

**Annual EEO Public File Report**  
-August 1, 2018 through July 31, 2019-  
**WKVS-FM | WJRI-AM/FM | WKGX-AM/FM**  
**Lenoir, NC**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit, Foothills Radio Group, LLC, that is comprised of the following stations: WKVS-FM | WJRI-AM/FM | WKGX-AM/FM and is required to be placed in the public inspection files of these stations, and posted on their website.

Foothills Radio Group, LLC is committed to providing equal employment opportunities to all individuals without regard to race, color, religion, gender, national origin, age or disability. Our intent is to provide a work environment that is free of discrimination, harassment or intimidation. Discrimination, harassment or intimidation of an employee or an applicant is considered improper conduct. Under no circumstances will Foothills Radio Group, LLC condone or tolerate any form of discrimination, harassment or intimidation of anyone within the company.

The FCC’s EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer.

Annual EEO Public File Report-Appendix 1  
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Section 1: Vacancy Information

<u>Full-time Positions Filled</u>	<u>Recruitment Source of Hiree</u>
1- Account Executive	<u>E-Internal Posting</u>
2- Account Executive	<u>G-Indeed</u>
3- Account Executive	<u>E-Internal Posting</u>
4- Account Executive	<u>G-Indeed</u>
5- Account Executive	<u>E-Internal Posting</u>

Total Number of Persons Interviewed During Applicable Period: 15

Section 2: Recruitment Source Information

	Recruitment Source	Description	# of Interviewees This Period (if any)
A	All Access-Radio Industry Community	www.allaccess.com	
B	Burke County Chamber Website	http://business.burkecountychamber.org/jobs/	
C	Caldwell County Chamber Website	http://caldwellchambernc.com/	
D	Catawba County Chamber	Talent Jam Event- October 11, 2018 & Online Posting Spring 2019	2
E	Internal Posting	Breakroom 827 Fairview Drive, SW Lenoir, NC 28645	5
F	Foothills Radio Group Website	www.GoFoothills.com	
G	Indeed	http://www.indeed.com/	5
H	Linked-In	Sponsored Listing on Linked-In	
I	NC Division of Workforce Solutions Website NC Works	Recruitment Source Job Order posted at www.ncworks.gov	1
J	Networking Referrals	Clients, Community Business Leaders and Past Employees	2

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Stations WKVS-FM/WJRI-AM/WKGX-AM have engaged in the following outreach initiatives during the year covered by this report:

Initiative Classification	Type of Initiative	Brief Description of Activity
5	Internship Program	Students are allowed to receive academic credit for work performed while learning about the broadcast industry. The Internship program is on-going. It is open to any college student who maintains a GPA of 2.5 or higher and is able to work a minimum of 10 hours a week for academic credit. Foothills Radio Group hosted an intern in News/Public Affairs May to August 2018 and an 3 week international language immersion intern during June 2019.
9	Mentoring Program	Sales Manager Candice Smith meets one on one with sales staff once per week to address any concerns, mentors on some calls, and offers advice and ideas pertaining to clients. This helps each Account Executive to build confidence and growth within the company.
10	Participation in Educational Institution Program	Hibriten High School Students and Teachers visited on March 22, 2019. Students were from a class in Public Speaking and learned about creating commercials and career opportunities in radio that related to Public Speaking.
10	Participation in Educational Institution Program	Foothills Radio Group hosted a job shadow students from Caldwell County Schools Early College 3 days during the spring of 2019.
10	Participation in Educational Institution Program	A photojournalism student from Gardner-Webb currently enrolled in Media Operations and Management class came to interview Pam Helton, Business Manager and Brent Henslee, Operations Manager to better understand what communications students should look for in communications jobs as well as gain an understanding of radio station operations.
10	Participation in Educational Institution Program	TRUTH Homeschool Support Group visited the stations for a tour of our facilities and an overview of radio operations and careers. The tour was led by Kimberly Edmisten, General Manager and Brent Henslee, Operations Manager.
14	Management Training	Kimberly Edmisten, General Manager; Pam Helton, Business Manager; and Brent Henslee, Operations Manager completed EEO Training for Managers held on April 8, 2019 during weekly Managers Meeting. Managers EEO Training went into detail regarding recruitment for Full Time openings, notifications for vacancies and outreach/long term recruitment initiatives.
14	Management Training	Kimberly Edmisten, General Manager; Pam Helton, Business Manager; and Brent Henslee, Operations Manager completed a webinar entitled "FCC EEO Rules" on August 28, 2019.
14	Management Training	Kimberly Edmisten, General Manager and Pam Helton, Business Manager attended an Equitable Hiring Luncheon presented by the NC Department of Commerce in partnership with the Office of the Governor. The program was part of the Department's Reentry Initiative focusing on educating employers across the state.
15	Training to Personnel of Unaffiliated Non-Profit	Kimberly Edmisten, General Manager spoke to the Caldwell Rotary Club for an update from our stations as well as staff opening.
16	Other Outreach Activities	Community Media Partners for Caldwell is Hiring Events held in the fall and spring. Spoke to job applicants and on-air about various job openings as well as careers in broadcasting.