

Annual EEO Public File Report

For the period beginning April 1, 2023, and ending March 31, 2024.

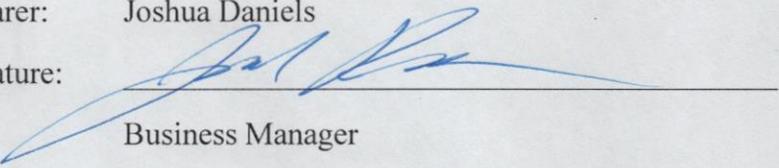
This report consists of the following:

Part 1 Employment Unit Information

Part 2 Full-time Vacancy Information

Part 3 Recruitment Initiatives and Outreach

Preparer: Joshua Daniels

Signature: 

Title: Business Manager

Date: March 29, 2024

Telephone: (304) 523-8401

Part 1

This report covers the following employment unit:

<u>Call Letters</u>	<u>Band</u>	<u>Facility ID</u>	<u>City of License</u>	<u>State</u>	<u>LMA</u>
WCMJ	AM	21588	Ashland	KY	No
WCMJ	FM	21589	Catlettsburg	KY	No
WDGG	FM	21436	Ashland	KY	No
WMGA	FM	164110	Kenova	WV	No
WRVC	AM	21435	Huntington	WV	No
WXBW	FM	70691	Gallipolis	OH	No

Part 2

Full-time Vacancy Information

The employment unit filled a total of two full-time job vacancies.

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

Position	Date Filled	Recruitment Sources Utilized to Fill Vacancy [by Code Number]	Person Hired Source
Account Executive	04/24/2023	A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R	A
Account Executive	11/06/2023	A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S	A

List of Recruitment Sources

*An asterisk next to the source's name indicates a source that requested our postings.

Code	Recruitment Source	Address	Contact Person	Candidates Interviewed
A	Employee Referral	N/A	N/A	2
B	Radio Advertisements: WGGG, WCMI-AM, WCMI, WRVC-AM, WMGA, WXBW	555 5 th Ave, Huntington, WV 25701	Reeves Kirtner 304-523-8401	
C	Kindredcom.net	555 5 th Ave, Huntington, WV 25701	Reeves Kirtner 304-523-8401	
D	Internal Posting	555 5 th Ave, Huntington, WV 25701	Joshua Daniels 304-523-8401	
E	catsports933.com	555 5 th Ave, Huntington, WV 25701	Paul Swann 304-523-8401	
F	planet927.com	555 5 th Ave, Huntington, WV 25701	Erik Raines 304-523-8401	
G	937thedawg.com	555 5 th Ave, Huntington, WV 25701	John Bowen 304-523-8401	
H	979theriver.com	555 5 th Ave, Huntington, WV 25701	Cecilia Bowen 304-523-8401	
I	wrvc.com	555 5 th Ave, Huntington, WV 25701	Paul Swann 304-523-8401	
J	bigbuck1015.com	555 5 th Ave, Huntington, WV 25701	Jason Toy 304-523-8401	
K	TVandRadioJobs.com	5956 Ruthwood Dr, Calabasas, CA 91302	Website Portal 818-879-0858	
L	Handshake: Shawnee State University	840 2 nd St, Portsmouth, OH 45662	Austin Raines 740-351-3027	
M	*Handshake: Marshall University	1681 5 th Ave, Huntington, WV 25755	Rodney Sanders 304-696-2370	
N	Handshake: Ashland Community & Technical College	1400 College Dr, Ashland, KY 41101	Ella Smith 606-326-2231	

O	Handshake: University of Charleston	2300 Maccorkle Ave SE, Charleston, WV 25304	Jamie Bero 1-800-995-4682	
P	Handshake: University of Rio Grande/Rio Grande Community College	218 N. College Ave. Rio Grande, OH 45674	Condy Richardson 740-245-7431	
Q	Handshake: West Virginia State University	108 Wallace Hall 5000 Fairlawn Ave. Bldg. 2 Institute, WV 25112	Teresa Casto 304-766-3250	
R	LinkedIn	1000 West Maude Ave. Sunnyvale, CA 94085	Reeves Kirtner or Joshua Daniels 304-523-8401	2
S	Facebook	1 Hacker Way Menlo Park, CA 94025	Reeves Kirtner 304-523-8401	

Part 3

Recruitment Initiatives and Outreach

Activity #1

Activity: Internship
Date: May 15, 2023 – August 7, 2023
Ext. Contact Person: Dr. Allyson Goodman, Marshall University
Participation: Joshua Daniels, Business Manager; Reeves Kirtner, Sales Manager
Description: During their internship at Kindred Communications, one Marshall University intern played an integral role within the sales department. They assisted in drafting proposals, accompanied sales representatives on client visits, and contributed significantly to developing a comprehensive sales package. Their collaboration with Kindred Communications showcased the synergy between academia and industry, providing them with invaluable practical experience in sales operations.

Activity #2

Activity: Internship
Date: May 3, 2023 – August 4, 2023
Ext. Contact Person: Dr. Allyson Goodman, Marshall University
Participation: Paul Swann, Program Director of WRVC-AM and WCMI-AM; John Bowen, Operations Manager
Description: One intern from Marshall University worked alongside Paul Swann to produce a daily sports program on WRVC-AM as part of their academic curriculum. Their responsibilities included facilitating guest procurement and scheduling, managing incoming calls during broadcasts, and actively contributing to the production of the daily show. Additionally, they gained hands-on experience by observing live broadcasts on WDGG-FM and assisting in hosting a morning show.

Activity #3

Activity: Radio Programmers/Management Session
Date: May 6, 2023
Ext. Contact Person: Michele Crist, West Virginia Broadcasters Association
Participation: John Bowen, Operations Manager; Paul Swann, Program Director of WRVC-AM and WCMJ-AM; Samantha Bowen, Operations Assistant
Description: Three employees from our radio station participated in a WVBA educational session led by Steve Wexler of WEXL Coaching and Development, aimed at professional development. The session covered topics ranging from creating compelling content to identifying breakthrough talent traits, providing valuable insights for various roles within the station.

Activity #4

Activity: Sports Media Convergence Summit
Date: June 25, 2023
Ext. Contact Person: Dave Goren, Executive Director, National Sports Media Association
Participation: Paul Swann, Program Director of WRVC-AM and WCMJ-AM
Description: Paul Swann attended the Sports Media Convergence Summit hosted by the National Sports Media Association for professional development. The event covered various topics, including adapting to changes in the sports media landscape, social media branding, and the impact of radio in the video age. Sessions also delved into writing sports books, women in sports media, and the business of Name, Image, and Likeness (NIL). There were also opportunities for critique sessions and discussions on various aspects of sports broadcasting, from handling head injuries to crisis management and play-by-play preparation for radio and television.

Activity #5

Activity: Digital Sales Training by Simpli.fi
Date: August 17, 2023
Int. Contact Person: Reeves Kirtner, Vice President Associate General Manager
Participation: Brenda Cordle, Account Executive
Beth Hart, Account Executive
Christian Palmer, Sales Administrator
Brett Mount, Account Executive
Nate Gilcher, Account Executive
Pamela Hall, Account Executive
Reeves Kirtner, Vice President Associate General Manager
Description: All sales team members engaged in remote training centered on the techniques of digital advertising sales. This program aimed to equip station personnel with skills conducive to advancement within the organization. The training covered digital video sales, emphasizing the importance of video, linear exclusion, and blended campaigns.

Activity #6

Activity: Guest Speaker During University Course
Date: November 13, 2023
Ext. Contact Person: Dr. Charles Bailey, Marshall University
Participation: Paul Swann, Program Director of WRVC-AM and WCMI-AM
Description: Mr. Swann received an invitation to provide instruction to students enrolled in a sportscasting course at Marshall University. Key topics addressed encompassed excelling in sportscasting and fostering positive rapport with employers.

Activity #7

Activity: Society for Human Resource Management: Volunteer Leaders Business Meeting
Date: November 16, 2023
Ext. Contact Person: Mike Aitken, Chief Membership Officer at SHRM
Participation: Business Manager, Joshua Daniels
Description: The 2023 SHRM Virtual Leadership & Business Management Conference (VLBM) provided attendees like Joshua Daniels with expert-led sessions and workshops covering key topics in HR leadership and business management. From talent acquisition to HR technology, the conference aimed to equip professionals with the latest strategies and tools for success in their roles.

Activity #8

Activity: Nielsen/Scarborough Training
Date: December 6, 2023
Int. Contact Person: Reeves Kirtner, Vice President Associate General Manager
Participation: Kimberly Simpkins, Account Executive
Brenda Cordle, Account Executive
Beth Hart, Account Executive
Christian Palmer, Sales Administrator
Brett Mount, Account Executive
Nate Gilcher, Account Executive
Pamela Hall, Account Executive
Reeves Kirtner, Vice President Associate General Manager
Description: The sales team attended a Nielsen-hosted webinar aimed at familiarizing them with qualitative Scarborough data. During the session, they gained insights into data collection methods and techniques for interpreting and analyzing the data. This training initiative aimed to equip station personnel with skills conducive to advancement within the organization.

Activity #9

Activity: West Virginia State Treasurer's Get a Life
Date: December 11, 2023
Ext. Contact Person: Riley M. Moore, Treasurer, State of West Virginia
Participation: Reeves Kirtner, Vice President Associate General Manager
Description: Mr. Kirtner volunteered his time at Huntington Middle School by participating in a simulated financial activity to help West Virginia students better understand the importance of monthly budgeting, completing higher education, and maintaining well-paying jobs.

Activity #10

Activity: Chesapeake High School Career Fair
Date: December 18, 2023
Ext. Contact Person: Greg Sullivan
Participation: Nate Gilcher, Account Executive
Description: Nate Gilcher participated in Chesapeake High School's career fair, representing all six Kindred Communications radio stations. His presence aimed to provide students with a comprehensive overview of career opportunities within the radio industry, allowing them to explore diverse roles such as on-air talent, production, marketing, and sales. Through engaging with Nate, students had the chance to gain valuable insights, ask questions, and potentially consider radio broadcasting as a viable career path for their future endeavors.

Activity #11

Activity: Continued Learning
Date: Various
Ext. Contact Person: Jessica Tackett-Napier, West Virginia SHRM State Council Chair of Certification
Participation: Joshua Daniels, Business Manager
Description: Joshua Daniels attends the monthly meetings of the Tri-State Chapter of the Society for Human Resource Management during business hours. These sessions feature an educational component covering various human resource topics, such as developing internship programs, implementing employee wellness initiatives, and refining recruitment strategies.