

ANNUAL EEO PUBLIC FILE REPORT

For the Period Beginning April 1, 2016 Ending March 31, 2017

This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees.

This Report Consists of:

<u>Part 1</u>	Station Information
<u>Part 2</u>	Recruitment sources/interviewees for each full-time vacancy
<u>Part 3</u>	Recruitment initiatives

Preparer: Mike Kirtner

Signature: 

Title: General Manager/President

Date: March 31, 2017

Telephone: 304-523-8401

PART 1

This Report covers the following employment unit:

<u>Call Sign</u>	<u>AM/FM</u>	<u>FACILITY ID#</u>	<u>COMMUNITY OF LICENSE</u>	<u>State</u>	<u>LMA</u>
WDGG	FM	21436	ASHLAND	KY	NO
WRVC	AM	21435	HUNTINGTON	WV	NO
WCMJ	AM	21588	ASHLAND	KY	NO
WCMJ	FM	21589	CATLETTSBURG	KY	NO
WXBW	FM	70691	GALLIPOLIS	OH	NO
WMGA	FM	164110	KENOVA	WV	NO

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this Report.

A total of two full-time job vacancies were filled by the employment unit.

A total number of four persons were interviewed for all the full-time vacancies.

<u>Job Title</u>	<u>Applications</u>	<u>Interviewed</u>	<u>Hired</u>
Account Executive	5	3	1
Operations Manager	1	1	1

PART 1

FULL-TIME VACANCY #1

Job Title: Account Representative
Dates Filled: February 6, 2017

Total Number of Interviews: 3

Recruitment Sources¹

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source²</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
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1. See attached list for recruitment source utilized for this job opening.

¹ A source with an (*) was the source that referred the hire. A source with an (x) was a source that requested to be contacted as job openings occur.

² Each recruitment source utilized for this job opening is listed even if no interviewees or applicants were referred.

Recruitment Source Information	Contact Information Notification	Interviewed by Source
Internal Posting	Internal Contact Teresa Robinson 304-523-8401	0
937thedawg.com	Internal Contact Reeves Kirtner 304-523-8401	0
SuperTalk941.com	Internal Contact Paul Swann 304-523-8401	0
Planet927.com	Internal Contact Reeves Kirtner 304-523-8401	0
1340wcmi.com	Internal Contact Paul Swann 304-523-8401	0
Hits979.com	Internal Contact Chris Steed 304-523-8401	0
Bigbuck1015.com	Internal Contact Jason Toy 304-523-8401	0
Kindredcom.net	Internal Contact Alex Hackney	0
Employee Referrals	Current Employees	0
Marshall University Career Services 1 John Marshall Drive Huntington, WV 25755-3102	Attn Denise Hogsett 304-696-2370 fax 304-696-2251 career-services@marshall.edu	0
WMUL-FM Marshall University Student Radio 1 John Marshall Drive Huntington, WV 25755-2635	Attn Dr. Charles Bailey 304-696-6640 304-696-3232 baileycg@marshall.edu	0
Marshall University School of Journalism and Mass Communications 1 John Marshall Drive Huntington, WV 25755	Attn Allyson Goodman 304-696-6025 goodman4@marshall.edu	0
West Virginia Broadcasters Association 140 Seventh Avenue Charleston, WV 25303	Attn Michele Crist 304-744-2143 mcrist@wvba.com	0
Promos/Ad 937 the Dawg, Planet, All Stations*	Attn Reeves Kirtner 304-523-8401 reeves@kindredcom.net	3

*source of hire.

PART 2

FULL-TIME VACANCY #2

Job Title: Operations Manager

Dates Filled: September 12, 2016

Total Number of Interviews: 1

Recruitment Sources

Recruitment efforts were not conducted for this job opening because of exigent circumstances - namely, the need for confidentiality so as not to alert existing employees about the personnel structural changes involved and the need to take advantage of the availability of a talent so exceptional that a comparably experienced and talented person for the position was unlikely to be recruited.

Part 3

Supplemental Recruitment Activities

Activity #1

Activity: RAB RMP

Date: February 6, 2017 – On Going

Preparer: Reeves Kirtner (Vice President Associate General Manager)

Host/Sponsor of Activity: Radio Advertising Bureau

Participating Station Personnel: Reeves Kirtner (Vice President Associate General Manager), Mary Holbrook (Account Executive)

Description of activity and scope of station participation:

Beginning February 6, 2017, Mary Holbrook began the Radio Advertising Bureau's Radio Marketing Professional Course, which consists of 17 online classes, workbooks, special learning interactions, sales tools and complete online quizzes. Reeves Kirtner reviews and discusses Holbrook's results with her after each of her online courses and quizzes.

Part 3

Supplemental Recruitment Activities

Activity #2

Activity: WVBA Sales Seminar

Date: February 10, 2017

Preparer: Reeves Kirtner (Vice President Associate General Manager)

Host/Sponsor of Activity: West Virginia Broadcasters Association

Participating Station Personnel: Reeves Kirtner (Vice President Associate General Manager), Brett Mount (Account Executive), Jeannie Wheeler (Account Executive), Randy Brown (Account Executive), Teresa Roark (Account Executive), Beth Hart (Account Executive), Nate Gilcher (Account Executive)

Description of activity and scope of station participation:

The sales staff attended a seminar sponsored by the West Virginia Broadcasters Association in Charleston, West Virginia. The primary focus of the seminar was for broadcasting media salespersons to learn how to compete with various forms of social media and digital advertising as well as how to overcome objections that arise with traditional radio advertising.

Part 3

Supplemental Recruitment Activities

Activity #3

Activity: Bullseye Total Media Training Session

Date: February 27, 2017 – March 3, 2017

Preparer: Reeves Kirtner (Vice President Associate General Manager)

Host/Sponsor of Activity: Bullseye Total Media

Participating Station Personnel: Reeves Kirtner (Vice President Associate General Manager), Rae Ann Parsons (Account Executive), Brett Mount (Account Executive), Jeannie Wheeler (Account Executive), Randy Brown (Account Executive), Teresa Roark (Account Executive), Beth Hart (Account Executive), Nate Gilcher (Account Executive), Mike Kirtner (President & General Manager)

Description of activity and scope of station participation:

The sales staff completed training with Bullseye Total Media to learn about and introduce digital media sales. The sales staff learned how to adjust to the changing market and add digital media opportunities to existing clients as a non-traditional revenue source.

Part 3

Supplemental Recruitment Activities

Activity #4

Activity: Sean Luce Sales Training

Date: June 15, 2016

Preparer: Reeves Kirtner (Vice President Associate General Manager)

Host/Sponsor of Activity: Kentucky Broadcasters Association

Participating Station Personnel: Reeves Kirtner (Vice President Associate General Manager), Rae Ann Parsons (Account Executive), Brett Mount (Account Executive), Jeannie Wheeler (Account Executive), Randy Brown (Account Executive), Teresa Roark (Account Executive), Beth Hart (Account Executive), Erin Highlander (Account Executive)

Description of activity and scope of station participation:

Sean Luce, a renowned sales consultant, visited Kindred Communications and trained the sales staff using his book *Liquid Fire*. The training session lasted 90 minutes and covered topics including cold calling, closing methods, the buying cycle as well as other sales tips.

Part 3

Supplemental Recruitment Activities

Activity #5

Activity: Country Radio Seminar

Date: February 22-25, 2017

Preparer: Reeves Kirtner (Vice President Associate General Manager)

Host/Sponsor of Activity: Country Radio Broadcasters

Participating Station Personnel: Jason Toy (Program Director WXBW) John Bowen (Program Director WDGG, Operations Manager)

Description of activity and scope of station participation:

Jason and John attended the following seminars to improve their job skills:

- Artist Humanitarian Award Presentation
- Keynote Interview: Scott Hamilton
- Welcome Reception- Sponsored by CMA & Live Nation
- Grand Ole Opry- Performances Powered by Live Nation
- Programming Mentoring Breakfast
- CRS Research Presentation: Presented by Edison Media: The Mobilization of Country Radio
- Team UMG at the Ryman
- Speeding Towards Tomorrow: Radio in a Driverless World
- CMA Breakout Session #1: The Power of Country Music Radio Consumer
- Women Empowering Women
- Capturing the Millennial Ear: Rethinking our Traditional Medium for the Next Generation
- Beer, Biscuits, and Basketball with Drew Baldrige
- Daily Featured Speaker: Ryan Redington/ Amazon
- Objects are Larger Than They Appear: Small Markets that do BIG Things
- The Digital Revenue Explosion
- Promotions Start to Finish: Part YOU – Sponsored by vCreative
- Lace up Your Boots & Get in the Trenches with Social Media Platforms
- Lunch & Performance Sponsored by BMLG
- Artist Interview with Toby Keith: My Way – Sponsored by BMI

Jason participated in round table discussion and presented at Cashing in on Live Events: Live!

Part 3

Supplemental Recruitment Activities

Activity #6

Activity: Central City Elementary School Career Day

Date: February 17, 2017

Preparer: Reeves Kirtner (Vice President Associate General Manager)

Host/Sponsor of Activity: Central City Elementary School

Participating Station Personnel: Mollie Taylor (Traffic Director)

Description of activity and scope of station participation:

Mollie Taylor spoke to 5th grade students at Central City Elementary School in Huntington, WV about careers in broadcasting and the importance of education, math and reading as essential tools for a career in radio. Mollie discussed several aspects of operations and various jobs within our business. The students met in small groups and were able to learn and ask questions about the inner workings of radio.

Part 3

Supplemental Recruitment Activities

Activity #7

Activity: Fall Internship

Date: August 25, 2016- December 3, 2016

Preparer: Reeves Kirtner (Vice President Associate General Manager)

Host/Sponsor of Activity: Kindred Communications / Marshall University

Participating Station Personnel: Reeves Kirtner (Vice President Associate General Manager), Paul Swann (Production Director)

Description of activity and scope of station participation:

A Sports Management and Marketing student from Marshall University worked with various members of Kindred Communications' staff learning about production, and booking guests for a radio show. Paul Swann also worked closely with the student teaching her to write scripts, voice commercials, and produce commercials. The student also learned how to operate the board for athletic events to screen calls for the sports show, and how to edit the program for a podcast.