

HOLSTON VALLEY BROADCASTING CORPORATION
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT
March 31, 2022

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, 2021, through March 31, 2022

I. FULL-TIME POSITIONS FILLED

A total of two full time job vacancies were filled:

1. TV Operations – 12/6/2021
2. Promotions Director/Digital Sales Coordinator – 2/21/2022

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

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

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

1. Employee Referral
2. 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 eight (8) applicants were interviewed for the two (2) 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 – 3
- Holston Valley Broadcasting Radio Spot - 2

V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT DURING THE RELEVANT TWO-YEAR PERIOD (4/1/20) THROUGH (3/31/22)

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.

3. 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. Malic Thompson interned for Holston Valley Broadcasting Corporation from September 4, 2020 to March 17, 2021. He has worked with one of the Program Directors at the station dubbing spots and recording some content while learning our audio production software. Malic also works as a board operator during ballgames we run on our stations.
 - b. Luke Pennington is a high school student who began interning for Holston Valley Broadcasting on March 3, 2021. He works as a board operator during ballgames we

run on our stations. Luke has learned our equipment and our software UCart to start the ballgames, launch commercial breaks, and then return to the ballgame.

4. INITIATIVE 14 – PROVIDE TRAINING TO MANAGEMENT

- David Widener, President, and Miranda Davis, Controller attended the Webinar, *Staying on Top of Your FCC Requirements*, put on by the law firm Wilkinson, Barker & Knauer on March 24, 2021. This webinar focused on how to stay compliant with your EEO requirements such as disseminating information about every full-time job opening, notification of community groups and outreach initiatives.
- On May 6, 2021, David Widener, President, and Miranda Davis, Controller 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.

5. INITIATIVE 16 – PARTICIPATION IN OTHER ACTIVITIES

- It was decided to focus Holston’s support more on 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. 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.
- On April 6, 2021, David Widener, President and Miranda Davis, Controller 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, 2022

Appalachian State University
spicelandrd@appstate.edu

East Tennessee State University
belcherd@etsu.edu

Emory & Henry College
mfinney@ehc.edu

Goods Entertainment
AGoodman@GoodsEntertainment.com

King University
flgreen@king.edu

Marshall University
stolerd@marshall.edu

Middle Tennessee State University
Irma.melton@mtsu.edu
Leann.mcbride@mtsu.edu
Tina.chevalier@mtsu.edu

Milligan University
banderson@milligan.edu

NAACP
nbailey@naacpnet.org

National Association of Broadcasters
nab@nab.org

Northeast State Technical Community College
careerdev@northeaststate.edu

Radford University
Csutphin@radford.edu

Roanoke College

mclawhorn@roanoke.edu

University of North Carolina Greensboro
Frank_Donelson@uncg.edu

University of Tennessee Chattanooga
Zibluk@utc.edu

University of Tennessee Knoxville
lpoynter@utk.edu

Virginia Association of Broadcasters
www.vabonline.com

Virginia Highlands Community College
mwildman@vhcc.edu

Walters State Community College
Debbie.johnson@ws.edu

Commonwealth of Virginia
www.jobs.virginia.gov

Carson-Newman University
esmith@cn.edu