

## 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, 2015 to and including March 21, 2016. 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 6 full time vacancies filled during the above EEO time period: 3 Marketing Consultants, 1 News and Community Events Reporter, 1 Digital Sales, and 1 On Air Talent.

#### Appendix 2.

The sources used to recruit for our 6 full time vacancies during the above EEO time period were as follows:

Marketing  
Consultant:

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 WorkForce Development Partnership  
20 North 6<sup>th</sup> Street  
DuBois, PA 15801  
(814) 371-0250  
Contact: Peggy Johnson

Sunny 106 WDSN Radio  
12 West Long Avenue  
DuBois, PA 15801  
(814) 375-5260  
Contact person: Lori Lewis  
# of interviewees referred: 2

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

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

Courier Express/Tri County Sunday  
500 Jeffers Street  
DuBois, PA 15801  
(814) 371-4200

Penn State DuBois  
College Place  
DuBois, PA 15801  
(814) 375-4700  
Contact person: Anna Akintunde

DuBois Business College  
1 Beaver Drive  
DuBois, PA 15801  
(814) 371-6920  
Contact person: Barb Martini

Clarion University  
840 Wood St, Clarion, PA 16214  
(814) 393-2000  
Contact Person: Nancy Harriger

NAACP  
Steubenville Branch Unit #3202  
P.O. Box 111  
Steubenville, OH 43952

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

Pennsylvania Association of Broadcasters  
8501 Paxton Street  
Hummelstown, PA 17036  
(717) 482-4820  
[www.pab.org](http://www.pab.org)  
Contact person: Gail Ponti

Zip Recruiter  
[www.ziprecruiter.com](http://www.ziprecruiter.com)  
# of interviewees referred: 2

Professional Referral:  
# of interviewees referred: 2

**News and Community  
Event Reporter:**

Black & White Business Solutions  
12 West Long Avenue  
DuBois, PA 15801  
(814) 590-6221  
Contact: Melissa Varischetti  
# of interviewees referred: 1

Clarion University Communications  
Department 840 Wood Street  
Clarion, PA 16214  
(800) 672-7171  
Contact: Nancy Harriger

DuBois Business College 1 Beaver Drive  
DuBois, PA 15801  
(814) 371-6920  
Contact person: Barb Martini

Courier Express/Tri County Sunday 500  
Jeffers Street  
DuBois, PA 15801  
(814) 371-4200

PA CareerLink  
PA Department of Labor & Industry  
Bureau of WorkForce Development Partnership 20 North 6th  
Street  
DuBois, PA 15801  
(814) 371-0250  
Contact: Peggy Johnson

Sunny 106 WDSN  
12 West Long Avenue DuBois, PA  
15801  
(814) 375-5260  
Contact person: Lori Lewis

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

Penn State DuBois  
College Place DuBois, PA 15801  
(814) 375-4700  
Contact person: Anna Akintunde

Pennsylvania Association of Broadcasters  
8501 Paxton Street  
Hummelstown, PA 17036  
www.pab.org  
Contact person: Gail Ponti

NAACP  
Steubenville Branch Unit #3202  
P.O. Box 111  
Steubenville, OH 43952

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

All Access website  
[www.allaccess.com](http://www.allaccess.com)

Sunny 106 Company Newsletter

Professional Referral:  
# of interviewees referred:2

**Digital Sales:**

Black & White Business Solutions  
12 West Long Avenue  
DuBois, PA 15801  
(814) 590-6221  
Contact: Melissa Varischetti  
# of interviewees referred: 1

PA CareerLink  
PA Department of Labor & Industry  
Bureau of WorkForce Development Partnership  
20 North 6th Street  
DuBois, PA 15801  
(814) 371-0250  
Contact: Peggy Johnson

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

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

Courier Express/Tri County Sunday  
500 Jeffers Street  
DuBois, PA 15801  
(814) 371-4200

Penn State DuBois  
College Place DuBois, PA 15801  
(814) 375-4700  
Contact person: Anna Akintunde

DuBois Business College 1 Beaver Drive  
DuBois, PA 15801  
(814) 371-6920  
Contact person: Barb Martini

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

Pennsylvania Association of Broadcasters  
8501 Paxton Street  
Hummelstown, PA 17036  
(717) 482-4820  
[www.pab.org](http://www.pab.org)  
Contact person: Gail Ponti

Sunny 106 Company Newsletter

Professional Referral:  
# of interviewees referred: 1

**On Air Talent**

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

PA CareerLink  
PA Department of Labor & Industry  
Bureau of WorkForce Development Partnership  
20 North 6th Street  
DuBois, PA 15801  
(814) 371-0250  
Contact: Peggy Johnson

Courier Express/Tri County Sunday 500 Jeffers Street  
DuBois, PA 15801  
(814) 371-4200

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

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

Penn State DuBois  
College Place DuBois, PA 15801  
(814) 375-4700  
Contact person: Rebecca Pennington

DuBois Business College 1 Beaver Drive  
DuBois, PA 15801  
(814) 371-6920  
Contact person: Barb Martini

Clarion University  
840 Wood St, Clarion, PA 16214  
(814) 393-2000  
Contact Person: Nancy Harriger

NAACP  
Steubenville Branch Unit #3202  
P.O. Box 111  
Steubenville, OH 43952

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

Pennsylvania Association of Broadcasters  
8501 Paxton Street  
Hummelstown, PA 17036  
www.pab.org  
Contact person: Gail Ponti

All Access website  
[www.allaccess.com](http://www.allaccess.com)  
# of interviewees referred: 1

Professional Referral:  
# of interviewees referred: 3



Appendix 3

Marketing Consultant:	3 hired – Zip Recruiter, Black & White, Referral
News and Community Events:	Professional Referral
Digital Sales:	Position has not been filled
On Air Talent:	Professional Referral

Appendix 4.

Total Interviewees:

Marketing Consultant:	8
News and Community Events:	3
Digital Sales:	2
On Air Talent:	5

## Appendix 5.

### EEO Initiatives:

Priority Communications has been involved with the following EEO initiatives:

Priority Communications participated in the Ohio Association of Broadcasters Virtual Job Fair held November 3rd – the 7th, 2014. The event provided Priority Communications with the opportunity to educate the public regarding available career opportunities. Employers registered online, posted job openings and monitored questions from job seekers.

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

Priority Communications President, Jay Phillipone attended an EEO Initiative seminar that was held on March 7th, 2015. This seminar was sponsored by the West Virginia Broadcasters Association. Jackson Kelly PLC presented 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.

Priority Communications was a participant in the annual Networking and Career Fair, hosted by Penn State DuBois on April 1st, 2015 from 1:00pm to 3:00pm. Melissa Varischetti represented Priority Communications’ stations and spoke with newly graduated students, and those about to graduate, regarding local opportunities in broadcasting at Priority Communications. Attendees were able to submit applications at the event, which included nearly 30 area businesses.

The international Broadcasters Idea Bank held a spring convention on May 20<sup>th</sup>, 2015. Jay Phillipone attended as the President of Priority Communications. This organization is an exclusive group of 100 radio stations located 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.

Priority Communications has also participated in the SESAC Radio and New Media Scholarship, which will award one scholarship of \$10,000 to a junior or senior at a college or university that offers undergraduate training in radio broadcasting and/or song writing related programs, such as advertising, digital media, communications, journalism, or music composition studies. Applications for this scholarship were to be received no later than March 7, 2016.

