

ANNUAL EEO PUBLIC FILE REPORT


For the Period Beginning April 1, 2018 Ending March 31, 2019

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

This Report Consists of:

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

Preparer: Mike Kirtner

Signature: 

Title: General Manager/President

Date: March 31, 2019

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 one full-time job vacancy was filled by the employment unit.

A total number of one person was interviewed for the full-time vacancy.

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

PART 2

FULL-TIME VACANCY #1

Job Title: Account Representative

Dates Filled: November 12, 2018

Total Number of Interviews: 1

Recruitment Sources¹

The following recruitment sources were utilized to fill this vacancy:

Name of Source² Address Contact Person Telephone Number Number of Interviewees 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
wrvc.com	Internal Contact Paul Swann 304-523-8401	0
Planet927.com	Internal Contact Reeves Kirtner 304-523-8401	0
Catsports933.com	Internal Contact Paul Swann 304-523-8401	0
979theriver.com	Internal Contact Cecilia Bowen 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
Promos/Ad 937 the Dawg, Planet, All Stations*	Attn Reeves Kirtner 304-523-8401 reeves@kindredcom.net	1

*source of hiree.

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.

Part 3

Supplemental Recruitment Activities

Activity #1

Activity: WVBA Sales Seminar

Date: February 20, 2019

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), Mike Kirtner (President, General Manager), Brett Mount (Account Executive), Pam Hall (Account Executive), Mary Holbrook (Account Executive), Josh Wellington (Account Executive), Nate Gilcher (Account Executive), Mollie Taylor (Sales Administrator)

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 local companies are spending their ad dollars nationwide. The attendees were shown data and trends of local advertisers perceptions of different ad mediums as well as the effectiveness of the various marketing channels used by advertisers. The seminar's presenter was Gordon Borrell of Borrell Associates.

Part 3

Supplemental Recruitment Activities

Activity #2

Activity: MRN NASCAR Local Sales Lunch & Learn

Date: January 30th, 2019

Preparer: Reeves Kirtner (Vice President Associate General Manager)

Host/Sponsor of Activity: Motor Racing Network

Participating Station Personnel: Reeves Kirtner (Vice President Associate General Manager), Brett Mount (Account Executive), Nate Gilcher (Account Executive), May Holbrook (Account Executive), Pam Hall (Account Executive), Mollie Taylor (Sales Administrator)

Description of activity and scope of station participation:

The sales staff participated in a webinar with Bob Quick, from the Motor Racing Network. The program focused on defeating common objections, the characteristics of NASCAR Fans, prospecting advertisers from non-traditional categories, as well as an overview of the sport and the changes they have made within the sport to compete with other outlets for a younger, attentive audience.

Part 3

Supplemental Recruitment Activities

Activity #3

Activity: Country Radio Seminar

Date: February 13-15, 2019

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 several seminars and panel discussions to strengthen our station's programming efforts and to reinforce our efforts to use new and existing technologies to interact with and reach our listeners. Among topics covered were time management strategies, opportunities to optimize digital revenue, and music scheduling strategies.