

**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, 2012 to and including May 31, 2013. 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 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 three (3) 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:

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)
*sent email notification of opening
to WV NOW

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

TVandRadioJobs.com
Contact person: Self administered

Radio.jobamatic.com
Contact person: Self administered

Radio Sales Today
Radio Advertising Bureau
Contact person: Bob Lawrence
Phone: (888) 276-2729
Email: blawrence@rab.com
of interviewees referred: 6

Radio Advertising Bureau website
www.rab.com
of interviewees referred: 1

Radio Ink-The Voice of Radio Revolution
Contact: Olga
Email: tomelmo@radioink.com

Radio & Television Business Report
www.rbr.com

Professional referrals: 2

**Marketing
Consultant:**

Herald Star/Weirton Daily Times/Intelligencer
401 Herald Square
Steubenville, OH 43952
(740) 283-4711
Contact person: Cindy Steineman
of interviewees referred: 3

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

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

West Liberty University
101 Faculty Drive
West Liberty, WV 26074-0295
Phone: (304) 336-5000
of interviewees referred: 1

Franciscan University
1235 University Blvd.
Steubenville, Ohio 43952
Phone: (740) 283-3771
of interviewees referred: 1

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

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

Linked In:
of interviewees referred: 2

Professional referrals: 3

Appendix 3.

General Manager/Sales Manager: Radio Sales Today

Marketing Consultants (2): Professional Referral: (1)
Linked In: (1)

Appendix 4.

Total interviewees:

General Manager/Sales Manager: 9
Marketing Consultant positions: 11

Appendix 5.

EEO Initiatives:

Priority Communications has been involved with the following EEO initiatives:

Beth Walters attended a webinar entitled “Navigating the FCC’s Equal Employment Opportunity Rules” presented by David Oxenford of Davis, Wright, Tremain, LLP. The webinar was held on Tuesday, June 5th 2012 in conjunction with the Pennsylvania Association of Broadcasters and was designed to inform broadcasters of current EEO requirements and emphasize the benefits of diversity.

Priority Communications joined area businesses as a participant in a Disability Awareness Fair presented by The Arc of Jefferson and Clearfield Counties and Penn State DuBois. The event was held Wednesday, October 10th, 2012 from 10:30am to 1:30pm on the Penn State DuBois campus. The fair offered an opportunity for local employers and prospective employees to have a dialogue regarding job opportunities, qualifications and expectations. Information was provided by the Arc on the strengths of those with disabilities, as well as the benefits and incentives for hiring a person with a disability. In addition, the event also included a disability simulation and a “Dress for Success” session.

On February 23, 2013 Priority Communications owner Jay Philipponne attended a seminar on the requirements of the Federal Communications Commission’s Equal Employment Opportunities regulation. 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.

On March 27th, 2013, Priority Communications was represented at the Inaugural Penn State Networking and Career Fair. The event was held from 11:30am to 5:00 pm at the Penn State DuBois campus. Representative Melissa Varischetti talked with job seekers,

students and alumni, throughout the afternoon about career opportunities with Priority Communications' radio stations.

Ian Lindemuth of Priority Communications attended the 23rd Annual Career Choices Day at the DuBois Area Middle School on Tuesday, May 7th, 2013. 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. Lindemuth discussed various job opportunities in broadcasting and the radio industry, as well as the opportunities with all of the Priority Communications stations.

Priority Communications President and General Manager Jay Philippon 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.