

MARCH 2017 - MARCH 2018
WDSN- WCED Annual EEO
PUBLIC FILE REPORT

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, 2017 to and including March 21, 2018. 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 3 full-time and 1 part-time vacancies filled during the above EEO time period: 2 Marketing Consultants, 1 Sales Assistant, and 1 Part Time Office Assistant.

Appendix 2.

The sources used to recruit for our 3 full-time and 1 part-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

PA CareerLink
PA Department of Labor & Industry
Bureau of Work Force Development Partnership
20 North 6 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

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

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

Professional Referral:
of interviewees referred: 3

Walk In Referrals:
of Interviewees referred: 2

Sales

Assistant:

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

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

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

NAACP
National Headquarters
4805 Mt. Hope Drive
Baltimore, MD 21215

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

Professional Referral:
of interviewees referred: 1

**Part-Time Office
Assistant:**

Black & White Business Solutions
12 West Long Avenue
DuBois, PA 15801
(814) 590-6221
Contact: Melissa Varischetti
of interviewees referred: 8

PA CareerLink

PA Department of Labor & Industry
Bureau of WorkForce Development Partnership
20 North 6th Street
DuBois, PA 15801
(814) 371-0250
Contact: Karen Mayes
of interviewees referred: 2

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

NAACP
4805 Mt. Hope Drive
Baltimore, MD 21215

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

Marketing Consultant: 2 hired – Referral
Sales Assistant: 1 Hired – Referral
Part-Time Office Assistant: 1 Hired – Black & White Business Solutions

Appendix 4.

Total Interviewees:

Marketing Consultant: 6
Sales Assistant: 2
Part-Time Office Assistant: 10

Appendix 5.

EEO Initiatives:

Priority Communications has been involved with the following EEO initiatives:

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 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.

On April 9th 2016, Jay Philippono attended a seminar sponsored by the West Virginia Broadcasters Association where Jackson Kelly PLLC presented on the requirements of the Federal Communications Commission’s Equal Employment Opportunities regulations. This seminar focused on training management level personnel in the methods of ensuring equal employment opportunity and preventing discrimination.

Melissa Varischetti attended a job fair on April 28th 2016 that was held at BC3 in Brockway Pennsylvania. During the job fair Melissa met with several graduating students and people from the local community. Melissa was able to discuss the career opportunities available at Priority Communications. The job fair was well attended by approximately 20 employers and over 100 students and people from the community attended.

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.

Priority Communications 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 Priority Communications. 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 Priority Communications.

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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 Marketing Director, and 1 Administrative/Sales Assistant.

Appendix 2.

The sources used to recruit for our 5 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: 4

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

Sunny 106 WDSN Radio
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

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
Contact person: Gail Ponti

Professional Referral:
of interviewees referred: 3

**Marketing
Director:**

Black & White Business Solutions
12 West Long Avenue
DuBois, PA 15801
(814) 590-6221
Contact: Melissa Varischetti
of interviewees referred: 4

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
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: 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

Professional Referral:
of interviewees referred:3

**Administrative/
Sales Assistant:**

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 6th Street
DuBois, PA 15801
(814) 371-0250
Contact: Sue Galbraith
of interviewees referred: 1

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
of interviewees referred: 1

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

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

Professional Referral:
of interviewees referred: 3

Appendix 3

Marketing Consultant:	1 hired – Referral 2 positions not yet filled
Marketing Director:	1 Hired – Radio Ad
Admin/ Sales Assistant:	1 Hired – Courier Express (Newspaper)

Appendix 4.

Total Interviewees:

Marketing Consultant:	8
Marketing Director:	8
Admin/Sales Assistant:	7

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EEO Initiatives:

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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 Philippone 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 20th, 2015. Jay Philippone 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.

On April 9th 2016, Jay Philippone attended a seminar sponsored by the West Virginia Broadcasters Association where Jackson Kelly PLLC presented on the requirements of the Federal Communications Commission’s Equal Employment Opportunities regulations. This seminar focused on training management level personnel in the methods of ensuring equal employment opportunity and preventing discrimination.

Melissa Varischetti attended a job fair on April 28th 2016 that was held at BC3 in Brockway Pennsylvania. During the job fair Melissa met with several graduating students and people from the local community. Melissa was able to discuss the career opportunities available at Priority Communications. The job fair was well attended by approximately 20 employers and over 100 students and people from the community attended.

