

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2019 – March 22, 2020.

- 1) Employment Unit: East Tennessee Radio Group, L.P.
- 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, L.P. 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:

One full time position was filled during the period March 23rd 2019 – March 22nd 2020.

[PREPARE ONE COPY OF THIS PAGE FOR EVERY FULL-TIME JOB VACANCY FILLED DURING THE REPORTING PERIOD]

5) Job Title: Sales Executive

**Referral Source(s)
of Hire:** East Tennessee Radio Group

[illegible]

- 6) **Total # of Interviewees Referred:** For the period from March 23, 2019, through March 22, 2020, this Employment Unit interviewed 4 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

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.

East Tennessee Radio Group held a job fair, including a broadcast, 0600 am – 1000am , Tuesday March 10, 2020, at OTICS USA, 3787 Snyder Road Kodak Tn 37764, in conjunction with the Sevier County economic Development Council. Steve Hartford and Jay Adams provided information regarding employment opportunities in broadcasting and accepted applications.

(b) **Initiative:** Establishment of training program.

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.

The general manager of both stations, Paul Fink, conducts a twice-weekly training program for all sales personnel at both stations. The training sessions take place every Tuesday and Thursday mornings between 9am and 11 am 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.

(c) **Initiative:** Sponsored Manufacturing week initiative in Sevier County.

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.

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 8am on March 9th 2020 to promote the event and discuss various positions that were available at local manufacturers.

(d) **Initiative:** Internship Program with Sevier County High School

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.

East Tennessee Radio Group began an internship program august 18th 2019 until October 30th 2019 with a Sevier County high school senior interested in sports broadcasting. Intern participated in various aspects of live sports coverage including in-studio broadcast work.