

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period August 1, 2005 to July 31, 2006.

1) **Employment Unit:** Aisling Broadcasting of Banner Elk, LLC (“Aisling”)

2) **Unit Members (Stations and Communities of License):**

WATA-AM-Boone, NC  
WZJS-FM-Banner Elk, NC  
WE CR-FM-Beech Mountain, NC  
WE CR-AM-Newland, NC  
WXIT-AM-Blowing Rock, NC  
WMMY-FM-Jefferson, NC

3) **EEO Contact Information for Unit Member:**

Mailing Address:	Telephone Number: (828) 264-2411
Aisling Broadcasting of Banner Elk, LLC 1901 Bearberry Lane Asheville, NC 28803	Contact Person/Title: Jonathan Hoffman, Managing Member
	E-mail Address: jonathan@wecr1023.com

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

<u>Job Title</u>	<u>Recruitment Source Referring Hiree</u>
1. Program Director/Personality (WZJS-FM)	Job Posting on allaccess.com
2. Salesperson	On-air announcements
3. News Director	Internal Hire
4. Salesperson	Internal Hire
5. Salesperson	Referral by employee
6. Receptionist	On the Clock Agency
7. Traffic Director	Appalachian State Univ. class visit by Aisling staff
8. Salesperson	On-air announcements
9. Morning Personality/Production Director	Internal hire

Total hires: 9

**Stations WATA-AM, WZJS-FM, WE CR-FM, WE CR-AM, WXIT-AM and WMMY-FM are Equal Opportunity Employers.**

**5) Job Title:** Program Director/Personality  
(WZJS-FM)

**Referral Source(s) of Hiree:** Job Posting on allaccess.com

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Jace Edwards <a href="mailto:jacedwards@hotmail.com">jacedwards@hotmail.com</a>	KKND/New Orleans	(504) 473-8834	2	No

**5) Job Title:** Salesperson

**Referral Source(s) of Hiree:** On-air announcements

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
On-air Announcements	Tom Lanier	738 Blowing Rock Road Boone, NC 28607	(828) 264-2411	1	No

**5) Job Title:** News Director

**Referral Source(s) of Hiree:** Internal Hire

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
	Jonathan Hoffman	738 Blowing Rock Road Boone, NC 28607	(828) 264-2411	—	No

**5) Job Title:** Salesperson

**Referral Source(s) of Hiree:** Internal Hire

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
	Jonathan Hoffman	738 Blowing Rock Road Boone, NC 28607	(828) 264-2411	—	No

**5) Job Title:** Salesperson

**Referral Source(s) of Hire:** Referral by employee

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Appalachian State University	Heidi Williams Director, Career Services Career Development Center <a href="mailto:careerdevcnt@appstate.edu">careerdevcnt@appstate.edu</a>	John A. Walker College of Business Appalachian State University P.O. Box 32037 Boone, NC 28608	(828) 262-2180 (828) 262-2834	0	No
Caldwell Community College	Doris Conn, Director Career Planning Services	2855 Hickory Blvd. Office F-107 Hudson, NC 28638	(828) 726-2700	0	No
Kim Roper Counseling/Referral Services		2855 Hickory Blvd. Office F-109 Hudson, NC 28638	(828) 726-2705	0	No
Dana Glenn Student Employment Services		2855 Hickory Blvd. Office F-124 Hudson, NC 28638	(828) 759-4675	0	No
Lenoir-Rhyne College	Aphrodite Beidler M.Ed. M.A. Director of the Alex Lee Career and Personal Development Center <a href="mailto:beidlera@lrc.edu">beidlera@lrc.edu</a>	P.O. Box 7347 Hickory, NC 28603	(828) 328-7252 (828) 328-7274	0	No
UNC Asheville	Holly Waltemyer, Career Counselor (Internship and External Relations Coordinator) <a href="mailto:career@unca.edu">career@unca.edu</a>	Career Center 259 Highsmith University Union CPO #1240 One University Heights Asheville, NC 28804	(828) 251-6515 (828) 251-6871	0	No
Wilkes Community College	<a href="mailto:Debbie.furr@wilkescc.edu">Debbie.furr@wilkescc.edu</a> <a href="http://www.collegecentral.com/wilkescc/Employer.cfm">www.collegecentral.com/wilkescc/Employer.cfm</a>		(336) 838-6545	0	No
AllAccess.com	Jace Edwards <a href="mailto:jacedwards@hotmail.com">jacedwards@hotmail.com</a>	KKND/New Orleans	(504) 473-8834	0	No
Mountain Times	<a href="mailto:Classified@mountaintimes.com">Classified@mountaintimes.com</a>	The Mountain Times 474 Industrial Park Drive P.O. Box 1815 Boone, NC 28607	(828) 264-6397 (828) 262-0282	0	No
High County Amigos	<a href="mailto:amigos@goboone.net">amigos@goboone.net</a>	High Country Amigos, Inc. 820 State Farm Rd. Suite E Boone, NC 28607	(828) 264-2930	0	No
	<a href="mailto:Isabel@hcaac.org">Isabel@hcaac.org</a>	Latinos Unidos in Ashe County 626 Ashe Central School Road, Mail Box 7 Jefferson, NC 28640	(336) 982-3954	0	No

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Lees-McRae College	Alan Mueller <a href="mailto:Mueller@lmc.edu">Mueller@lmc.edu</a>	<a href="http://www.lmc.edu/sites/StudentDevelopment/StudentServices/CareerServices/ForEmployers.htm">www.lmc.edu/sites/StudentDevelopment/StudentServices/CareerServices/ForEmployers.htm</a>	(828) 898-3311	0	No
Employment Security Commission of NC	<a href="mailto:Esc.jobs.boone@ncmail.net">Esc.jobs.boone@ncmail.net</a>	207 Winklers Creek Road Suite 1 Boone, NC 28607	(828) 265-5385 (828) 265-5410  Job Line: (800) 768-5627	0	No
NC Association of Broadcasters	<a href="mailto:jobbank@ncbroadcast.com/jobbank.htm">jobbank@ncbroadcast.com/jobbank.htm</a> <a href="http://www.ncbroadcast.com/jobbank.htm">www.ncbroadcast.com/jobbank.htm</a>  <a href="http://www.careerpage.org/jobbank/admin.html">www.careerpage.org/jobbank/admin.html</a>	P.O. Box 627 Suite 1610 Raleigh, NC 27602	(919) 821-7300 (919) 839-0304	0	No
On the Clock Agency	Mary Ann Cole	897 Blowing Rock Road Boone, NC 28607	(828) 264-2380	1	Yes

**5) Job Title:** Receptionist

**Referral Source(s) of Hire:** On the Clock Agency

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
On The Clock Agency	Mary Ann Cole	897 Blowing Rock Road Boone, NC 28607	(828) 264-2380	2	No
Appalachian State University	Heidi Williams Director, Career Services Career Development Center <a href="mailto:careerdevcnt@appstate.edu">careerdevcnt@appstate.edu</a>	John A. Walker College of Business Appalachian State University P.O. Box 32037 Boone, NC 28608	(828) 262-2180 (828) 262-2834	1	Yes
Caldwell Community College	Doris Conn, Director Career Planning Services	2855 Hickory Blvd. Office F-107 Hudson, NC 28638	(828) 726-2700	0	No
Kim Roper Counseling/Referral Services		2855 Hickory Blvd. Office F-109 Hudson, NC 28638	(828) 726-2705	0	No
Dana Glenn Student Employment Services		2855 Hickory Blvd. Office F-124 Hudson, NC 28638	(828) 759-4675	0	No
Lenoir-Rhyne College	Aphrodite Beidler M.Ed. M.A. Director of the Alex Lee	P.O. Box 7347 Hickory, NC 28603	(828) 328-7252 (828) 328-7274	0	No

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
	Career and Personal Development Center <a href="mailto:beidlera@lrc.edu">beidlera@lrc.edu</a>				
UNC Asheville	Holly Waltemyer, Career Counselor (Internship and External Relations Coordinator) <a href="mailto:career@unca.edu">career@unca.edu</a>	Career Center 259 Highsmith University Union CPO #1240 One University Heights Asheville, NC 28804	(828) 251-6515 (828) 251-6871	0	No
Wilkes Community College	<a href="mailto:Debbie.furr@wilkescc.edu">Debbie.furr@wilkescc.edu</a> <a href="http://www.collegecentral.com/wilkescc/Employer.cfm">www.collegecentral.com/wilkescc/Employer.cfm</a>		(336) 838-6545	0	No
AllAccess.com	Jace Edwards <a href="mailto:jacedwards@hotmail.com">jacedwards@hotmail.com</a>	KKND/New Orleans	(504) 473-8834	0	No
Mountain Times	<a href="mailto:Classified@mountaintimes.com">Classified@mountaintimes.com</a>	The Mountain Times 474 Industrial Park Drive P.O. Box 1815 Boone, NC 28607	(828) 264-6397 (828) 262-0282	0	No
High County Amigos	<a href="mailto:amigos@goboone.net">amigos@goboone.net</a>	High Country Amigos, Inc. 820 State Farm Rd. Suite E Boone, NC 28607	(828) 264-2930	0	No
	<a href="mailto:Isabel@hcaac.org">Isabel@hcaac.org</a>	Latinos Unidos in Ashe County 626 Ashe Central School Road, Mail Box 7 Jefferson, NC 28640	(336) 982-3954	0	No
Lees-McRae College	Alan Mueller <a href="mailto:Mueller@lmc.edu">Mueller@lmc.edu</a>	<a href="http://www.lmc.edu/sites/StudentDevelopment/StudentServices/CareerServices/ForEmployers.htm">www.lmc.edu/sites/StudentDevelopment/StudentServices/CareerServices/ForEmployers.htm</a>	(828) 898-3311	0	No
Employment Security Commission of NC	<a href="mailto:Esc.jobs.boone@ncmail.net">Esc.jobs.boone@ncmail.net</a>	207 Winklers Creek Road Suite 1 Boone, NC 28607	(828) 265-5385 (828) 265-5410  Job Line: (800) 768-5627	0	No
NC Association of Broadcasters	<a href="mailto:jobbank@ncbroadcast.com/jobbank.htm">jobbank@ncbroadcast.com/jobbank.htm</a> <a href="http://www.ncbroadcast.com/jobbank.htm">www.ncbroadcast.com/jobbank.htm</a>  <a href="http://www.careerpage.org/jobbank/admin.html">www.careerpage.org/jobbank/admin.html</a>	P.O. Box 627 Suite 1610 Raleigh, NC 27602	(919) 821-7300 (919) 839-0304	0	No

**5) Job Title:** Traffic Director

**Referral Source(s) of Hiree:** Appalachian State University  
Class Visit by Aisling Staff

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Appalachian State Univ. Communications Dept.	Dan Vallie	Boone, NC 28607	(828) 262-2000	1	No

**5) Job Title:** Salesperson

**Referral Source(s):** On-air announcements

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
On-air Announcements	Jonathan Hoffman	738 Blowing Rock Road Boone, NC 28607	(828) 264-2411	4	No
Request by former client	Tom Lanier	738 Blowing Rock Road Boone, NC 28607	(828) 264-2411	1	No
Referral by employee	Tom Lanier	738 Blowing Rock Road Boone, NC 28607	(828) 264-2411	2	Yes
Appalachian State University	Heidi Williams Director, Career Services Career Development Center <a href="mailto:careerdevcnt@appstate.edu">careerdevcnt@appstate.edu</a>	John A. Walker College of Business Appalachian State University P.O. Box 32037 Boone, NC 28608	(828) 262-2180 (828) 262-2834	1	No
Caldwell Community College	Doris Conn, Director Career Planning Services	2855 Hickory Blvd. Office F-107 Hudson, NC 28638	(828) 726-2700	0	No
Kim Roper Counseling/Referral Services		2855 Hickory Blvd. Office F-109 Hudson, NC 28638	(828) 726-2705	0	No
Dana Glenn Student Employment Services		2855 Hickory Blvd. Office F-124 Hudson, NC 28638	(828) 759-4675	0	No
Lenoir-Rhyne College	Aphrodite Beidler M.Ed. M.A. Director of the Alex Lee Career and Personal Development Center <a href="mailto:beidlera@lrc.edu">beidlera@lrc.edu</a>	P.O. Box 7347 Hickory, NC 28603	(828) 328-7252 (828) 328-7274	0	No
UNC Asheville	Holly Waltemyer, Career Counselor (Internship and External Relations Coordinator)	Career Center 259 Highsmith University Union CPO #1240	(828) 251-6515 (828) 251-6871	0	No

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
	<a href="mailto:career@unca.edu">career@unca.edu</a>	One University Heights Asheville, NC 28804			
Wilkes Community College	<a href="mailto:Debbie.furr@wilkescc.edu">Debbie.furr@wilkescc.edu</a> <a href="http://www.collegecentral.com/wilkescc/Employer.cfm">www.collegecentral.com/wilkescc/Employer.cfm</a>		(336) 838-6545	0	No
AllAccess.com	Jace Edwards <a href="mailto:jacedwards@hotmail.com">jacedwards@hotmail.com</a>	KKND/New Orleans	(504) 473-8834	1	No
Mountain Times	<a href="mailto:Classified@mountaintimes.com">Classified@mountaintimes.com</a>	The Mountain Times 474 Industrial Park Drive P.O. Box 1815 Boone, NC 28607	(828) 264-6397 (828) 262-0282	0	No
High County Amigos	<a href="mailto:amigos@goboone.net">amigos@goboone.net</a>	High Country Amigos, Inc. 820 State Farm Rd. Suite E Boone, NC 28607	(828) 264-2930	0	No
	<a href="mailto:Isabel@hcaac.org">Isabel@hcaac.org</a>	Latinos Unidos in Ashe County 626 Ashe Central School Road, Mail Box 7 Jefferson, NC 28640	(336) 982-3954	0	No
Lees-McRae College	Alan Mueller <a href="mailto:Mueller@lmc.edu">Mueller@lmc.edu</a>  Class visit by Jon Hoffman	<a href="http://www.lmc.edu/sites/StudentDevelopment/StudentServices/CareerServices/ForEmployers.htm">www.lmc.edu/sites/StudentDevelopment/StudentServices/CareerServices/ForEmployers.htm</a>	(828) 898-3311	1	No
Employment Security Commission of NC	<a href="mailto:Esc.jobs.boone@ncmail.net">Esc.jobs.boone@ncmail.net</a>	207 Winklers Creek Road Suite 1 Boone, NC 28607	(828) 265-5385 (828) 265-5410  Job Line: (800) 768-5627	2	N
NC Association of Broadcasters	<a href="mailto:jobbank@ncbroadcast.com/jobbank.htm">jobbank@ncbroadcast.com/jobbank.htm</a> <a href="http://www.ncbroadcast.com/jobbank.htm">www.ncbroadcast.com/jobbank.htm</a>  <a href="http://www.careerpage.org/jobbank/admin.html">www.careerpage.org/jobbank/admin.html</a>	P.O. Box 627 Suite 1610 Raleigh, NC 27602	(919) 821-7300 (919) 839-0304	0	N

**5) Job Title:** Morning Personality/Production Director

**Referral Source(s) of Hiree:** Internal Hire

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
	Jonathan Hoffman	738 Blowing Rock Road Boone, NC 28607	(828) 264-2411	—	No
Appalachian State University	Heidi Williams Director, Career Services Career Development Center <a href="mailto:careerdevcnt@appstate.edu">careerdevcnt@appstate.edu</a>	John A. Walker College of Business Appalachian State University P.O. Box 32037 Boone, NC 28608	(828) 262-2180 (828) 262-2834	0	No
Caldwell Community College	Doris Conn, Director Career Planning Services	2855 Hickory Blvd. Office F-107 Hudson, NC 28638	(828) 726-2700	0	No
Kim Roper Counseling/Referral Services		2855 Hickory Blvd. Office F-109 Hudson, NC 28638	(828) 726-2705	0	No
Dana Glenn Student Employment Services		2855 Hickory Blvd. Office F-124 Hudson, NC 28638	(828) 759-4675	0	No
Lenoir-Rhyne College	Aphrodite Beidler M.Ed. M.A. Director of the Alex Lee Career and Personal Development Center <a href="mailto:beidlera@lrc.edu">beidlera@lrc.edu</a>	P.O. Box 7347 Hickory, NC 28603	(828) 328-7252 (828) 328-7274	0	No
UNC Asheville	Holly Waltemyer, Career Counselor (Internship and External Relations Coordinator) <a href="mailto:career@unca.edu">career@unca.edu</a>	Career Center 259 Highsmith University Union CPO #1240 One University Heights Asheville, NC 28804	(828) 251-6515 (828) 251-6871	0	No
Wilkes Community College	<a href="mailto:Debbie.furr@wilkescc.edu">Debbie.furr@wilkescc.edu</a> <a href="http://www.collegecentral.com/wilkescc/Employer.cfm">www.collegecentral.com/wilkescc/Employer.cfm</a>		(336) 838-6545	0	No
AllAccess.com	Jace Edwards <a href="mailto:jacedwards@hotmail.com">jacedwards@hotmail.com</a>	KKND/New Orleans	(504) 473-8834	0	No
Mountain Times	<a href="mailto:Classified@mountaintimes.com">Classified@mountaintimes.com</a>	The Mountain Times 474 Industrial Park Drive P.O. Box 1815 Boone, NC 28607	(828) 264-6397 (828) 262-0282	0	No
High County Amigos	<a href="mailto:amigos@goboone.net">amigos@goboone.net</a>	High Country Amigos, Inc. 820 State Farm Rd. Suite E Boone, NC 28607	(828) 264-2930	0	No

(i) Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
	<a href="mailto:Isabel@hcaac.org">Isabel@hcaac.org</a>	Latinos Unidos in Ashe County 626 Ashe Central School Road, Mail Box 7 Jefferson, NC 28640	(336) 982-3954	0	No
Lees-McRae College	Alan Mueller <a href="mailto:Mueller@lmc.edu">Mueller@lmc.edu</a>	<a href="http://www.lmc.edu/sites/StudentDevelopment/StudentServices/CareerServices/ForEmployers.htm">www.lmc.edu/sites/StudentDevelopment/StudentServices/CareerServices/ForEmployers.htm</a>	(828) 898-3311	0	No
Employment Security Commission of NC	<a href="mailto:Esc.jobs.boone@ncmail.net">Esc.jobs.boone@ncmail.net</a>	207 Winklers Creek Road Suite 1 Boone, NC 28607	(828) 265-5385 (828) 265-5410  Job Line: (800) 768-5627	0	No
NC Association of Broadcasters	<a href="mailto:jobbank@ncbroadcast.com/jobbank.htm">jobbank@ncbroadcast.com/jobbank.htm</a> <a href="http://www.ncbroadcast.com/jobbank.htm">www.ncbroadcast.com/jobbank.htm</a>  <a href="http://www.careerpage.org/jobbank/admin.html">www.careerpage.org/jobbank/admin.html</a>	P.O. Box 627 Suite 1610 Raleigh, NC 27602	(919) 821-7300 (919) 839-0304	0	No

**6) Total # of Interviewees Referred:** For the period from August 1, 2005 to July 31, 2006, this employment unit interviewed 20 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) Appalachian State University**

In May, 2006, Jon Hoffman accepted an invitation to join the Communications Professional Advisory Board at Appalachian State University. The board position affords a close connection with the University's Communications Department staff and students who have demonstrated interest and talent in broadcasting.

**(b) Wooly Worm Festival**

In October 2005, nearly all of Aisling's management and full-time staff attended the Wooly Worm Festival, and mounted a company tent on the festival ground. The Festival is a Saturday-Sunday annual event held in the middle of the month. The Fair is a major regional attraction, drawing people from all parts of the Southeastern United States. The event attracts many students from area campuses, and Aisling staff are instructed to inform them of job opportunities at Aisling, especially in sales.

**(c) Boone Area Chamber of Commerce Business Expo**

In May 2006, Aisling co-sponsored the Boone Area Chamber of Commerce Business Expo, which is a one-day annual business fair. The event is attended by all of Aisling's management and full-time staff. The Expo is held each year during the college graduation season in order to attract job applicants to visit the businesses who have booths at the event. Aisling's salespeople, on-air staff and management promote the stations' programming and are encouraged to bring job-seekers to management's attention.

**(d) Avery County High School**

Throughout the year, Jim Greene, morning host and manager of WECR-AM, regularly is in contact with guidance and administrative staff of Avery County High School in order to recruit part-time and weekend announcers. As a result, each year the high school staff recommends a student who has expressed an interest in broadcasting for work at the station, replacing the graduating student.