

HOLSTON VALLEY BROADCASTING CORPORATION
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT
March 31, 2025

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, 2024, through March 31, 2025

I. FULL-TIME POSITIONS FILLED

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

1. Program Director/Announcer – 8/23/2024
2. Promotions Director – 10/21/2024
3. Radio Announcer – 1/27/25
4. Accounts Payable Coordinator – 3/10/25

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

1. Holston Valley Broadcasting Internal Employee – 1 referral; Trade Magazines – 3 referrals; Company Website – 4 referrals
2. Holston Valley Broadcasting Referrals from Employees – 0 referral; Recruitment Organizations – 1 referral; Facebook – 1 referral
3. Holston Valley Broadcasting Referrals from Employees – 1 referral; Recruitment Organizations – 0 referrals; Company Website – 2 referrals
4. Holston Valley Broadcasting Referrals from Employees – 0 referrals; Recruitment Organizations – 2 referrals; Company Website - 0 referrals

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

1. Website
2. Indeed
3. Employee Referral
4. 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:

1. Job Vacancy One
 - a. Applicant One – Company Website
 - b. Applicant Two – Company Website
 - c. Applicant Three – Ramp Magazine
 - d. Applicant Four – Company Website
 - e. Applicant Five – Radio Online
 - f. Applicant Six - Ramp Magazine
 - g. Applicant Seven – Company Website
 - h. Applicant Eight – Internal Employee
2. Job Vacancy Two
 - a. Applicant One – Indeed
 - b. Applicant Two – Facebook
3. Job Vacancy Three
 - a. Applicant One – Employee Referral
 - b. Applicant Two – Company Website
 - c. Applicant Three – Company Website
4. Job Vacancy Four
 - a. Applicant One – Indeed
 - b. Applicant Two - Indeed

V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT DURING THE RELEVANT TWO-YEAR PERIOD (4/1/23) THROUGH (3/31/25)

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

- INITIATIVE 1 – PARTICIPATION IN JOB FAIRS
- During the week of April 1, 2024, Holston Valley Broadcasting Corporation participated in the Tennessee Broadcasters Virtual Job Fair. We promoted the virtual job fair on all our radio and TV stations and on our company website. The jobs we posted were for a Program Director and an Afternoon Drive Announcer. The station received visits from 498 people and were provided with information from 13 applicants.
- During the week of September 16, 2024, Holston Valley Broadcasting Corporation participated in the Tennessee Broadcasters Virtual Job Fair. We promoted the job fair on our company website and on our radio and TV stations. We posted jobs for two positions, 95.9 Assistant Program Director and Account Executive. The station received a total of 455 visits, and we received information from 11 different candidates.
- INITIATIVE 3 – CO-SPONSOR JOB FAIR
- Holston Valley Broadcasting Corporation co-sponsored a job fair with CareerQuest Tennessee on March 31, 2025. Hundreds of students filled the Marriott Meadowview Convention center in Kingsport, TN. Students learned about a variety of jobs in the

hospitality sector. They were able to participate in the interactive exhibits focused on hospitality and tourism. A large part of this event was teaching students the importance of broadcasting in this industry, from informing the public and in town visitors of traffic issues, weather conditions, emergency situations and protocols, and educating the public to events in the local and surrounding markets. Representatives from the station discussed jobs within the field and the education and background needed for those various roles. We brought the LIVE Remote vehicle out and played some trivia games with the students for a chance to win prizes such as t-shirts, tickets, snacks and more.

- INITIATIVE 6 – PROMOTE OUTREACH

- On Thursday, September 12, 2024, Mr. Luke Brogden brought his Professional Communications class from Doby's Bennett Excel High School to tour Holston Valley Broadcasting. The group of around 12 arrived around noon and stayed for about 90 minutes. The purpose of this tour was to educate these high school students about the variety of careers within the radio and television industry. We discussed equipment, technology, targeting demos, how media consumption has changed, revenue generation, and more. The students were able to visit the studio while one of the DJs was on their air shift. They were also able to visit the audio production room and see how production and editing occurs. We also toured the TV studio where we discussed the green screen, camera set-ups and local programming vs. syndication.

The students were extremely enthusiastic, saying it was the most exciting field trip they had ever taken. They were very surprised at the variety of positions behind the scenes it takes to make a TV and TV station run smoothly.

We also discussed ways to get your foot in the door in any industry or with any specific company such as learning about the company, requesting a tour, and consulting with the company's Human Resources department on any internship opportunities (paid or unpaid). We also spoke of the value of immersing yourself in an industry to learn more about it.

- On Wednesday, March 26, 2025, 12th grade female students from Doby's Bennett Excel High School visited our station for a guided tour with our Vice President and General Sales Manager Tiffany Hickman. The students learned about an assortment of careers within the broadcasting industry. They were introduced to how stations make revenue through advertising. They discussed and observed various departments within the radio station including programming, promotions, sales, news, traffic, and production. The students were able to do some hands-on learning in the studios as well as meeting some of our DJ talent.

The students had a chance to observe the behind-the-scenes technology and processes involved in producing live and pre-recorded content on TV. During their visit they learned about production of our local public service program as well as a faith-based program led by a local pastor. They gained insight into camera operations, audio control, video switching and automation for master control.

- 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 position of Promotions Director. The event was promoted on all 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.
 - Property 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 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 Dobyens 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.
- 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 television, radio, new hires, management, information on selling ideas, digital, presentation skills, prospecting, and a multitude of others.

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, 2025

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
 - [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
 - [203.341.0111](tel:203.341.0111)
- King University
 - 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
 - leann.mcbride@mtsu.edu
 - tina.chevalier@mtsu.edu
 - [615.898.2300](tel:615.898.2300)
 - [1301 East Main Street Murfreesboro, TN 37132](https://www.mtsu.edu/1301-East-Main-Street-Murfreesboro-TN-37132)

- Mountain Empire Community College
 - www.jobs.virginia.gov
 - [276.523.2400](tel:276.523.2400)
 - [3441 Mountain Empire Rd. Big Stone Gap, VA 24219](http://www.mountainempire.edu)

- National Association for the Advancement of Colored People
 - nbailey@naacpnet.org
 - bwilliams@naacpnet.org
 - [410.358.9786](tel:410.358.9786)
 - [443.068.2674](tel:443.068.2674)

- National Association of Broadcasters
 - nab@nab.org
 - [202.429.5366](tel:202.429.5366)
 - [1M Street SE Washington DC 20003](http://www.nab.org)

- Tennessee Association of Broadcasters
 - www.tabtn.org
 - brenda@tabtn.org
 - [615.365.1840](tel:615.365.1840)
 - [Two International Plaza Drive, Suite 902 Nashville, TN 37217](http://www.tabtn.org)

- University of North Carolina Greensboro
 - frank_donaldson@uncg.edu
 - fpdonald@uncg.edu
 - [336.334.5000](tel:336.334.5000)
 - [1400 Spring Garden St. Greensboro, NC 27412](http://www.uncg.edu)

- Virginia Association of Broadcasters
 - www.vabonline.com
 - [434.977.3716](tel:434.977.3716)
 - [250 West Main Street, Suite 100 Charlottesville, VA 22902](http://www.vabonline.com)

- Virginia Highlands Community College
 - kmorton@vhcc.edu
 - [276.739.2400](tel:276.739.2400)
 - [100 VHCC Dr. Abingdon, VA 24210](http://www.vhcc.edu)

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