

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period August 1, 2007 to July 31, 2008.

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

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

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

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

Mailing Address:	Telephone Number: 828-264-2411
Aisling Broadcasting of Banner Elk, LLC 738 Blowing Rock Road Boone, NC 28607	Contact Person/Title: Tom Lanier, Manager
	E-mail Address: tom@wecr1023.com

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

Job Title	Recruitment Source Referring Hiree
1. Office Manager	Community Member
2. Account Executive-All Stations	Employment Security Commission, Boone NC
3. Account Executive-All Stations	Community Member
4. News Director	Community Member
5. Account Executive-All Stations	On Air Announcement
6. Traffic and Billing Clerk	Community Member

Total Hires: 6

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

5) Job Title: Office Manager (1)

Referral Source(s) of Hiree: Community Referral

(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	Steve Frank	738 Blowing Rock Road, Boone NC	828-264-2411	13	N
Appalachian State Univ.	Heidi Williams CDC	P.O. Box 32037, Boone NC 28608	828-262-2180 828-262-2834	2	N
Caldwell Community College Career Office Counseling/Referral	Doris Conn, Director Career Planning Svcs.	2855 Hickory Blvd., Office F-107 2855 Hickory Blvd., Office F-124 Hudson, NC 28638	828-726-2705	3 1	N
NC Association of Broadcasters		jobbank@ncbroadcast.com/jobband.htm www.ncbroadcast.com/jobba	919-821-7300 919-839-0304	3	N
Lenoir-Rhyne College Career & Personal Dev Ctr	Aphrodite Beidler	P.O. Box 7347 Hickory, NC 28603	828-328-7252 828-328-7274	1	N
UNC Asheville CDC	Holly Waltemyer	Career Center 259 Highsmith Univ Union CPO 1240 One University Heights, Asheville, NC 28804	828- 251-6515 828-251-6871	2	N
Wilkes Community College	Debbie Furr	Debbie.furr@wilkescc.edu www.collegecentral.com/wilkescc/employer.cfm	336-838-6545	5	N
AllAccess.com	Jace Edwards Jacedwards@h otmail.com	KKNC/New Orleans	504-473-8834	0	N
The Mountain Times	classifieds@mo untaintimes.com	The Mountain Times 474 Industrial Park Drive PO Box 1815, Boone NC 28607	828-264-6397 828-262-0282	6	N
Asheville-Buncombe Technical Community College		A-B Tech Career Development Office 340 Victoria Road Asheville, NC 28801	828-254-1921 Ext 7851	4	N
Lees-McRae College Banner Elk NC	Alan Mueller	www.lmc.edu/sites/studentDevelopment/studentservices/careerservices/foremployers.htm	828-898-3311	2	N
Employment Security Commission	Esc.jobs.boone @ncmail.net	207 Winkler's Creek Road, suite 1 Boone, NC 28607	828-265-5385 828-265-5410	21	Y

5) Job Title: News Director

Referral Source(s) of Hiree: Community Referral

(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	Steve Frank	738 Blowing Rock Road, Boone NC	828-264-2411	3	N
Appalachian State Univ.	Heidi Williams CDC	P.O. Box 32037, Boone NC 28608	828-262-2180 828-262-2834	2	N
Caldwell Community College Career Office Counseling/Referral	Doris Conn, Director Career Planning Svcs.	2855 Hickory Blvd., Office F-107 2855 Hickory Blvd., Office F-124 Hudson, NC 28638	828-726-2705	1 1	N
NC Association of Broadcasters		jobbank@ncbroadcast.com/jobband. htm www.ncbroadcast.com/jobba	919-821-7300 919-839-0304	0	N
Lenoir-Rhyne College Career & Personal Dev Ctr	Aphrodite Beidler	P.O. Box 7347 Hickory, NC 28603	828-328-7252 828-328-7274	1	N
UNC Asheville CDC	Holly Waltemyer	Career Center 259 Highsmith Univ Union CPO 1240 One University Heights, Asheville, NC 28804	828- 251-6515 828-251-6871	0	N
Wilkes Community College	Debbie Furr	Debbie.furr@wilkescc.edu www.collegecentral.com/wilkescc/e mployer.cfm	336-838-6545	0	N
AllAccess.com	Jace Edwards Jacedwards@h otmail.com	KKNC/New Orleans	504-473-8834	0	N
The Mountain Times	classifieds@mo untaintimes.com	The Mountain Times 474 Industrial Park Drive PO Box 1815, Boone NC 28607	828-264-6397 828-262-0282	1	N
Asheville-Buncombe Technical Community College		A-B Tech Career Development Office 340 Victoria Road Asheville, NC 28801	828-254-1921 Ext 7851	0	N
Lees-McRae College Banner Elk NC	Alan Mueller	www.lmc.edu/sites/studentDevelop ment/studentervices/careerservices/ foremployers.htm	828-898-3311	0	N
Employment Security Commission	Esc.jobs.boone @ncmail.net	207 Winkler's Creek Road, suite 1 Boone, NC 28607	828-265-5385 828-265-5410	4	Y

5) Job Title: Sales Person (1)

Referral Source(s) of Hire: ESC, Boone NC

(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	Steve Frank	738 Blowing Rock Road, Boone NC	828-264-2411	5	N
Appalachian State Univ.	Heidi Williams CDC	P.O. Box 32037, Boone NC 28608	828-262-2180 828-262-2834	2	N
Caldwell Community College Career Office Counseling/Referral	Doris Conn, Director Career Planning Svcs.	2855 Hickory Blvd., Office F-107 2855 Hickory Blvd., Office F-124 Hudson, NC 28638	828-726-2705	3 1	N
NC Association of Broadcasters		jobbank@ncbroadcast.com/jobband.htm www.ncbroadcast.com/jobba	919-821-7300 919-839-0304	3	N
Lenoir-Rhyne College Career & Personal Dev Ctr	Aphrodite Beidler	P.O. Box 7347 Hickory, NC 28603	828-328-7252 828-328-7274	1	N
UNC Asheville CDC	Holly Waltemyer	Career Center 259 Highsmith Univ Union CPO 1240 One University Heights, Asheville, NC 28804	828- 251-6515 828-251-6871	2	N
Wilkes Community College	Debbie Furr	Debbie.furr@wilkescc.edu www.collegecentral.com/wilkescc/e mployer.cfm	336-838-6545	1	N
AllAccess.com	Jace Edwards Jacedwards@h otmail.com	KKNC/New Orleans	504-473-8834	0	N
The Mountain Times	classifieds@mo untaintimes.com	The Mountain Times 474 Industrial Park Drive PO Box 1815, Boone NC 28607	828-264-6397 828-262-0282	2	N
Asheville-Buncombe Technical Community College		A-B Tech Career Development Office 340 Victoria Road Asheville, NC 28801	828-254-1921 Ext 7851	0	N
Lees-McRae College Banner Elk NC	Alan Mueller	www.lmc.edu/sites/studentDevelop ment/studentervices/careerservices/ foremployers.htm	828-898-3311	2	N
Employment Security Commission	Esc.jobs.boone @ncmail.net	207 Winkler's Creek Road, suite 1 Boone, NC 28607	828-265-5385 828-265-5410	7	Y

5) Job Title: Sales Person (1)

Referral Source(s) of Hiree: Community Referral

(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	Steve Frank	738 Blowing Rock Road, Boone NC	828-264-2411	6	N
Appalachian State Univ.	Heidi Williams CDC	P.O. Box 32037, Boone NC 28608	828-262-2180 828-262-2834	2	N
Caldwell Community College Career Office Counseling/Referral	Doris Conn, Director Career Planning Svcs.	2855 Hickory Blvd., Office F-107 2855 Hickory Blvd., Office F-124 Hudson, NC 28638	828-726-2705	1 1	N
NC Association of Broadcasters		jobbank@ncbroadcast.com/jobband.htm www.ncbroadcast.com/jobba	919-821-7300 919-839-0304	0	N
Lenoir-Rhyne College Career & Personal Dev Ctr	Aphrodite Beidler	P.O. Box 7347 Hickory, NC 28603	828-328-7252 828-328-7274	1	N
UNC Asheville CDC	Holly Waltemyer	Career Center 259 Highsmith Univ Union CPO 1240 One University Heights, Asheville, NC 28804	828- 251-6515 828-251-6871	2	N
Wilkes Community College	Debbie Furr	Debbie.furr@wilkescc.edu www.collegecentral.com/wilkescc/e mployer.cfm	336-838-6545	0	N
AllAccess.com	Jace Edwards Jacedwards@h otmail.com	KKNC/New Orleans	504-473-8834	0	N
The Mountain Times	classifieds@mo untaintimes.com	The Mountain Times 474 Industrial Park Drive PO Box 1815, Boone NC 28607	828-264-6397 828-262-0282	2	N
Asheville-Buncombe Technical Community College		A-B Tech Career Development Office 340 Victoria Road Asheville, NC 28801	828-254-1921 Ext 7851	0	N
Lees-McRae College Banner Elk NC	Alan Mueller	www.lmc.edu/sites/studentDevelop ment/studentervices/careerservices/ foremployers.htm	828-898-3311	2	N
Employment Security Commission	Esc.jobs.boone @ncmail.net	207 Winkler's Creek Road, suite 1 Boone, NC 28607	828-265-5385 828-265-5410	5	Y

5) Job Title: Sales Person (1)

Referral Source(s) of Hiree: On Air Announcement

(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	Steve Frank	738 Blowing Rock Road, Boone NC	828-264-2411	6	N
Appalachian State Univ.	Heidi Williams CDC	P.O. Box 32037, Boone NC 28608	828-262-2180 828-262-2834	2	N
Caldwell Community College Career Office Counseling/Referral	Doris Conn, Director Career Planning Svcs.	2855 Hickory Blvd., Office F-107 2855 Hickory Blvd., Office F-124 Hudson, NC 28638	828-726-2705	0 0	N
NC Association of Broadcasters		jobbank@ncbroadcast.com/jobband.htm www.ncbroadcast.com/jobba	919-821-7300 919-839-0304	0	N
Lenoir-Rhyne College Career & Personal Dev Ctr	Aphrodite Beidler	P.O. Box 7347 Hickory, NC 28603	828-328-7252 828-328-7274	0	N
UNC Asheville CDC	Holly Waltemyer	Career Center 259 Highsmith Univ Union CPO 1240 One University Heights, Asheville, NC 28804	828- 251-6515 828-251-6871	1	N
Wilkes Community College	Debbie Furr	Debbie.furr@wilkescc.edu www.collegecentral.com/wilkescc/e mployer.cfm	336-838-6545	2	N
AllAccess.com	Jace Edwards Jacedwards@h otmail.com	KKNC/New Orleans	504-473-8834	0	N
The Mountain Times	classifieds@mo untaintimes.com	The Mountain Times 474 Industrial Park Drive PO Box 1815, Boone NC 28607	828-264-6397 828-262-0282	2	N
Asheville-Buncombe Technical Community College		A-B Tech Career Development Office 340 Victoria Road Asheville, NC 28801	828-254-1921 Ext 7851	0	N
Lees-McRae College Banner Elk NC	Alan Mueller	www.lmc.edu/sites/studentDevelop ment/studentervices/careerservices/ foremployers.htm	828-898-3311	1	N
Employment Security Commission	Esc.jobs.boone @ncmail.net	207 Winkler's Creek Road, suite 1 Boone, NC 28607	828-265-5385 828-265-5410	4	Y

5) Job Title: Traffic and Billing Clerk (1)

Referral Source(s) of Hiree: Community Referral

(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	Steve Frank	738 Blowing Rock Road, Boone NC	828-264-2411	8	N
Appalachian State Univ.	Heidi Williams CDC	P.O. Box 32037, Boone NC 28608	828-262-2180 828-262-2834	1	N
Caldwell Community College Career Office Counseling/Referral	Doris Conn, Director Career Planning Svcs.	2855 Hickory Blvd., Office F-107 2855 Hickory Blvd., Office F-124 Hudson, NC 28638	828-726-2705	0 0	N
NC Association of Broadcasters		jobbank@ncbroadcast.com/jobband.htm www.ncbroadcast.com/jobba	919-821-7300 919-839-0304	0	N
Lenoir-Rhyne College Career & Personal Dev Ctr	Aphrodite Beidler	P.O. Box 7347 Hickory, NC 28603	828-328-7252 828-328-7274	1	N
UNC Asheville CDC	Holly Waltemyer	Career Center 259 Highsmith Univ Union CPO 1240 One University Heights, Asheville, NC 28804	828- 251-6515 828-251-6871	2	N
Wilkes Community College	Debbie Furr	Debbie.furr@wilkescc.edu www.collegecentral.com/wilkescc/e mployer.cfm	336-838-6545	2	N
AllAccess.com	Jace Edwards Jaceedwards@h otmail.com	KKNC/New Orleans	504-473-8834	0	N
The Mountain Times	classifieds@mo untaintimes.com	The Mountain Times 474 Industrial Park Drive PO Box 1815, Boone NC 28607	828-264-6397 828-262-0282	4	N
Asheville-Buncombe Technical Community College		A-B Tech Career Development Office 340 Victoria Road Asheville, NC 28801	828-254-1921 Ext 7851	0	N
Lees-McRae College Banner Elk NC	Alan Mueller	www.lmc.edu/sites/studentDevelop ment/studentervices/careerservices/ foremployers.htm	828-898-3311	1	N
Employment Security Commission	Esc.jobs.boone @ncmail.net	207 Winkler's Creek Road, suite 1 Boone, NC 28607	828-265-5385 828-265-5410	5	Y

6) Total # of Interviewees Referred: For the period from August 1, 2007 to July 31 2008 this Employment Unit interviewed 163 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: Wilkes Community College—Ashe Campus— Job Fair

On May 16, 2007 Wilkes Community College held a job fair on their Ashe Campus at Family Central from 10am-6pm. Aisling set up a booth and passed out job information during the entire job fair. Two representatives from the stations participated in this job fair. The Sales Manager and another sales person were present throughout the day. Aisling staff accepted applications and resumes for all positions including sales, marketing, business office, programming, and promotions. Aisling received numerous applications and there was a great interest from job seekers.

(b) Initiative: Wilkes Community College—Wilkes Campus—Job Fair

On March 13, 2008, Wilkes Community College held a Job Fair on their main campus. The event was open from 9am-6pm and hundreds of local merchants were there to promote their businesses. Our Sales Manager attended the Job Fair to promote the stations as well as accept general applications. Applications were received for the Programming, Sales, Business and Promotion departments. We had an overwhelming response to our new station and our job recruitment.

(c) Initiative: Appalachian State University senior broadcast marketing class.

On November 3, 2007, the Sales Manager spoke to the senior Broadcast Management class of Student Broadcasters at Appalachian State University. He spoke at the University to a group of 15-20 students, addressed the steps for entering in the radio industry, and helped judge marketing plans presented by groups of students. He also told the group about Aisling and the different employment opportunities we have including Sales, Marketing, Programming, Promotions, and the Business office.

(d) Initiative: Internship Program

Aisling offers internships in all departments at its radio stations, with an emphasis in the sales department. The internships undertaken for the period of this report gave two students the opportunity to set up and participate on-air in Bids for Bargains, a first quarter sales promotion involving an on-air auction. The interns are ASU students and receive college credit for the internships. Station personnel oversee the interns and evaluate their performance. All interns receive training and exposure to the skills necessary to have a successful career in the broadcast industry.

One senior from Appalachian State University interned with Aisling's sales department from August 2007-May 2008. Duties included gathering information about medical practices in the area and prepared a report for marketing. The Sales Manager supervised this internship.

(h) Initiative: Personnel Training

Aisling provides training to its employees based on the job description of the employee. Account Executives receive sales training and training to become familiar with all aspects of the radio process to facilitate their sales efforts. These ongoing efforts provide employees with the opportunity to develop their skills and in some instances, have resulted in promotions to higher-level positions within the company.