

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, 2011 to and including May 31, 2012. 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), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree 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 two (2) full-time vacancies during the above EEO time period.

Appendix 2.

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

Marketing Consultant (filled December 2011):

Herald Star/Weirton Daily Times/Intelligencer
401 Herald Square
Steubenville, OH 43952
(740) 283-4711
Contact person: Cindy Steineman
of interviewees referred: 4

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

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
(304) 723-1444
Contact person: self-administered

Ohio Association of Broadcasters
88 East Broad St. #1180
Columbus, OH 43215
(614) 228-4052
Contact person: Patti Geary
of interviewees: 1

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

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

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

National Organization of Women
(www.now.org)
*sent email notification of opening
to WV NOW

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

Word of Mouth: 1

Progress Alliance
Steubenville, OH 43952
of interviewees: 1

Secretary/Receptionist (filled April 2012):

Herald Star/Weirton Daily Times/Intelligencer
401 Herald Square
Steubenville, OH 43952
(740) 283-4711
Contact person: Cindy Steineman
of interviewees: 2

Monster.com (
of interviewees: 1

OhioMeansJobs.com (Ohio Job Service)
Phone: (888) 296-7541
Contact Person: self-administered
of interviewees: 1

Workforce West Virginia Career Center
(www.workforcewv.org)
100 Municipal Plaza
Suite 350
Weirton, WV 26062
Phone: (304) 794-2000
Contact person: self-administered
of interviewees: 3

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

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

National Organization of Women
(www.now.org)
*sent email notification of opening
to WV NOW

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

WTOV9
of interviewees: 1

Appendix 3.

Marketing Consultant: Word of Mouth
Secretary/Receptionist: Workforce WV Career Center

Appendix 4.

Total interviewees for (1) Marketing Consultant position: 8

Total interviewees for (1) Secretary/Receptionist position: 8

Appendix 5.

EEO Initiatives:

Priority Communications has been involved with the following EEO initiatives:

WDSN and WCED's Beth Walters participated in a webinar entitled "Collaboration for Diversity and Business Success" on September 28th, 2011. The webinar addressed how to make the business case for a diverse workforce, discussed common myths, concerns and challenges, gave insight on how to include key players in a successful diversity strategy, and how to employ strategic practices that lead to successful inclusion.

On July 11th 2011, On Air Personality Doug Marlin hosted a tour of Boy Scouts at the Priority Communications (WCDK/WEIR) studios. Mr. Marlin led the group in attendance on a tour of the facility, including the production and news studios. He explained the opportunities available in the radio industry and in particular at WCDK and WEIR.

Beth Walters of Priority Communications attended JobExpo.Comm 2012 on Friday, March 23rd, 2012. The job fair was held at Pennsylvania State University in State College, PA. The College of Communications hosts this yearly event for graduating

students seeking employment in the communications, broadcasting and advertising fields. Ms. Walters discussed the opportunities at Priority Communications with newly graduated students and those about to graduate in the next several months.

On Wednesday, April 25th, 2012 Priority Communications was a part of the Ohio Valley Job Fair. The event was held from 12pm to 4pm at the Fort Steuben Mall in Steubenville, OH. Both undergraduate students and alumni were invited to explore job opportunities in the area. Priority Communications' representative Michelle Turklay met with attending students and discussed the potential opportunities with our radio stations.

Al Lockwood of Priority Communications attended the 22st Annual Career Choices Day at the DuBois Area Middle School on Tuesday, May 8th, 2012. This is a cooperative project focusing on introducing middle school students to various career choices, the personnel that may inspire one's choice, as well as providing information that may stimulate a student's aspirations. Mr. Lockwood discussed various job opportunities in broadcasting and the radio industry, as well as the opportunities with all of the Priority Communications stations.

In conjunction with the DuBois Area High School, Priority Communication's Lindsey Schoening joined other community leaders and interviewed some 40 high school students in a "mock" interview situation, and also coached them on job seeking skills. This was part of the Senior Graduation Project the high school implemented and included Ms. Schoening performing a review of student resumes and portfolios---for students interested in communications and a variety of other fields. The event took place May 23rd, 2012 from noon to 3pm.

Priority Communications President and General Manager Jay Philipppone has established a scholarship program in conjunction with the Upper Ohio Valley Italian Festival, which is designed to assist students interested in pursuing a career in broadcasting. This \$750.00 scholarship is given away annually in memory of Mike Sinicropi, a former Priority Communications employee, who was an integral part of the festival, the community and local broadcasting.

II. Narrative Statement (Exhibit 3)

Priority Communications, OH LLC (WCDK/WEIR) has achieved broad and inclusive outreach during the past two year period by continuing to recruit our employees from a broad spectrum of resources. WCDK and WEIR have made it a priority to explore a variety of recruiting resources including, but not limited to print (newspapers), industry organizations, non-profit groups, educational institutions, website and internet resources, and state job service/employment organizations.

Priority Communications staff serves on a number of community service organization boards and committees in order to remain connected to the areas we serve and remain an integral part of the community. This connection helps to increase our presence and public awareness of opportunities we have available.

We continue to seek new and innovative approaches to recruiting top candidates from all spectrums of society, and take advantage of any educational opportunities such as diversity seminars and training.

We also foster interest in the communities we serve by providing two scholarships for students pursuing careers in broadcasting and the media.