

HOLSTON VALLEY BROADCASTING CORPORATION
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT
March 31, 2021

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, 2020, through March 31, 2021

I. FULL-TIME POSITIONS FILLED

There were no full-time job vacancies.

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

There were no full-time job vacancies.

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

There were no full-time job vacancies.

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:

There were no full-time job vacancies.

V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT DURING THE RELEVANT TWO-YEAR PERIOD (4/1/19) THROUGH 3/31/21)

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

1. INITIATIVE 3 – CO-SPONSORED JOB FAIR

- Holston Valley Broadcasting partnered with Food City for a chain wide Career Fair, Wednesday April 24th, 2019 from 1:00 pm – 7:00 pm. This career fair was to encourage

employee recruitment for both full-time and part-time positions. Positions needed to fill were both entry-level and experienced/skilled positions, such as meat cutter, cake decorator and retail management. Food City is a local, family owned and operated company with lots of growth activity and offers a generous benefits package to their associates, including competitive salaries, comprehensive training, healthcare coverage with medical and dental plans, 401(k) with a 3% company match, vacation accrual, vision coverage, company paid life and disability plans and Employee Stock Ownership Plan. In addition to these great benefits, Food City also offers advancement opportunities to associates who wish to progress within a growing company. They are the second largest employer in the Tri-Cities with many job openings suitable for minorities. Interested candidates were encouraged to apply in person at any location, or online at FoodCity.com to complete an employment application. Vice-President Tiffany Hickman attended the job fair and handed out brochures about careers in broadcasting. We did not have any job openings at the time.

- Holston Valley Broadcasting Co-Sponsored a job fair Thursday April 25th, 2019, at the Bristol Motor Speedway (South Building) located at 3005 Highway 11E. This was an all-day event running from 10:00 AM until 5:00 PM. There were more than 50 employers on hand seeking to fill 2,000 positions. Positions were available in a variety of industries including manufacturing, healthcare, construction, education, sales, customer service, government, and much more. This job fair sought job seekers of all ages and nearly any level of education, skill, and experience. There were many job openings suitable for minorities.
There were also areas designated to workforce development and education resources. Which offered information about continuing education opportunities, résumé building, job training, and career services.
The City of Bristol also provided shuttles for those needing transportation.

2. 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 three internships:
 - a. Jeremiah Pearson interned at Holston Valley Broadcasting 6/3/2019 – 8/9/2019. Jeremiah was a senior at ETSU. He worked in a variety of areas including traffic, sales, promotions, production, and On-Air. He assisted the Promotions Director, he was responsible for writing on-air content for LIVE Liners, and Recorded Promos, as well as scheduling through traffic. He also worked with the Production Director and dubbed in spots and recorded some content. He learned some audio production software, along with promotions software, and learned how to appropriately manage social media sites. He worked with DJ's at LIVE Remote Broadcasts, meeting listeners, aiding the DJ's in hooking up broadcast equipment. He created artwork, and scheduled posts for promotions on stations' social media sites. Jeremiah shadowed outside Account Executives to see how the media creates revenue streams. Checking

in listeners, qualifying their ID's, making sure to get signatures for rules/liabilities, etc.

- b. Malic Thompson is currently interning for Holston Valley Broadcasting. He started on September 4, 2020. 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.
- c. 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.

3. INITIATIVE 7 - SCHOLARSHIP PROGRAM

- Holston is sponsoring and paying the tuition for a student to attend the 10-day Tennessee Association of Broadcasters Radio Talent Institute class of 2020. This student program gives each participant an intense hands-on experience in today's broadcasting industry. The TAB Radio Talent Institute builds on the education college students are already receiving by bridging the campus-to-career gap that exists for most college students and is done in a way that is un-replicated. Each student receives a "Certificate of Completion" from the TAB Radio Talent Institute and a "Radio Marketing Professional Certification" from the Radio Advertising Bureau. This program encourages college students to enter the field of broadcasting. We ran commercials on air on our radio stations and posted a link on our websites to recruit students to enroll in the TAB Radio talent Institute program running June 15 – June 24, 2020.

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.

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 May 23, 2019, Holston Valley Broadcasting's Controller, Miranda Davis, and Accountant, Joel Surber attended the 2019 BCS & ETSU Accounting Update Seminar CPE. This seminar was cosponsored by Blackburn, Childers & Steagall, PLC and East Tennessee State University and was held at the MeadowView Conference Resort and Convention Center from 8:00 AM to 5:00 PM. This event is held annually, and most of the attendees were employees from Blackburn, Childers & Steagall, PLC and the rest being clients of BCS and the general public. The sessions that were attended by Davis and Surber were: 199A Update, Fraud Topics, Financial Statement Analysis, Accounting Best Practices; Blockchain, Nonprofit Update, and Technology update.
- David Widener, President, and Miranda Davis, Controller attended the webinar, *FINAL Overtime Rule*, on October 17, 2019. The webinar focused on the three tests to claim exempt status, the salary requirements, and bonus and incentive payments.
- 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, 2021

Appalachian State University - spicelandrd@appstate.edu

East Tennessee State University – careers@etsu.edu parks@etsu.edu langes@etsu.edu

Emory & Henry College - agardner@ehc.edu tdkeller@ehc.edu

Goods Entertainment - adam@goodsentertainment.com

King College - dhfelty@king.edu

Knoxville College - vgray@knoxvillecollege.edu

Marshall University - career-services@marshall.edu, turner@marshall.edu

Middle Tennessee State University - gsneed@mtsu.edu

Milligan College – banderson@milligan.edu

National Association for the Advancement of Colored People - nbailey@naacpnet.org

National Association of Broadcasters - nabj@nabj.org, sverry@nabj.org

National College of Business Tech – Williams@ncbt.edu

Northeast State Community College – careerdev@northeaststate.edu

Radford College - csutphin@radford.edu

Roanoke College - mclawhorn@roanoke.edu

Tennessee Association of Broadcasters – website posing at www.tabtn.org

University of North Carolina - Frank_Donaldson@uncg.edu, west@unca.edu

University of NC Asheville – west@unca.edu

University of Tennessee, Chattanooga - betsy-alderman@utc.edu, Louise-Crawford@utc.edu

University of Tennessee, Knoxville - mmahoney@utk.edu epallard@utk.edu

Virginia Association of Broadcasters - website posting at www.vabonline.com

Virginia Highlands Community College - kmorton@vhcc.edu

Walters State Community College - andy.hall@ws.edu