

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period August 1, 2008 to February 28, 2009.

1) **Employment Unit:** Aisling Broadcasting of Banner Elk, LLC “Aisling” (Sale of stations closed March 1, 2009)

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

WMMY-FM – Jefferson, NC  
WZJS-FM – Banner Elk, NC  
WECR-FM – Beech Mountain, NC  
WECR-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: <a href="mailto:tom@wecr1023.com">tom@wecr1023.com</a>

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

Job Title	Recruitment Source Referring Hiree
1. Announcer	Re-hire
Total Hires: 1	

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

5) **Job Title:** Announcer (1)

**Referral Source(s) of Hiree:** Re-hire

6) **Total # of Interviewees Referred:** For the period from August 1, 2008 to February 28th 2009 this Employment Unit interviewed 1 interviewees for full-time job vacancy.

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 February 12<sup>th</sup> 2009, 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:** Appalachian State University senior broadcast marketing class.

On November 2, 2008, 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.

(c) **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. 2008-December 2008. Duties included gathering information about medical practices in the area and prepared a report for marketing. The Sales Manager supervised this internship.

(d) **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.