

**ANNUAL EEO PUBLIC FILE REPORT**

For the Period Beginning March 26, 2020 Ending March 31, 2021

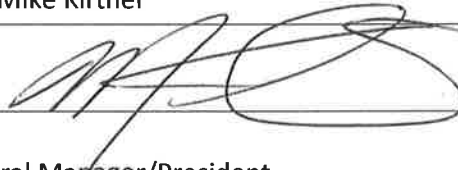
**This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees.**

This Report Consists of:

- Part 1            Station Information
- Part 2            Recruitment initiatives

Preparer: Mike Kirtner

Signature:



Title: General Manager/President

Date: March 31, 2021

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

There were no new hires for full-time vacancies.

Part 2

**Supplemental Recruitment Activities**

Activity #1

Activity: Scarborough Training- Qualitative 101

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Date: March 23, 2021

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Nielsen

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Participating Station Personnel: Reeves Kirtner (Vice President Associate General Manager), Brett Mount (Account Executive), Pam Hall (Account Executive), Nate Gilcher (Account Executive), Beth Hart (Account Executive), Demi Eicher (Account Executive), Jeannie Wheeler (Account Executive), Mollie Taylor (Sales Assistant)

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**Description of activity and scope of station participation:**

The sales staff participated in a webinar hosted by Nielsen to introduce the staff to using qualitative Scarborough data. The staff learned about how the data is collected and how to read and digest the data. The purpose of the training program was to enable station personnel to acquire skills that could qualify them for higher level positions.

Part 2

**Supplemental Recruitment Activities**

Activity #2

Activity: Tapscan 207: Prospecting with Scarborough

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Date: March 25, 2021

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Nielsen

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Reeves Kirtner (Vice President Associate General Manager), Brett Mount (Account Executive), Pam Hall (Account Executive), Nate Gilcher (Account Executive), Beth Hart (Account Executive), Demi Eicher (Account Executive), Jeannie Wheeler (Account Executive), Mollie Taylor (Sales Assistant)

**Description of activity and scope of station participation:**

The sales staff participated in a webinar hosted by Nielsen to dive deeper into interpreting and using Scarborough data. The staff learned practical applications of how to properly run reports and collect data, as well as how to use that information to generate better prospects. The purpose of the training program was to enable station personnel to acquire skills that could qualify them for higher level positions.

**Part 2**

**Supplemental Recruitment Activities**

Activity #3

Activity: Marketron Training

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Date: March 17-24, 2021

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Preparer: Joshua Daniels (Business Manager)

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Host/Sponsor of Activity: Marketron

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Participating Station Personnel: Joshua Daniels (Business Manager)

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**Description of activity and scope of station participation:**

Josh participated in Marketron training to get incorporate new features from software updates into the company's day to day operations. The training consisted of education and implementation of enhanced services such as electronic invoicing, automating reports, and client electronic bill pay. The purpose of the training program was to enable station personnel to acquire skills that could qualify them for higher level positions.

**Part 2**

**Supplemental Recruitment Activities**

Activity #4

Activity: Internships

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Date: May 1, 2020- July 30, 2020

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Kindred Communications

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Participating Station Personnel: Jason Toy (Program Director WXBW) John Bowen (Program Director WDGG, Operations Manager), Mollie Taylor (Sales Administrator), Reeves Kirtner (Vice President Associate GM), Mike Kirtner (President GM), Paul Swann (Program Director WRVC-AM)

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**Description of activity and scope of station participation:**

Two students from Marshall University interned in the Kindred Communications office learning about all aspects of radio broadcast. The student sat in and engaged in daily sales meetings, and sat in and engaged in the production of broadcasts on WDGG-FM, WRVC-AM, WRVC-AM, and WMGA-FM. The students came into the office in split shifts, as Kindred Communications' COVID-19 procedures and restrictions limited building occupancy throughout the day.

**Part 2**

**Supplemental Recruitment Activities**

Activity #5

Activity: Internship

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Date: September 4, 2020 to March 31, 2021

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Kindred Communications

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Participating Station Personnel: Paul Swann (Program Director WRVC-AM)

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**Description of activity and scope of station participation:**

A student from Marshall University interned with Paul in producing a daily sports show on WRVC-AM. The student assisted in procuring and scheduling guests, screening calls during the show, and all aspects of producing a daily broadcast. The student also provided commentary on local high school football games for WRVC-AM's broadcasts, and worked both remotely and in the office as COVID-19 restrictions were lifted gradually over the course of his internship.