

WDSN-FM/WCED-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: WDSN-FM licensed to Reynoldsville, Pennsylvania and WCED-AM licensed to DuBois, PA and is required to be placed in the public inspection files of this station and posted on their website. The information contained in this report covers the time period beginning March 22, 2018 to and including March 21, 2019. The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by WDSN and WCED 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 2 full-time vacancies filled during the above EEO time period: The two full-time positions filled were both Marketing Consultants

Appendix 2.

The sources used to recruit for our 2 full-time vacancies during the above EEO time period were as follows:

2 Marketing
Consultants:

Black & White Business Solutions
12 West Long Avenue
DuBois, PA 15801
(814) 590-6221
Contact: Melissa Varischetti
of interviewees referred: 2

PA CareerLink
PA Department of Labor & Industry
Bureau of Work Force Development Partnership
20 North 6th Street
DuBois, PA 15801
(814) 371-0250
Contact: Karen Mayes

Sunny 106 WDSN Radio
12 West Long Avenue
DuBois, PA 15801
(814) 375-5260
Contact person: Lori Lewis
#of interviewees referred: 1

News-Talk Radio WCED
12 West Long Avenue
DuBois, PA 15801
(814) 375-5260
Contact person: Lori Lewis

WDSN Website
12 West Long Avenue
DuBois, PA 15801
(814) 375-5260
Contact person: Lori Lewis
of interviewees referred: 1

WCED Website
12 West Long Avenue
DuBois, PA 15801
(814) 375-5260
Contact person: Lori Lewis

NAACP
4805 Mt. Hope Drive
Baltimore, MD 21215

National Organization for Women
1100 H Street NW, Suite 300
Washington, DC 20005

Penn State DuBois
1 College Pl,
DuBois, PA 15801
Contact: Anna Akitunde

Professional Referral:
of interviewees referred: 4

Appendix 3

Marketing Consultant: 2 hired – Referral

Appendix 4.

Total Interviewees:

Marketing Consultant: 8

Appendix 5.

EEO Initiatives:

WDSN-FM and WCED-AM have been involved with the following EEO initiatives:

Continued membership in the “411 Networkers” group, which meets weekly to exchange information on professional issues, including business events and community outreach. Weekly meetings allow station representatives to reach business professionals from various industries in the community and when appropriate, promote any professional opportunities and job vacancies within the company.

In October of 2017 Melissa Varischetti participated in the webinar training “The Changing Face of the FCC’s EEO Rule 2017. The webinar was presented by Pillsbury Law and covered various topics about recruiting effectively and ensuring you are complying with FCC EEO rules.

The stations also participated in a job fair that was held at Lock Haven University’s Clearfield campus on November 16, 2017. This job fair was open to all majors at the university and was also open to the public. Melissa Varischetti attended the job fair on behalf of the stations. During the 3-hour job fair Melissa was able to talk with several students and various people from the local community about job opportunities available with WDSN-FM and WCED-AM.

Melissa Varischetti attended the 6th Annual Networking and Career Fair that was held on March 28, 2018 at Penn State DuBois campus. Approximately 30 different employers attended the event which was open to graduating Penn State students and also the general public. During the career fair Melissa was able to network with local job seekers about the career opportunities available with Priority Communications.

The Ohio Association of Broadcasters offered a webinar series in regards to hiring and recruiting. Melissa Varischetti participated in two of the webinars that the series offered. One of these webinars was held on June 13, 2018 which was about “Positioning Opportunities”. This training focused on recruiting tips specific to the radio industry when trying to hire during a tough market. The second webinar was held on June 27, 2018. This webinar focused on “Interviewing for Better Hiring”. Each webinar was approximately one hour long with time for questions and answers at the end of the presentation.

On Feb 18, 2019 Emma Stevenson came in to job shadow in programming and news. Emma is a senior at Oil City High School and is extremely interested in radio broadcasting. She will be attending Slippery Rock in the fall with a concentration in Radio Broadcasting. Emma came in at 8am and followed Marissa Rigatti's morning show, voice-tracking, production work, and news writing with Brittany Madera. Emma stayed and observed Production Manager Lou Jordan for a few hours as he described the process of making a commercial. Emma spend a total of 5 hours at the station.

On March 13, 2019 local Boy Scout troop 64 took a tour of the stations and used our front lobby to sell popcorn to the local community. During this time Production Manager, Lou Jordan, showed them our news room, production, and both live studio booths. The boys will return to volunteer their time at our Annual Kids Fair on Sunday March 31, 2019 and will then receive their Radio merit badge.

