

**WCDK-FM & WEIR-AM  
Annual EEO Public File Report**

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WCDK-FM licensed to Cadiz, OH and WEIR-AM licensed to Weirton, WV and is required to be placed in the public inspection files of these stations and posted on their websites. The information contained in this report covers the time period beginning June 1, 2016 up to and including May 31, 2017. The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by WCDK and WEIR comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the requirement source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 (under the column entitled "Full-time Positions for Which This Source Was Utilized") refer to the number of the full-time positions listed on Appendix 1.

**Appendix 1.**

There were five (5) full-time vacancies during the above EEO time period. Three (3) Marketing Consultants, one (1) General Broadcast/Office Assistant, and one (1) General Manager.

**Appendix 2.**

The following recruitment sources were used in reference to the full-time vacancies filled during the above EEO time period:

Herald Star/Weirton Daily/Intelligencer Newspaper  
401 Herald Square  
Stuebenville, OH 43952  
Contact: Cindy Steinman

Ohio Association of Broadcasters  
88 East Broad St. #1180  
Columbus, OH 43215  
(614) 228-4052  
Contact person: Patti Geary

OhioMeansJobs.com (Ohio Job Service)  
Phone: (888) 296-7541  
Contact Person: self-administered

National Organization of Women  
([www.now.org](http://www.now.org))  
\*sent email notification of opening to WV NOW

NAACP  
Steubenville Branch #3203  
PO Box 1111  
Steubenville, OH 43952

106.3 The River (on-air)  
2307 Pennsylvania Avenue  
Weirton, WV 26062  
(304) 723-1444  
Contact person: self-administered

106.3 The River (website)  
2307 Pennsylvania Avenue  
Weirton, WV 26062  
(304) 723-1444  
Contact person: self-administered

WEIR 1430 (on-air)  
2307 Pennsylvania Avenue  
Weirton, WV 26062

(304) 723-1444

Contact person: self-administered

WEIR 1430 (website)

2307 Pennsylvania Avenue

Weirton, WV 26062

(340) 723-1444

Contact person: self-administered

West Virginia Broadcaster's Association

140 7th Avenue

South Charleston, WV 25309-1452

(304) 744-2143

Contact person: Michele Crist

Workforce West Virginia Career Center

([www.workforcewv.org](http://www.workforcewv.org))

100 Municipal Plaza

Suite 350

Weirton, WV 26062

Phone: (304) 794-2000

Contact person: self-administered

West Liberty University

101 Faculty Drive

West Liberty, WV 26074-0295

Phone: (304) 336-5000

Priority Communications Company Newsletter

Emailed and dispersed to all Priority Communications employees

Robinson – Moon [www.Patch.com](http://www.Patch.com) – Self Administered

WEIR Facebook Page – Self Administered

**Appendix 3.**

The following is documentation of positions, recruitment sources used, and the number of candidates interviewed for each of the five (5) full time vacancies for the period of June 1, 2016 through May 31, 2017.

## **Marketing Consultant**

Herald Star/Weirton Daily/Intelligencer Newspaper  
401 Herald Square  
Stuebenville, OH 43952  
Contact: Cindy Steinman  
# of interviewees Referred: 1

WEIR 1430 (on-air)  
2307 Pennsylvania Avenue  
Weirton, WV 26062  
(304) 723-1444  
Contact person: self-administered  
# of interviewees referred: 0

106.3 The River (on-air)  
2307 Pennsylvania Avenue  
Weirton, WV 26062  
(304) 723-1444  
Contact person: self-administered  
# of interviewees referred: 1

WEIR 1430 (website)  
2307 Pennsylvania Avenue  
Weirton, WV 26062  
(304) 723-1444  
Contact person: self-administered  
# of interviewees referred: 2

Workforce West Virginia Career Center  
([www.workforcewv.org](http://www.workforcewv.org))  
100 Municipal Plaza  
Suite 350  
Weirton, WV 26062  
Phone: (304) 794-2000  
Contact person: self-administered

NAACP

Steubenville Branch #3203  
PO Box 1111  
Steubenville, OH 43952  
# of interviewees referred: 0

National Organization of Women  
([www.now.org](http://www.now.org))  
# of interviewees referred: 0

OhioMeansJobs.com (Ohio Job Service)  
Phone: (888) 296-7541  
Contact Person: self-administered  
# of interviewees referred: 0

Ohio Association of Broadcasters  
88 East Broad St. #1180  
Columbus, OH 43215  
(614) 228-4052  
Contact person: Patti Geary  
# of interviewees referred: 0

West Virginia Broadcaster's Association  
140 7th Avenue  
South Charleston, WV 25309-1452  
(304) 744-2143  
Contact person: Michele Crist  
# of interviewees referred: 0

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Robinson – Moon [www.Patch.com](http://www.Patch.com) – Self Administered

WEIR Facebook Page – Self Administered

Professional Referral: 5

Indeed.com – (we did not advertise on this website however)

# of Interviewees Referred: 1

### **General Broadcast/Office Assistant**

Herald Star/Weirton Daily/Intelligencer Newspaper

401 Herald Square

Stuebenville, OH 43952

Contact: Cindy Steinman

# of interviewees Referred: 0

WEIR 1430 (on-air)

2307 Pennsylvania Avenue

Weirton, WV 26062

(304) 723-1444

Contact person: self-administered

# of interviewees referred: 0

106.3 The River (on-air)

2307 Pennsylvania Avenue

Weirton, WV 26062

(304) 723-1444

Contact person: self-administered

# of interviewees referred: 0

WEIR 1430 (website)

2307 Pennsylvania Avenue

Weirton, WV 26062

(340) 723-1444

Contact person: self-administered

# of interviewees referred: 0

Workforce West Virginia Career Center

([www.workforcewv.org](http://www.workforcewv.org))

100 Municipal Plaza  
Suite 350  
Weirton, WV 26062  
Phone: (304) 794-2000  
Contact person: self-administered

OhioMeansJobs.com (Ohio Job Service)  
Phone: (888) 296-7541  
Contact Person: self-administered  
# of interviewees referred: 0

Ohio Association of Broadcasters  
88 East Broad St. #1180  
Columbus, OH 43215  
(614) 228-4052  
Contact person: Patti Geary  
# of interviewees referred: 0

West Virginia Broadcaster's Association  
140 7th Avenue  
South Charleston, WV 25309-1452  
(304) 744-2143  
Contact person: Michele Crist  
# of interviewees referred: 0

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Professional Referral: 1

### **General Manager**

Herald Star/Weirton Daily/Intelligencer Newspaper  
401 Herald Square

Stuebenville, OH 43952  
Contact: Cindy Steinman  
# of interviewees Referred: 0

WEIR 1430 (on-air)  
2307 Pennsylvania Avenue  
Weirton, WV 26062  
(304) 723-1444  
Contact person: self-administered  
# of interviewees referred: 0

106.3 The River (on-air)  
2307 Pennsylvania Avenue  
Weirton, WV 26062  
(304) 723-1444  
Contact person: self-administered  
# of interviewees referred: 0

WEIR 1430 (website)  
2307 Pennsylvania Avenue  
Weirton, WV 26062  
(340) 723-1444  
Contact person: self-administered  
# of interviewees referred: 1

NAACP  
Steubenville Branch #3203  
PO Box 1111  
Steubenville, OH 43952  
# of interviewees referred: 0

National Organization of Women  
([www.now.org](http://www.now.org))  
# of interviewees referred: 0

Ohio Association of Broadcasters



88 East Broad St. #1180  
Columbus, OH 43215  
(614) 228-4052  
Contact person: Patti Geary  
# of interviewees referred: 0

West Virginia Broadcaster's Association  
140 7th Avenue  
South Charleston, WV 25309-1452  
(304) 744-2143  
Contact person: Michele Crist  
# of interviewees referred: 0

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Professional Referral: 2

LinkedIn Networking Website - 1

#### **Appendix 4.**

Total interviewees:

Marketing Consultant (3) Hired: Total Interviewees – 10

General Broadcast/Office Assistant (1) Hired: Total Interviewees – 1

General Manager (1) Hired: Total Interviewees - 4

## **Appendix 5.**

### **EEO Initiatives:**

Priority Communications has been involved with the following EEO initiatives:

Priority Communications also participated in the Steubenville City Schools Fourth Grade Career Day that was held on May 15, 2017 at the Wells Academy gymnasium. At this event Priority Communication's employees were able to discuss their careers in the radio and broadcasting industry with the attendants and answer questions they had about the industry.

Melissa Varischetti attended a job fair that was held on March 29, 2017 at the DuBois Campus. At the job fair Melissa was able to network with recent college graduates regarding the radio and communications industry. This event was also open to the public. There were approximately 30 employers from the community that participated in the event.

Joe Klepack attended a Career Day for 4th graders at the Stuebenville City Schools. The Career Day was held on May 11th 2016. During the Career Day Joe set up remote broadcast equipment and had the students do mock remote football broadcasts. Joe also answered questions about the industry and informed them about different career opportunities available in the radio and broadcasting industry.

On April 28th 2016 Melissa Varischetti attended a job fair that was held at BC3 Brockway. This event was held at the BC3 campus from 10am – 2pm. During this job fair Melissa was able to network with various job seekers about employment opportunities available with Priority Communications.

Jay Philipponne attended a seminar sponsored by the West Virginia Broadcasters Association on April 9, 2016. The seminar was presented by Jackson Kelly PLLC on the requirements of the Federal Communication's Equal Employment Opportunities regulation. The seminar focused on training management level personnel in the methods of ensuring equal employment opportunity and preventing discrimination.

Jay Philipponne completed an intensive two day Broadcast Management Seminar in creative and innovative radio broadcast sales, management, programming, and engineering ideas. This seminar was held on May 20, 2015 in Honolulu, Hawaii. This organization is an exclusive group of 100 radio stations in the USA, Canada, Australia, and New Zealand, dedicated to the pursuit of high professional, intellectual and personal standards; outstanding leadership and contributions to the field of commercial radio broadcasting.

Melissa Varischetti represented Priority Communications at the Penn State DuBois Networking and Career Fair that was held on April 1, 2015. This event was held at the Penn State DuBois campus and

during the event Melissa had the opportunity to talk with various job seekers about employment opportunities available with Priority Communications.

On March 7, 2015 President and General Manager Jay Philipponne attended a seminar sponsored by the West Virginia Broadcasters Association. The seminar focused on training management level personnel in the methods of ensuring equal employment opportunity and preventing discrimination. The seminar was sponsored by the West Virginia Broadcaster's Association and presented by Jackson Kelly PLLC.