

HOLSTON VALLEY BROADCASTING CORPORATION  
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT  
March 31, 2024

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, 2023, through March 31, 2024

I. FULL-TIME POSITIONS FILLED

A total of three full time job vacancies were filled:

1. Accounts Payable Coordinator – 6/8/2023
2. Office Asst/Promotions Coordinator – 9/25/2023
3. WTFM Program Director – 11/20/2023

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

1. Holston Valley Broadcasting Referrals from Employees – 0 referral; Recruitment Organizations – 4 referrals; Radio Announcements – 0 referrals
2. Holston Valley Broadcasting Referrals from Employees – 1 referral; Recruitment Organizations – 2 referrals; Radio Announcements – 3 referrals
3. Holston Valley Broadcasting Referrals from Consultant – 1 referral; Recruitment Organizations – 4 referrals; Company Website – 3 referrals

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

1. Indeed
2. Radio Announcements
3. All Access

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:

1. Job Vacancy One
  - a. Applicant One – Indeed
  - b. Applicant Two – Indeed
  - c. Applicant Three – Indeed

- d. Applicant Four – Indeed
- 2. Job Vacancy Two
  - a. Applicant One – Radio Announcement
  - b. Applicant Two – Employee Referral
  - c. Applicant Three – Radio Announcement
  - d. Applicant Four – Indeed
  - e. Applicant Five – Indeed
  - f. Applicant Six - Announcement
- 3. Job Vacancy Three
  - a. Applicant One – All Access
  - b. Applicant Two – Company Website
  - c. Applicant Three – Consultant Referral
  - d. Applicant Four – All Access
  - e. Applicant Five – Company Website
  - f. Applicant Six – Ramp 24/7
  - g. Applicant Seven – All Access
  - h. Applicant Eight – Company Website

V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT DURING THE RELEVANT TWO-YEAR PERIOD (4/1/22) THROUGH (3/31/24)

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

1. INITIATIVE 3 – CO-SPONSOR JOB FAIR

- 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 7, 2022, 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 4, 2022 through April 7, 2022 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).

## 2. 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.

## 3. INITIATIVE 11 – SPONSORSHIP IN THE COMMUNITY

- On Thursday, February 1, 2024, from 10:00 am to 12:00 pm Holston Valley Broadcasting Corporation hosted a Broadcast Outreach event at Food City 300 Clinchfield St. Kingsport, TN. The station had three representatives, Tiffany Hickman, Vice President/General Sales Manager, Mike Sanders, Program Director, and Liz Slaughter, Account Executive to discuss jobs in the broadcasting industry and answer questions. We offered information on our current open position of Promotions Director. The event was promoted on all of our radio stations. We had approximately 20 people come by to discuss the event, opportunities within the industry and our company. People arrived with resumes in hand. Some of the attendees were from Kingsport, Bristol, Fall Branch, Elizabethton, and Nickelsville, VA.
- On Monday, March 11, 2024, from 9:00 am to 10:30 am Holston Valley Broadcasting Corporation hosted a Broadcast Outreach event at the Kingsport Chamber 400 Clinchfield St, Kingsport, TN. Tiffany Hickman, Vice President/General Sales Manager and Miranda Davis, Human Resources Director were on hand. The presentation materials included the following broadcast topics.
  - Properties our company owns
  - Demographics we hit
  - Various jobs within the TV/Radio industry
  - Education helpful to be successful in broadcasting jobs
  - The fact there are broadcast companies in cities all across the country and world so there are many opportunities to work in America or abroad
  - How digital marketing compliments traditional broadcast
  - The fact it is an exciting, lucrative field of work with opportunities to advance
- On Thursday, March 14, 2024, Tiffany Hickman, Vice President and General Sales Manager was a guest speaker for the Dobybys Bennett High School Excel Communications class, under the direction of instructor Mr. Luke Brogden. There were 25 high school students in the class. Ms. Hickman provided a PowerPoint presentation

covering a wide array of information pertinent to positions within the broadcast industry including tips to be successful, behind the scenes jobs and soft skills that are highly sought after in the job market. After the presentation Ms. Hickman opened the floor to Q&A from the students and instructor. It was eye opening for students regarding the variety of jobs “behind the scenes” within the Radio and Television industries.

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

- 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

- 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, 2024

**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](mailto: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](mailto:agoodman@goodsentertainment.com)
  - [203.341.0111](tel:203.341.0111)
- King University
  - [flgreen@king.edu](mailto: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](mailto:irma.melton@mtsu.edu)
  - [leann.mcbride@mtsu.edu](mailto:leann.mcbride@mtsu.edu)
  - [tina.chevalier@mtsu.edu](mailto:tina.chevalier@mtsu.edu)
  - [615.898.2300](tel:615.898.2300)

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



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