

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 1, 2009 to July 31, 2009.

1) **Employment Unit:** High Country ADventures, LLC “High Country” (Acquired properties March 1<sup>st</sup>, 2009)

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
High Country ADventures, 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. Account Executive-Red Team	On Air Announcement
2. Account Executive-Red Team	On Air Announcement
2. Account Executive-Red Team	Community Referral
4. Account Executive-White Team	On Air Announcement
5. Account Executive-White Team	Station Web Site, GoBlueRidge.net
6. Account Executive-Blue Team	On Air Announcement

Total Hires: 6

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

5) Job Title: Account Executive-Red Team

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	Tom Lanier	738 Blowing Rock Road, Boone NC	828-264-2411	33	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		<a href="mailto:jobbank@ncbroadcast.com/jobband.htm">jobbank@ncbroadcast.com/jobband.htm</a> <a href="http://www.ncbroadcast.com/jobba">www.ncbroadcast.com/jobba</a>	919-821-7300 919-839-0304	4	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	<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	N
GoBlueRidge.net	stevf@wecr10 23.com	Station Web Site		1	N
The Mountain Times, Watauga Democrat	classifieds@mo untaintimes.com	The Mountain Times 474 Industrial Park Drive PO Box 1815, Boone NC 28607	828-264-6397 828-262-0282	9	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
Personal Reference	various			4	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: Account Executive-Red Team

Referral Source(s) of Hire: 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	Tom Lanier	738 Blowing Rock Road, Boone NC	828-264-2411	33	N
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NC Association of Broadcasters		<a href="mailto:jobbank@ncbroadcast.com/jobband.htm">jobbank@ncbroadcast.com/jobband.htm</a> www.ncbroadcast.com/jobba	919-821-7300 919-839-0304	4	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	<a href="mailto:Debbie.furr@wilkescc.edu">Debbie.furr@wilkescc.edu</a> www.collegecentral.com/wilkescc/employer.cfm	336-838-6545	0	N
GoBlueRidge.net	stevf@wecr10 23.com	Station Web Site		1	N
The Mountain Times, Watauga Democrat	classifieds@mo untaintimes.com	The Mountain Times 474 Industrial Park Drive PO Box 1815, Boone NC 28607	828-264-6397 828-262-0282	9	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
Personal Reference	various			4	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: Account Executive-Red Team

Referral Source(s) of Hiree: Personal reference

(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	828-264-2411	33	N
Appalachian State Univ.	Heidi Williams CDC	P.O. Box 32037, Boone NC 28608	828-262-2180 828-262-2834	1	N
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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	<a href="mailto:Debbie.furr@wilkescc.edu">Debbie.furr@wilkescc.edu</a> www.collegecentral.com/wilkescc/e mployer.cfm	336-838-6545	0	N
GoBlueRidge.net	stevf@wecr10 23.com	Station Web Site		1	N
The Mountain Times, Watauga Democrat	classifieds@mo untaintimes.com	The Mountain Times 474 Industrial Park Drive PO Box 1815, Boone NC 28607	828-264-6397 828-262-0282	9	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
Personal Reference	various			4	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: Account Executive-White Team

Referral Source(s) of Hire: 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	Tom Lanier	738 Blowing Rock Road, Boone NC	828-264-2411	33	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		<a href="mailto:jobbank@ncbroadcast.com/jobband.htm">jobbank@ncbroadcast.com/jobband. htm</a> www.ncbroadcast.com/jobba	919-821-7300 919-839-0304	4	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
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Personal Reference	various			4	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: Account Executive-White Team

Referral Source(s) of Hire: GoBlueRidge.net

(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	828-264-2411	33	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		<a href="mailto:jobbank@ncbroadcast.com/jobband.htm">jobbank@ncbroadcast.com/jobband.htm</a> www.ncbroadcast.com/jobba	919-821-7300 919-839-0304	4	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
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Wilkes Community College	Debbie Furr	<a href="mailto:Debbie.furr@wilkescc.edu">Debbie.furr@wilkescc.edu</a> www.collegecentral.com/wilkescc/e mployer.cfm	336-838-6545	0	N
GoBlueRidge.net	stevf@wecr10 23.com	Station Web Site		1	N
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Personal Reference	various			4	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: Account Executive-Blue Team

Referral Source(s) of Hire: 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	Tom Lanier	738 Blowing Rock Road, Boone NC	828-264-2411	33	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		<a href="mailto:jobbank@ncbroadcast.com/jobband.htm">jobbank@ncbroadcast.com/jobband. htm</a> www.ncbroadcast.com/jobba	919-821-7300 919-839-0304	4	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
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Personal Reference	various			4	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 March 1, 2009 to July 31 2009 this Employment Unit interviewed 12 interviewees for six 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—Wilkes Campus—Job Fair

On March 12, 2009, 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.

**(b) Initiative:** Internship Program

High Country ADventures offers internships in all departments at its radio stations. The internships undertaken for the period of this report gave one student the opportunity to do news writing and on-air reporting. The intern is an ASU students. Station personnel oversee the interns and evaluate her performance. All interns receive training and exposure to the skills necessary to have a successful career in the broadcast industry.

**(c) Initiative:** Personnel Training

High Country ADventures 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.