

HOLSTON VALLEY BROADCASTING CORPORATION  
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT  
March 31, 2017

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. With respect to WUKZ(AM)/WMEV-FM, Marion, VA this report only covers the period through December 31<sup>st</sup>, 2016, as the licensee of those stations became Bristol Broadcasting, Inc., effective January 1, 2017.

EMPLOYMENT PERIOD COVERED: April 1, 2016, through March 31, 2017

#### I. FULL-TIME POSITIONS FILLED

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

1. TV Account Executive – 7/11/16
2. TV Account Executive – 8/15/16
3. TV Account Executive – 8/15/16
4. TV Account Executive - 9/19/16

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

1. Holston Valley Broadcasting TV Spot – 3 referrals; TV Web-site – 4 referrals; EEO E-mail List – 1 referral
2. Holston Valley Broadcasting TV Spot – 3 referrals; TV Web-site – 4 referrals; EEO E-mail list – 1 referral
3. Holston Valley Broadcasting TV Spot – 3 referrals; TV Web-site – 4 referrals; EEO E-mail list – 12 referrals
4. Holston Valley Broadcasting TV Spot – 3 referrals; TV Web-site – 4 referrals; EEO E-mail List – 12 referrals

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. TV Web-site
2. Holston Valley Broadcasting TV Spot
3. Holston Valley Broadcasting TV Spot
4. 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 thirteen (13) applicants were interviewed for the four (4) 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
- Company Web-site – 1
- Holston Valley Broadcasting TV Spot - 9

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, 2015, through March 31, 2017, Holston Valley Broadcasting Corporation representatives with hiring responsibility participated in the following four job fairs sponsored by other organizations:

- 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.

- On Wednesday, October 19, 2016, Holston Valley Broadcasting's Vice President/ Director of TV Sales Bob Haywood, and its Vice President /TV Programming & Operations, Fred Falin, represented the company at the University of Tennessee College of Communications & Information's 2016 JOB & INTERNSHIP FAIR, which was held from 3 PM until 6 PM in the Thompson-Boling Arena Concourse on the University's Knoxville, Tennessee, campus. Over two hundred prospective interns and job seekers attended. Messrs. Haywood and Falin met and conversed with many of those attendees interested in careers in the radio and television broadcasting fields. Eighteen resumes were received and three attendees were invited to call for interview appointments.
- Holston Valley Broadcasting Corporation (Holston) participated in the 2016 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. Participating high schools included Sullivan South, Tennessee High, Daniel Boone, Volunteer, Doby's-Bennett, Sullivan North, Central High School, Gate City High, and Rye Cove High. Holston's table was manned by the company's Vice President – TV Programming & Operations, Fred Falin, and TV Traffic Coordinator/National-Local Sales Assistant, Jill Reeder. Holston participated in the event from 9 AM to 1:30 PM on Wednesday, November 2nd.
- On March 14, 2017 Holston Valley Broadcasting co-sponsored a regional job fair in conjunction with a local grocery chain, Food City / K-VA-T Stores. Food City is one of the three largest employers in the region. It hires for a variety of entry level positions up to seasoned career professionals. Holston stations pre-promoted the event both on air and on line via its web-sites and broadcast live on its radio stations from 11AM to 1 PM from the Food City location in Gray, Tennessee. Although Holston had no job openings at the time, job seekers were given brochures describing various positions within radio and television stations enabling them to learn about jobs in broadcast TV/Radio for future job seeking planning. Holston's General Sales Manager, Tiffany Hickman represented our company at the job fair answering questions from those who attended and handing out brochures describing the various job positions in radio and television stations.
- 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 four internships:

- 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.
- Drew Watson, a student from Emory and Henry College participated in the 2016 Virginia Association of Broadcasters paid internship program. He worked for our radio stations for eight weeks from June 6, 2016 through July 29, 2016. During Drew’s eight week internship program 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 our transmitter site. Drew also assisted us with our social media marketing efforts. He spent all eight weeks at our Marion, Virginia, radio operation at stations WMEV-FM and WUKZ(AM).
- Megan Wyrick, a Senior from Sullivan North High School, is interning with Holston Valley Broadcasting in conjunction with Governor Haslam’s “Work Based Learning “Initiative. This program is designed to give students a real-life, hands on, experience in their desired field of study before they begin the college process. This helps ensure a match of interests/skill sets before putting in the years of college, so they can begin a career in which they have a solid interest. Megan is working in a variety of areas to learn how a radio station functions. Her primary interests and work projects are focused around audio production. She is learning basics & improving on those each day. She works two days a week, for three hours each day for 10 weeks for a total of 60 hours. This internship has also helped educate Megan on the variety of jobs in the industry of which she was unaware. Megan has strengthened her skills in working independently along with working within a team. She has also gained confidence in her communication skills, critical thinking, and taking the initiative in problem solving. She is working with all of our radio stations: WTFM-FM, WRZK-FM, WVEK-FM & ESPN-Tri Cities (WKPT/WOPI/WKTP).

## 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 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 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.
- On Friday, October 14, 2016, 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 What broadcasting stations and programming were on the air in the local market in 1941, history of broadcast station ownership limits, sources of revenue for broadcast stations, power of big group owners versus single station owners in TV retransmission consent negotiations, differences between commercial and non-commercial broadcasters in FM and TV, the changing financial relationships between network-affiliated TV stations and their respective networks, the ever-shrinking TV spectrum and the TV Spectrum auction, how the AM, FM and TV bands have changed from the advent of AM broadcasting through the current anticipated further reductions in the UHF TV band, TV and FM digital multicasting, what if we had had multicasting in TV before cable and DBS developed, history of cable in the local market, and job opportunities in radio and TV broadcasting today.

## 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. (Note that WUKZ(AM) and WMEV-FM were sold to Bristol Broadcasting Company, Inc., effective January 1, 2017; hence this statement does not apply to those stations after the sale.)

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, 2017

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)