

Federal Communications Commission
Washington, D.C. 20554

Approved by OMB
3060-0922 (September 2002)

FOR FCC USE ONLY

FCC 397

BROADCAST MID-TERM REPORT

FOR COMMISSION USE ONLY
FILE NO.
- 20070801HSC

Legal Name of the Licensee
SAGA COMMUNICATIONS OF NORTH CAROLINA, LLC

Mailing Address
73 KERCHEVAL AVENUE

City GROSSE POINTE FARMS	State or Country (if foreign address) MI	Zip Code 48236 -
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Telephone Number (include area code) 3138867070	E-Mail Address (if available) MLOBAITO@SAGACOM.COM
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FCC Registration Number 0008227787	Facility ID Number 72070	Call Sign WTMT
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TYPE OF BROADCAST STATION:

- | | |
|--|---|
| <p>Commercial Broadcast Station</p> <p><input checked="" type="radio"/> Radio</p> <p><input type="radio"/> TV</p> <p><input type="radio"/> Low Power TV</p> <p><input type="radio"/> International</p> | <p>Noncommercial Broadcast Station</p> <p><input type="radio"/> Educational Radio</p> <p><input type="radio"/> Educational TV</p> |
|--|---|

Application Purpose

- New Program Report
- Amendment to Program Report

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

{Station List}

Station List

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WTMT	72070	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	WEAVERVILLE, NC	<input type="radio"/> Yes <input checked="" type="radio"/> No
WISE	68835	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	ASHEVILLE, NC	<input type="radio"/> Yes <input checked="" type="radio"/> No

WYSE	51155	<input checked="" type="radio"/>	CANTON, NC	<input type="radio"/>
WOXL-FM	37242	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	BILTMORE FOREST, NC	<input checked="" type="radio"/> Yes <input type="radio"/> No

SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name GARY S. SMITHWICK, ESQ.		Street Address 5028 WISCONSIN AVENUE, N.W. SUITE 301	
City WASHINGTON	State DC	Zip Code 20016-	Telephone Number 2023634560

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification].

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

Section I

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio? Yes No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent RANDY CABLE
Title VICE PRESIDENT	Telephone No. (include area code) 8282599695
Date 8/1/2007	

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

Section II

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: ANN MAYS

Title: BUSINESS MANAGER

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

Section III

MID-TERM REPORT

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

[Exhibit 1]

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Exhibit 1

Description: EEO PUBLIC FILE REPORTS 2005-2006 AND 2006-2007

SEE ATTACHED REPORTS.

Attachment 1

Description
<u>2005-2006 EEO Public File Report</u>
<u>2006-2007 EEO Public File Report</u>

EEO PUBLIC FILE REPORT

A. Full-Time Vacancies Filled During Past Year

- 1. Job Title: Account Executive Date Filled: 11/07/05
- 2. Job Title: Account Executive Date Filled: 07/18/05
- 3. Job Title: Customer Service Rep Date Filled: 02/06/05
- 4. Job Title: Customer Service Rep Date Filled: 07/05/06
- 5. Job Title: Account Executive Date Filled: 07/25/05

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1. Job Title: Account Executive Dated Filled: 11/07/05

Source	Contact Person	Address	Tel#	Referred Person Hired?
Mtn. Area Joblink	Rodney Embler	Rodney.embler@ncmail.net	828-250-4761	No
WOXL & WISE Websites				No
UNCA Career Ctr	Holly Waltemyer	hwaltemyer@unca.edu		No
NC ESC		www.esc.state.nc.us		No
Saga Website	Michelle Novak	www.sagacommunications.com		No
Mars Hill College	Gillian Bosonetto	gbosonetto@mhc.edu		No
NCAB	Gail Summerville	associationinfo@bellsouth.net		No
WISE Radio Spots	Chris Hoffman	90 Lookout Road	828-259-9695	No
		Asheville, NC 28804		
WOXL Radio Spots	Chris Hoffman	90 Lookout Road	828-259-9695	No
		Asheville, NC 28804		

2. Job Title: Account Executive Date Filled 07/18/05

Source	Contact Person	Address	Tel#	Referred Person Hired?
Mtn. Area Joblink	Rodney Embler	Rodney.embler@ncmail.net	828-250-4761	No
WOXL & WISE Websites				No
UNCA Career Ctr	Holly Waltemyer	hwaltemyer@unca.edu		No
NC ESC		www.esc.state.nc.us		No
Saga Website	Michelle Novak	www.sagacommunications.com		No
Mars Hill College	Gillian Bosonetto	gbosonetto@mhc.edu		No
NCAB	Gail Summerville	associationinfo@bellsouth.net		No
WISE Radio Spots	Chris Hoffman	90 Lookout Road	828-259-9695	No
		Asheville, NC 28804		
WOXL Radio Spots	Chris Hoffman	90 Lookout Road	828-259-9695	No
		Asheville, NC 28804		

3. Job Title: Account Executive Date Filled: 07/25/05

Source	Contact Person	Address	Tel#	Referred Person Hired?
Mtn. Area Joblink	Rodney Embler	Rodney.embler@ncmail.net	828-250-4761	No
WOXL & WISE Websites				No
UNCA Career Ctr	Holly Waltemyer	hwaltemyer@unca.edu		No
NC ESC		www.esc.state.nc.us		No
Saga Website	Michelle Novak	www.sagacommunications.com		No
Mars Hill College	Gillian Bosonetto	gbosonetto@mhc.edu		No
NCAB	Gail Summerville	associationinfo@bellsouth.net		No
WISE Radio Spots	Chris Hoffman	90 Lookout Road	828-259-9695	No
		Asheville, NC 28804		
WOXL Radio Spots	Chris Hoffman	90 Lookout Road	828-259-9695	No
		Asheville, NC 28804		

4: Job Title: Customer Service Rep Date Filled: 02/06/05

Source	Contact Person	Address	Tel#	Referred Person Hired?
WOXL & WISE Websites				No
Saga Website	Michelle Novak	www.sagacommunications.com		No
UNCA Career Ctr	Holly Waltemyer	hwaltemyer@unca.edu		No
WOXL Radio Spots	Chris Hoffman	90 Lookout Road	828-259-9695	No
		Asheville, NC 28804		

5. Job Title: Customer Service Rep Data Filled: 07/05/06

<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel#</u>	<u>Referred Person Hired?</u>
WOXL & WISE Websites				No
Mars Hill College	Gillian Bosonetto	gbosonetto@mhc.edu		No
UNCA Career Ctr	Holly Waltenyer	hwaltenyer@unca.edu		No
				828-251-6867

C. Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year:

43

D. Total Number of Interviewees For All Full-Time Vacancies Filled During the Past Year Per Recruitment/Referral Sources:

0

E. Outreach Activities

Intern Program

Description of Initiative:

Brandon Gamble Interned January 30, 2006 through April 28, 2006. He went on sales calls, help development specialty company, observed board ops, and assisted at various station events.

Kristin Baldwin & C.J. Storie Interned May 15, 2006 through July 15th, 2006. They worked to put together a sports book for the stations that would contain high school football schedules and sponsor ads.

EEO PUBLIC FILE REPORT
(Due in file & websites 8/1/07)

A. Full-Time Vacancies Filled During Past Year

- | | |
|---|-----------------------|
| 1. Job Title: Business Manager | Date Filled: 07/09/07 |
| 2. Job Title: Chief Engineer | Date Filled: 03/15/07 |
| 3. Job Title: Remote Technician / Promotions Assistant | Date Filled: 08/22/06 |
| 4. Job Title: Website Administrator / Marketing Specialist | Date Filled: 09/11/06 |
| 5. Job Title: Traffic Manager | Date Filled: 08/02/06 |
| 6. Job Title: Account Executive / Sales Assistant / Customer Service Representative | Date Filled: 09/26/06 |
| 7. Job Title: Account Executive / Sales Assistant / Customer Service Representative | Date Filled: 04/02/07 |
| 8. Job Title: Program Director | Date Filled: 07/30/07 |
| 9. Job Title: Announcer | Date Filled: 07/02/07 |

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1. Job Title: Business Manager			Dated Filled: 07/09/07	
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel#</u>	<u>Referred Person Hired?</u>
Saga Website	Michelle Novak	www.sagacommunications.com		No
WISE Radio Spots	Chris Hoffman	1190 Patton Ave. Asheville, NC 28806	828-259-9695	No
WOXL Radio Spots	Chris Hoffman	1190 Patton Ave. Asheville, NC 28806	828-259-9695	No
Iwanna Newspaper	Classified Advertising	991 Sweeten Creek Rd. Asheville, NC	828-274-2222	No
Monster.com		https://hiring.monster.com/		No
NC ESC		www.esc.state.nc.us		No
Robert Half International	Sara McCue	Greenville, SC		Yes
Craigslist Job Postings		www.craigslist.org		No

2. Job Title: Engineer			Date Filled 03/15/07	
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel#</u>	<u>Referred Person Hired?</u>
Saga Website	Michelle Novak	www.sagacommunications.com		No
Prism Business Media / Broadcast Engineering Magazine			484-478-0154	
	Susan Schaefer	sschaefer@prismb2b.com		No
National Assn of Broadcast Engineers		www.nab.org	Online Job Postings	No
Radio World Magazine	Claudia Van Veen		800-336-3045, ext. 154	No
Society of Broadcast Engineers		www.sbe.org	SBE Jobs Online	No

3: Job Title: Remote Tech/Promotions Ass't			Date Filled: 08/22/06	
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel#</u>	<u>Referred Person Hired?</u>
WOXL Website		www.965woxl.com		No
UNC-Asheville Career Center Website		career@unca.edu		No
Mtn. Area Joblink	Rodney Embler	Rodney.embler@ncmail.net	828-250-4761	No

4. Job Title: Website Administrator / Marketing Specialist			Date Filled: 09/11/06	
<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel#</u>	<u>Referred Person Hired?</u>
Saga Website	Michelle Novak	www.sagacommunications.com		No
Mtn. Area Joblink	Rodney Embler	Rodney.embler@ncmail.net	828-250-4761	No

UNC-Asheville Career Center Website	career@unca.edu			No
Mars Hill College	Gillian Bosonetto	gbosonetto@mhc.edu		No
WOXL & WISE Websites	www.965woxl.com & www.1310bigwise.com			No
WISE Radio Spots	Chris Hoffman	1190 Patton Ave. Asheville, NC 28806	828-259-9695	No
WOXL Radio Spots	Chris Hoffman	1190 Patton Ave. Asheville, NC 28806	828-259-9695	No

5. Job Title: Traffic Manager

Date Filled: 08/02/06

<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel#</u>	<u>Referred Person Hired?</u>
Saga Website	Michelle Novak	www.sagacommunications.com		No
WOXL & WISE Websites		www.965woxl.com & www.1310bigwise.com		No
Asheville Citizen-Times	Erin Hogan	14 O'Henry Ave. Asheville, NC 28801	828-232-5961	No

6. & 7. Job Title: Account Executive / Sales Assistant

Date Filled: 04/02/07

<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel#</u>	<u>Referred Person Hired?</u>
WOXL Radio Spots	Chris Hoffman	1190 Patton Ave. Asheville, NC 28806	828-259-9695	No
Hendersonville News	Debbie Owen		828-694-7841	No
Mtn. Area Joblink	Rodney Embler	Rodney.embler@ncmail.net	828-250-4761	No
Mars Hill College	Gillian Bosonetto	gbosonetto@mhc.edu		No
WOXL & WISE Websites		www.965woxl.com & www.1310bigwise.com		No
Saga Website	Michelle Novak	www.sagacommunications.com		No

8. Program Director

Date Filled: 07/30/07

Saga Website	Michelle Novak	www.sagacommunications.com		No
AllAccess.com Job Listings		www.allaccess.com		No

9. Announcer

Date Filled: 07/02/07

Saga Website	Michelle Novak	www.sagacommunications.com		No
AllAccess.com Job Listings		www.allaccess.com		No

C. Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year:

48

D. Total Number of Interviewees For All Full-Time Vacancies Filled During the Past Year Per Recruitment/Referral Sources:

1

E. Outreach Activities

Intern Program

Description of Initiative:

Blue Ridge Homes provides direct training to persons with developmental disabilities in various community job sites. Clients of Blue Ridge Homes visited our facilities in order to "sample" jobs available in radio in the Asheville community on October 19, 2006 and October 26, 2006.

Jamie Scott interned February 6, 2007 through May 2007. She provided 120 hours of work by assisting at remote broadcasts, copy writing, operating the soundboard, and assisting with prize machine events.