

EEO PUBLIC FILE REPORT FOR

WKSK RADIO West Jefferson, North Carolina

This EEO Public File Report Covers the One-Year Period Ending on July 31, 2010, and is filed in WKSK's Public Inspection File pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on July 31, 2010, the station filled the following full-time vacancies: NONE

The station did not do any interviewing or use recruitment sources to recruit during the period, as there were no vacancies in the staff. Thus, there was no activity under Attachment "A"

Listed below, in Attachment "B", is a brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

1. In September of 2009, WKSK joined Wilkes Community College, the Chamber of Commerce and the Mount Jefferson Presbyterian Church in promoting a local Job Skills Event. In addition to the stations participation in the event at the church, the station aired public service announcements and did interviews on our local talk show, The Happytime Show, prior to the event. WKSK worked with Dr. Patricia Mitchell, Director of Economic Development for the county.
2. In the fall of 2009, WKSK Operations Manager Graham Caddell contacted the School of Broadcasting at Appalachian University, explaining that we recruited from the broadcasting student body for part-time employment.
3. WKSK also encourages all station personnel to cross-train, learning as much as possible about other jobs in the organization. Due to these efforts staff members have been able to move into higher paying positions.
4. WKSK management also educates employees on the proper procedure for recruiting employees to fill full-time positions.