Hawkins County school systems who attended, a number of whom expressed interest in a career in the radio and television broadcasting fields. Hand-outs, which describe the various jobs found in radio and TV broadcast stations, were provided to interested attendees.
- On August 13, 2014, Holston Valley Broadcasting's President, George DeVault, represented the company at a Career Fair sponsored by the Tennessee Association of Broadcasters (TAB) and the Tennessee Education Lottery. The event was held at the Embassy Suites Hotel in Murfreesboro, Tennessee from 4:40 to 6:30 PM. It was the last event of the TAB's two day annual convention. DeVault manned one of some seventeen booths at the fair and personally conducted brief interviews with ten attendees. He collected resumes from each. The majority of the attendees were from Middle Tennessee and were either attending or were graduates of Middle Tennessee State University. Interested attendees were provided with a number of hand-outs, among them descriptions of job positions within radio and TV stations and a description of Holston Valley Broadcasting and its various radio and TV stations.
- On Wednesday, October 22, 2014, Holston Valley Broadcasting's President, George DeVault, and its Vice President /TV Programming & Operations, Fred Falin, represented the company at the University of Tennessee College of Communications & Information's 2014 JOB & INTERNSHIP FAIR, which was held from 1 PM until 4 PM in the ballroom of the University Center on the University's Knoxville, Tennessee, campus. Over two hundred prospective interns and job seekers attended. Messrs. DeVault and Falin met and conversed with many of those attendees interested in careers in the radio and television broadcasting fields. Eighteen resumes were received.

- Holston Valley Broadcasting Corporation (Holston) participated in the 2015 Eleventh Grade Career Expo sponsored by the Kingsport Chamber of Commerce in conjunction with Eastman Chemical Company. The week-long event was held at Eastman's Toy F. Reid Center in Kingsport. High schools from throughout the region brought their 11<sup>th</sup> grade students to participate. Some of the participating high schools were Sullivan South, Tennessee High, Daniel Boone, Volunteer, Dobyns-Bennett, Sullivan North and Central High School. Holston's table was manned by the company's president, George DeVault, its Vice President/General Sales Manager for TV, Lamar Reid, and TV Traffic Manager, Jerreese Rockwell, along with Jill Reeder and Stephanie Gilbert of her staff. The event was held from 9 AM to 2 PM Tuesday, November 3 through Friday, November 6.

#### Additional Job Fair Activity Involving Non-executive Staff:

- On Thursday, March 12<sup>th</sup>, 2015, Holston Valley Broadcasting's TV Meteorologist, Joe Reedy, represented the company on day 1 of the 8<sup>th</sup> Grade Career Expo at the Kingsport Center for Higher Education located in Kingsport's downtown Academic Village. A collaborative effort between Eastman Chemical Company, the Kingsport Chamber of Commerce, and Junior Achievement of the Tri-Cities, the event was designed to expose 8<sup>th</sup> grade students in the "Putting Children First" partnership to a variety of occupations and topics of interest. Students learn what jobs may be available to them after graduation and what educational requirements are needed to obtain these jobs. Mr. Reedy addressed four groups of students for twenty-five minutes each describing the various career paths in communications and broadcast meteorology. There was an opportunity for the students to connect with Reedy by asking questions about those occupations. After the Q&A, handouts describing these careers paths were distributed to all participants.
- On Friday, March 13<sup>th</sup>, 2015, ABC 19 News Morning News Anchor, Jessica Larkin, Center for Higher Education located in Kingsport's downtown Academic Village. The represented Holston Valley Broadcasting at the 8<sup>th</sup> Grade Career Expo at the Kingsport event was a collaborative effort between Eastman Chemical Company, Northeast State Community College, Junior Achievement of Tri-Cities TN/VA, and the Kingsport Area Chamber of Commerce. Approximately 1,400 eighth grade students from the Kingsport area explored careers in a variety of fields, along with the necessary secondary education for the jobs. Ms. Larkin spoke with four groups of students for twenty-five minutes each, discussing the various career paths in the TV news field. She also answered questions and held an open discussion. Handouts describing these careers were distributed to all participants.
- INTERN 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 a number of 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 five internships:



- Taylor Banner, a student from Emory and Henry College participated in the 2014 Virginia Association of Broadcasters paid internship program at Holston Valley Broadcasting. She worked for Holston's radio stations for 8 weeks, May 19, 2014 through July 11, 2014. During these two months she worked closely with the traffic, programming, promotion, news, and sales departments. Taylor improved her skills in all departments including making in the field sales calls with account executives. She spent (4) weeks at our Marion, Virginia, radio operation at stations, WMEV-FM and WUKZ(AM), and (4) weeks working for our Kingsport based stations, WTFM(FM), WRZK(FM), WVEK-FM, WKPT(AM), WKTP(AM), WOPI(AM).
- Emily Carrier, a student from Emory and Henry College, participated in Holston Valley Broadcasting's paid internship program. She worked with Holston's television division for 8 weeks beginning on June 2, 2014. During these two months she participated in all aspects of newsgathering and reporting on a wide variety of assignments, covering everything from hard news to features. Ms. Carrier was responsible for producing daily work on a tight deadline. She interviewed, wrote, reported, edited, shot, and voiced, on average a package and a VO/SOT each day for the 6 p.m. and 11 p.m. newscasts. She used station equipment professionally and efficiently. Among Emily's many stories, which stand out from the rest, was her interview footage of Youth Villages in Johnson City that was later used by ABC World News, as well as a feature package on an ATV camp in Southwest Virginia, which proved to be one of the most popular pieces on our website with viewers. This paid intern program was in conjunction with the Virginia Association of Broadcasters annual internship program.
- Cameron Coles, a student majoring in Mass Communications at Emory and Henry College participated in an unpaid internship at Holston Valley Broadcasting for school credit from September 8, 2014 – November 14, 2014. Cameron was interested in sales and wanted to see if the radio business was a path he wanted to pursue. The internship was also a required part of his curriculum to graduate. Cameron spent half his time at Holston's Marion, Virginia, radio operation at stations, WMEV-FM and WUKZ(AM), and the other half working for our Kingsport-based stations, WTFM(FM), WRZK(FM), WVEK-FM, WKPT(AM), WKTP(AM), and WOPI(AM). He worked inside our offices accomplishing tasks in all departments, and he also spent time with radio account executive out in the field calling on clients. He really enjoyed the sales portion of the internship, and he learned a lot from Holston's seasoned salespeople.
- Jonathan Romano, a student from Emory and Henry College in Emory, Virginia, participated in the 2015 Virginia Association of Broadcasters paid internship program at Holston Valley Broadcasting's radio stations for eight weeks from June 1, 2015, through July 24, 2015. During these two months he worked closely with our traffic, programming, promotion, news, sales, and engineering departments. He improved his skills in all departments including making in the field sales calls with our sales departments and visiting one of our mountain-top transmitter sites. Jonathan also assisted us with our social media marketing efforts, and since his skills in this area were at times better than ours, we actually learned from each other. He spent four weeks at our Marion, Virginia, radio



operation at stations, WMEV-FM and WUKZ(AM), and four weeks working for our Kingsport, Tennessee-based stations, WTFM(FM), WRZK(FM), WVEK-FM, WKPT(AM), WKTP(AM), and WOPI(AM).

- Holston Valley Broadcasting Corporation's TV Division hosted Virginia Association of Broadcasters (VAB) paid intern, Lindsay Powers, in its TV News Department from June 1, 2015, through August 7, 2015. She began by "shadowing" full-time reporters in the field. Lindsay gained experience in almost every aspect of the television news operation and was soon shooting video and writing stories, editing stories, and voicing them.

## 5. SCHOLARSHIP PROGRAM

Holston Valley Broadcasting initiated the annual Hugh Boyd Scholarship at Emory & Henry College in Emory, Virginia, in 2004. It is directed at mass communications students desiring to pursue a career in broadcasting.

Through 2007 in odd years the Hugh Newell Boyd scholarship was given in memory of Hugh N. Boyd, who served for many decades in various positions with the Boyd family newspaper and broadcasting properties. "Mr. Hugh" as he was fondly known, died in 1979 following an injury he suffered in a fall. At the time he was serving as the company's Board Chairman. In even years the Hugh MacLachlan Boyd scholarship has been given in memory of Hugh M. Boyd, who was active in the company's broadcast enterprises. "Hughie" as he was known to his friends died in 2001 at the age of only 47 while serving as General Manager of WEVU in Fort Myers, Florida. He was the grandson of Hugh N. Boyd.

Beginning in 2008 the amount of money donated by the Company was doubled with half of the total now being given simply as "The Boyd Scholarship" in memory or honor of all members of the Boyd family, who have been active in the media properties controlled by the Boyd family in the past and today. The other half is given to a new broadcasting endowment at Emory & Henry.

Eligibility requirements for applicants to receive The Boyd Scholarship 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 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.

The 2014 scholarship winner was Nathan Fishell, whose award was presented by Holston's president, George DeVault, at a banquet held at the college on Friday April 11, 2014, as part of the college's "Mass Comm Weekend." Also attending the banquet was Holston's Vice President/General Sales Manager for Television, Lamar Reid. Before the banquet and awards ceremony Messrs. DeVault and Reid met all graduating seniors in the Mass Communications Department and reviewed their portfolios. Following the awards ceremony they attended a "networking" reception at the home of the department's Chair, Dr. Teresa Keller.

The 2015 scholarship winner was Kevin Anzenberger, whose award was presented by Holston's president, George DeVault, at a banquet held at the college on Friday April 17, 2015, as part of the college's "Mass Comm Weekend." Also attending the banquet was Holston's Vice President/General Sales Manager for Television, Lamar Reid. Before the banquet and awards ceremony Messrs. DeVault and Reid met all graduating seniors in the Mass Communications Department and reviewed their portfolios. Following the awards ceremony they attended a "networking" reception at the home of Dr. Teresa Keller, a professor in the department.

The 2016 scholarship winner was Emma Grace Thompson, whose award was presented by Holston's Vice President/Director of Television Sales, Robert Haywood, at a banquet held at the college on Friday March 18, 2016, as part of the college's "Mass Comm Weekend." Before the banquet and awards ceremony Mr. Haywood met all graduating seniors in the Mass Communications Department and reviewed their portfolios. Following the awards ceremony he attended a "networking" reception at the home of Dr. Teresa Keller, a professor in the department.

##### 5. MISCELLANEOUS EEO INITIATIVES

Officers and other management level employees of the company periodically speak to graduate and undergraduate level classes, and elementary and secondary school classes, attend career networking sessions presented by graduating college students, and participate 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 Holston Valley Broadcasting's radio and television stations specifically. In this initiative the following events took place during the subject two year period:



- On April 23, 2014, Holston Valley Broadcasting President, George DeVault, attended and spoke to Dr. Teresa Keller's "Mass Communications Law" class from 12 Noon to 1:00 PM at Emory & Henry College in Emory, VA. The main topic was the Federal Communications Commission and how it interacts with broadcast stations. Discussed were the formation and organization of the FCC and its predecessor the Federal Radio Commission and the history of broadcast regulation by the U.S. Government. Included were FCC policy regarding the broadcast of indecent language and images; the changing financial relationships between network-affiliated TV stations and their respective networks; the concepts of television cable and satellite retransmission consent and payments therefore; and jobs in radio and television stations and how best to prepare for seeking those jobs.
- On March 28, 2015, Holston Valley Broadcasting Corporation's Radio News Director, Duane Nelson, attended the Tennessee Associated Press College Day at the First Amendment Freedom Center at Vanderbilt University in Nashville. Mr. Nelson spoke with 75 students from across the state and their college advisors. The students were from MTSU, UTM, UT, Belmont, Lipscomb, Lee University, APSU, ETSU, Trevecca and other universities. They were told about careers in broadcasting. Mr. Nelson met with several of the students for one-on-one sessions to discuss their futures in broadcasting. Coincidentally, Mr. Nelson was elected President of the Tennessee Associated Press Broadcasters' Association during its annual meeting of which the College Day was a part.
- On Friday, December 4, 2015, Holston Valley Broadcasting President, George DeVault, attended and spoke to Dr. Teresa Keller's "Mass Communications 101" class from 12 Noon to 1:00 PM at Emory & Henry College in Emory, VA. Topics covered included the Federal Communications Commission and how it interacts with broadcast stations, digital radio and TV, multicasting, and more. The formation and organization of the FCC and its predecessor Federal Radio Commission and the history of broadcast regulation by the U.S. government were also covered. Other topics Included FCC policy regarding the broadcast of indecent language and images; the changing financial relationships between network-affiliated TV stations and their respective networks; the concepts of television cable and satellite retransmission consent and payments therefore; and jobs in radio and television stations, and how best to prepare for seeking those jobs.

## VI. BROADCAST OF EEO NOTICE

Holston Valley Broadcasting Corporation airs the announcement shown below at least once per day on its four AM stations, its four FM stations, its full power TV station, and its Class A TV stations.

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, 2016

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)