

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2020 – March 22, 2021.

- 1) **Employment Unit: East Tennessee Radio Group, LP.**
- 2) **Unit Members (Stations and Communities of License): WSEV-FM, Gatlinburg, TN
WPFT-FM, Pigeon Forge, TN**
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address: East Tennessee Radio Group, LP 196 West Dumplin Valley Road Kodak, TN 37764	Telephone Number: 865-932-6002 x 120
	Contact Person/Title: Steve Hartford / Program Director
	E-mail Address: steve@etnrg.com

- 4) **Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

No full time positions were filled during the period March 23rd 2020 – March 22nd 2021.

6) **Total # of Interviewees Referred:** For the period from March 23, 2020, through March 22, 2021, this Employment Unit interviewed no interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.** List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

a) Initiative: East Tennessee Radio Group Job Fair

The East Tennessee Radio Group held a job fair from 08:30am until 10:30am on Wednesday March 17th 2021 at the Radio station location at 196 west Dumplin Valley road, Kodak TN 37764. The event was advertised on air on both WSEV 105.5 Fm and WPFT 106.3 Fm. Steve Hartford provided information regarding employment opportunities and accepted applications.

(b) Initiative: Sponsorship of manufacturing week initiative in Sevier County.

East Tennessee Radio Group participated in the manufacturing week event sponsored by the Sevier County Economic development council. Executive Director Allan Newton joined us on air at 9am on Monday March 8th 2021 to promote the event and discuss various positions that were available at local manufacturers.

(c) Initiative: Establishment of training program.

The general manager of both stations, Paul Fink, conducts a weekly training program for all sales personnel. The training sessions take place every Tuesday and Thursday morning between 9am and 11am at our location on West Dumplin Valley Road in Kodak, TN. Mr. Fink helps personnel with sales skills as well as preparing suitable candidates for possible promotion within the sales organization. Each meeting consists of critiquing sales appointments, role-playing exercises, and assistance with proposals.

(d) Initiative: Internship program with Carson Newman University

The East Tennessee Radio Group began an internship with a Carson Newman University student interested in sports broadcasting. The internship began in August 2020 and involved the student participating in various aspects of live sports coverage including in-studio work.