

HOLSTON VALLEY BROADCASTING CORPORATION  
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT  
MARCH 31, 2009

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-CA and WOPI-CA, Kingsport/Johnson City/Bristol, Tennessee-Bristol, Virginia, WMEV(AM)/WMEV-FM, Marion, Virginia, as well as WRZK(FM), Colonial Heights, Tennessee, and WVEK-FM; Weber City, Virginia. The latter two stations were purchased by Holston in 2008 and 2009 respectively. Prior to its purchase by Holston, WRZK(FM) was operated by Holston under a Time Brokerage Agreement.

EMPLOYMENT PERIOD COVERED: April 1, 2008, through March 31, 2009

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

1. Radio Account Executive – Marion Office (filled 4/17/08)
2. TV Account Executive – Kingsport Office (filled 7/28/08)
3. TV Sales Assistant – Kingsport Office (filled 8/18/08)
4. Radio Account Executive – Marion Office (filled 9/9/08)
5. Radio Traffic & Sales Assistant – Marion Office (filled 9/9/08)
6. Radio Account Executive – Marion Office (filled 9/15/08)
7. TV Account Executive – Kingsport Office (filled 9/15/08)
8. Account Executive – Marion Office (filled 10/20/08)
9. TV Traffic & Sales Assistant – Kingsport Office (filled 10/28/08)
10. Radio Promotion Coordinator – Kingsport Office (filled 1/05/09)
11. Radio Account Executive – Marion Office (filled 1/5/09)
12. TV General Sales Manager – Kingsport Office (filled 3/2/09)

II. RECRUITMENT SOURCE FOR FILLING EACH OF THE FOREGOING POSITIONS:

1. Recruitment Organizations (1 referral); Company Web-site (2 referrals); Another Employee (1 referral)
2. On Air Advertisements (12 referrals); Newspaper Ads (11 referrals); Company Web-site (15 referrals); Another Employee (3 referrals); Trade Publication (2 referrals); Word of Mouth (2 referrals)
3. Newspaper Ads (2 referrals); Company web-site (43 referrals); Another Employee (2 referrals); Word of Mouth (1 referral)
4. Recruitment Organizations (1 referral); On Air advertisements (4 referrals); Internal Promotion (1 referral)
5. Recruitment Organizations (3 referrals); Word of Mouth (1 referral)
6. On Air Advertisements (4 referrals); Word of Mouth (2 referrals)
7. On air Advertisements (4 referrals); Company Web-site (12 referrals); Another Employee (2 referrals); Trade Publication (2 referrals); Word of Mouth ( 2 referrals)
8. On Air Advertisements (4 referrals); Word of Mouth (2 referrals)

9. This is the same position filled in #3 Above. Hire #3 only remained with the company a few weeks and did not work out. Although the position was re-advertised, no additional referrals were received, and an existing part-time employee was promoted to fill the position.
10. Recruitment Sources (4 referrals); Company Web-site (1 referral); Another Employee (1 referral) – As with hire #9, in the end an existing part-time employee was promoted to fill the position.
11. Recruitment Sources (1 referral); On Air Advertisements (4 referrals); Word of Mouth (1 referral)
12. Company Web-site (8 referrals); Another Employee (1 referral); Trade Publications [including on-line trade publications] (24 referrals); Word of Mouth (2 referrals)

In addition to the 12 full-time hires listed above, ten persons formerly employed by Media General Broadcast Group/WJHL-TV (MGBG) became employees of Holston Valley Broadcasting Corporation (Holston) on May 5, 2008, when a Joint Sales Agreement (JSA) between MGBG and Holston involving Holston's TV stations, which had been in effect since 2002, came to an end. All of these persons had either moved from Holston's payroll to MGBG's when the JSA began in 2002 or were hired by MGBG subject to the Commission's Equal Employment Opportunity policies applicable to broadcast stations. Upon consultation with counsel, Holston was advised that their transfer from MGBG's payroll to Holston's payroll should be treated the same as if they were employed by a station Holston was acquiring and were moving from the payroll of the former licensee to Holston's payroll. This diverse group included two African-American men (one of whom was and remains in an administrative position and both of whom had been long term Holston employees before the JSA commenced in 2002) and seven women (one of whom was and remains in an administrative position).

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

1. Another Employee
2. Word of Mouth
3. Another Employee (who had previously interviewed the person)
4. Promotion from Part-time status
5. Word of Mouth
6. On Air Advertisement
7. Company Web-site
8. Word of Mouth
9. Word of Mouth
10. Promotion from Part-time status
11. On Air Advertisement
12. Referral from Another Employee

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 81 applicants were interviewed for the twelve full-time jobs filled by Holston Valley Broadcasting during the relevant period.

Only a few of the applicants seriously considered were referred by organizations on Holston's recruitment list of educational institutions and other organizations. This list forms Attachment 1 to this report. We believe the reason for this is that many of the jobs filled during the subject period were either beginning positions not requiring a college education, positions requiring prior experience in the field, or (in one instance) a senior management position. The majority of the sources on the recruitment source list are college level institutions, whose candidates either were not interested in the position advertised (e.g., lower paying starting positions not requiring college training) or didn't meet the job qualification (previous full-time experience in a similar position).

The remainder of the applicants learned of the job openings through one or more of the various media. Examples include:

- On-Air Advertising: For job vacancies on a given station on-air spots advertising the vacancy are normally broadcast on the applicable station.
- Use of Company Owned and Operated Web Sites: All full-time vacancies at Holston Valley Broadcasting stations are posted on the appropriate Holston owned and operated web-site(s).
- Trade Publications (including on-line trade publications and on line editions of traditional trade publications): These publications are utilized primarily for jobs requiring previous experience in the field.
- Local Newspaper Advertising: We have found this resource most useful in filling beginning positions not requiring college level training.

V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT DURING THE RELEVANT TWO YEAR PERIOD (4/1/07 THROUGH 3/31/09)

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

1. NON-HOSTED JOB FAIR PARTICIPATION BY EMPLOYEES WITH HIRING RESPONSIBILITY

In the two year period April 1, 2007-March 31, 2009, Holston Valley Broadcasting Corporation representatives with hiring authority participated in the following five job fairs sponsored by other organizations:

- On October 30, 2007, Holston Valley Broadcasting Corporation's Production Manager, Bobby Flowers, represented the company at West Greenc High School's "Career Focus"

project held at the school in Greene County, Tennessee. The purpose of the project was to introduce students to a variety of jobs they may pursue following graduation. Sixteen career clusters were represented over a period of 16 weeks concluding November 29, 2007. Holston was one of fourteen organizations participating in the event.

- On November 1, 2007, Holston Valley Broadcasting President, George DeVault, and one of its Vice Presidents, Fred Falin, represented the company at a University of Tennessee College of Communications & Information JOB & INTERNSHIP FAIR held from 10 AM until 3 PM at the Student Center on the University's Knoxville, Tennessee, campus. They met and conversed with scores of students and other fair attendees interested in careers in the radio and television broadcasting fields. Numerous resumes and audio and video audition materials were received.
- On March 20, 2008, from 9 AM to 2 PM the City of Kingsport Parks and Recreation Department held a Job Fair at Kingsport, Tennessee's Civic Auditorium. Numerous local employment seekers were given information on the types of jobs that often become available at Holston Valley Broadcasting and in the broadcasting industry as a whole. Several participants completed job applications. Holston Valley Broadcasting was represented by one of its Vice Presidents, Fred Falin.
- On October 22, 2008, Holston Valley Broadcasting Vice President – TV Programming & Operations, Fred Falin, represented the company at a University of Tennessee College of Communications & Information JOB & INTERNSHIP FAIR held from 10 AM until 3 PM at the Student Center on the University's Knoxville, Tennessee, campus. He met and conversed with scores of students and other fair attendees interested in careers in the radio and television broadcasting fields. Numerous resumes were received.
- On January 26, 2009, Holston's President, George DeVault, represented the company at a job fair in Murfreesboro, TN, co-sponsored by Middle Tennessee State University (MTSU) and the Tennessee Association of Broadcasters (TAB). The fair was held from 4:00 to 6:30 PM CST at the John Bragg Mass Communications Building on MTSU's in Murfreesboro, TN Campus. Mr. DeVault manned a table and spoke with dozens of interested attendees, mostly college students not only from MTSU, but also from other institutions both inside and outside Tennessee, who will soon be entering the broadcasting work force. Available to those who visited Holston's table were printed handouts describing occupations in radio and TV stations, descriptions of Holston's own radio and TV stations, and general information about the broadcasting industry. A number of resumes were collected.

## 2. JOB FAIR HOSTED BY HOLSTON VALLEY BROADCASTING

- On March 5, 2008 Holston Valley Broadcasting sponsored and hosted “The Tri-Cities Career & Education Fair.” The fair was held from Noon to 6 PM at the Holiday Inn Convention Center in Johnson City, Tennessee.

This project was conceived, organized, publicized, and managed, by Holston Valley Broadcasting and was staffed by several Holston employees. Holston’s own booth staff was headed during three different two hour periods by its Executive Vice President, David Widener, and Vice Presidents Fred Falin and Tim Loy.

Twenty-eight businesses and educational institutions were represented in separate booths in the exhibition hall. Widely promoted on Holston’s radio and television stations, the event was attended by hundreds of persons interested in learning about career and educational opportunities in broadcasting and many other fields.

## 3. 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 three interns have worked in HVBC's internship program:

- Chenhan Wu, a student from East Tennessee State University (ETSU), participated in Holston Valley Broadcasting’s internship program in 2007. He worked with the company for thirteen weeks from May 14 through August 10. During this time Chenhan spent time with the heads of various departments in Holston’s Kingsport-based radio stations, WKPT(AM), WKTP(AM), WOPI(AM), WTFM(FM), and [then time-brokered station] WRZK(FM) and with other employees of those departments. Among his specific achievements were assistance in the radio promotion department, in the monitoring of radio competition, in attaining business leads through print resources, in writing promotional announcements, and with web page design.
- Emily Sarah Phillips, a student from Emory and Henry College, participated in Holston Valley Broadcasting’s paid internship program from June 4, 2007, through July 27, 2007. During those eight weeks Emily Sarah worked closely with our traffic, programming, promotions, news and sales departments. She improved her skills in all of these areas. She spent one week at our Marion, Virginia, radio operation at stations WMEV-FM and WMEV(AM) and seven weeks in our Kingsport, Tennessee, radio operation at stations WKPT(AM), WKTP(AM), WOPI(AM), WTFM(FM) and (then time-brokered station) WRZK(FM).
- Amelia Bandy, a student from Emory and Henry College, participated in Holston’s paid internship program in 2008. She worked with the company for 8 weeks from June 2,

2008, through July 25, 2008. During these two months she participated in the traffic, news, programming, promotion, and sales departments. She enhanced her skills in all departments including working with several of our Account Executives making in the field sales calls. She spent all eight weeks at our Marion, Virginia, radio operation at stations WMEV-FM and WMEV (AM).

#### 4. 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 McClochlin 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.

In 2008 the scholarship winner was Chris Dishman, whose award was presented by Holston's president, George DeVault, at an awards dinner held at the college on April 11, 2008, at the college.

The 2009 winner of The Boyd Scholarship has been selected and is scheduled to be announced at a similar presentation to be held at the college on Friday, April 3, 2009.

#### 5. EEO TRAINING FOR MANAGEMENT-LEVEL PERSONNEL

Management level personnel of HVBC attend seminars and other meetings, which include training sessions on Equal Employment Opportunity in the broadcast industry. The following is an example of such training in the past two years:

- On August 13, 2007, the College of Mass Communication and the Jennings A. Jones College of Business at Middle Tennessee State University held an Equal Employment Opportunity and Management Seminar at the Paul W. Martin, Sr. Honors Building of MTSU in Murfreesboro, Tennessee. The all day event was co-sponsored by the Tennessee Association of Broadcasters (TAB) as a qualifying EEO initiative. Dr. Earl Thomas, Management and Marketing Professor, spoke on "Maxims for Leadership" and Dr. David Foote, Management and Marketing Professor, spoke on "Emotional Intelligence." The second half of the day was presented by Dr. Jennifer Bailey Woodard, Electronic Media Communication Professor, who talked about how to incorporate diversity into business plans and how to successfully execute recruitment and retention of minority employees. A portion of the day was spent in small groups creating recruitment and retention plans. Holston Valley Broadcasting's participant in the seminar was one of its Vice Presidents, Fred Falin.

#### 6. MISCELLANEOUS EEO INITIATIVES

HVBC President, George E. DeVault, Jr. periodically speaks to graduate and undergraduate level classes, attends career networking sessions presented by graduating college students, and participates 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:

- April 11, 2008—Holston President George DeVault attended a 6:00 PM career networking session including the presentation of the portfolios of all graduating seniors in Mass Communications at Emory & Henry College in Emory, Virginia. The event was held at the College in association with its 2008 Mass Media Weekend. The portfolio of each student contained examples of that student's work including graphic design, newspaper clippings, scripts, CD's and/or DVD's of the respective student's on air performances or programs or program segments written or produced by the student.

These portfolios form the basis of what a student presents to a prospective employer. Students discussed their efforts and asked for advice on how best to present themselves and their work to prospective employers. Later in the evening DeVault again met with graduating seniors, faculty, and recent alumni of the Mass Media program in an informal atmosphere to discuss the job-seeking and occupational experiences of the alumni and the types of jobs individual members of the graduating class were seeking or planned to seek.

- December 3, 2007 - Holston Valley Broadcasting President, George DeVault, was the guest lecturer in two different sections of Dr. Twange Kasoma's Mass Media & Society class held in the mass media building at Emory & Henry College in Emory, Virginia. The first class met at 10 AM and the second at Noon. Topics included covered a broad range from how government regulations affect local radio and television stations to job opportunities in the radio and television broadcasting industries.
- On Wednesday, February 25, 2009, Holston Valley Broadcasting President, George DeVault, was the guest lecturer for Dr. Tracy Lauder's Mass Media & Society class held in the mass media building at Emory & Henry College in Emory, Virginia. The class met from 10 AM to 11 AM. In addition to a discussion of jobs and job opportunities in the commercial radio and television industries, topics included a description of the local radio and TV markets, how local stations interact with each other, how stations interact with cable systems and DBS carriers, interaction between broadcast stations and the FCC, and the Digital Television Transition. Prior to the class lecture, Mr. DeVault met one on one with the head of Emory & Henry's Mass Media Department, Dr. Teresa Keller. The two discussed how the current economic downturn may affect the placement of graduating seniors in jobs at area radio and television stations.
- On Tuesday February 3, 2009, at 3:45 PM Holston Valley Broadcasting President George DeVault conducted a tour of Holston's downtown Kingsport, TN, radio and TV studio and office center for Ms. Cheryl Hunley-Bota's Tiger Den of Cub Scouts from Pack 252 (Fall Branch, TN) of the Warrior Path District of the Boy Scouts of America (BSA). During and following the tour he explained the different occupations and operations found in radio and TV stations and how they relate to the conversion to digital and high definition radio and television. The tour and question and answer period lasted approximately one hour.

In addition to the job fairs described earlier in this report in which Holston Valley Broadcasting employees who have hiring authority participated and the "The Tri-Cities Career & Education Fair" described earlier in this report, which Holston hosted and sponsored, the company participated in three additional job fairs all during the past year at which it was represented by Holston staffers, who do not have hiring authority *per se*, but do have great interest in seeing interested persons, especially young people, learn more about occupations and job opportunities within the broadcast industry. In one instance Holston was a co-sponsor of the job fair. These are described below:

- September 27, 2007 - Holston Valley Broadcasting Promotion Manager, Jessica Trivette and account executive Tiffany Hickman represented the company at this “Job Fair” sponsored by the Kingsport Parks & Recreation Department, Central Baptist Church, Ed Horton LLC, Stella Robinette, and the Kingsport Housing & Redevelopment Authority. Attendees received information regarding various occupations within the broadcasting industry and promotional items from Holston’s broadcast stations. Among the other exhibitors participating along with Holston Valley Broadcasting were Eastman Chemical Company, Domtar, BAE Systems, the City of Kingsport, and East Tennessee State University.
- January 11, 2008 - Holston Valley Broadcasting’s WTFM(FM) Radio was one of four sponsors of the 1<sup>st</sup> Annual 11<sup>th</sup> Grade Career Fair hosted by and held at Northeast State Community College in the heart of the Tri-City area near Tri-City Regional Airport. WTFM morning personality, Steve Mann, and Holston Valley Broadcasting promotion manager, Jessica Trivette, represented the company at the event. Seven area high schools participated in the event whose theme was “*Our Youth are Your Workforce of Tomorrow.*”
- February 11-14, 2008 - Holston Valley Broadcasting promotion manager, Jessica Trivette, along with account executive, Tiffany Hickman, WTFM morning personality, Steve Mann, and WRZK air personality, Winnie Byrd, represented the company at this four day event sponsored by Eastman Chemical Company, Junior Achievement, and the Kingsport Chamber of Commerce and held at Eastman Chemical Company’s Toy F. Reid Employee Center from 10:30 AM to Noon daily on February 11, 12, 13, and 14, 2008. Each Holston Valley Broadcasting presenter delivered six fifteen-minute presentations about job opportunities in the broadcasting industry to groups of approximately 25 to 30 students and their teachers. These included information on jobs in broadcasting, preferred background and experience, and salary potential.

Among the other participating employers were:

- Wellmont Holston Valley Medical Center
- Kingsport Police Department
- Brock Group
- Kingsport Fire Department
- Bristol Motor Speedway / Bristol Dragway

Among the school systems, which participated were:

- Hawkins County
- Sullivan County
- Kingsport City

Finally, for decades Holston Valley Broadcasting’s parent , Glenwood Communications Corporation (Glenwood, of which Holston is the only active subsidiary), been a sponsor of The Hugh N. Boyd Journalism Diversity Workshop. This two week residential program is held each

summer on the campus on Monmouth University in West Long Branch, New Jersey. Named in honor of the deceased Board Chairman of Holston and Glenwood, the program offers intensive hands-on journalism instruction and experience to sixteen competitively selected high school students. Glenwood's sponsorship of the event continued during the two year period covered by this report including a \$1,600 contribution in 2008.

## VI. BROADCAST OF EEO NOTICE

Holston Valley Broadcasting has broadcast on each of its radio and television stations the announcement shown below at least once per day.

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