

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, 2007 to and including May 31, 2008. 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 five (5) full-time vacancies for Marketing Consultants 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:

Pittsburgh Post Gazette
34 Blvd. of the Allies
Pittsburgh, PA 15222
(412) 263-1100
Contact person: self-administered
of interviewees referred: 3
* listing on Monster.Com

106.3 The River (website)
2307 Pennsylvania Avenue
Weirton, WV 26062
(304) 723-1444
Contact person: self-administered
of interviewees referred: 2

Herald Star/Weirton Daily Times/Intelligencer/PA Focus
401 Herald Square
Steubenville, OH 43952
(740) 283-4711
Contact person: Pat Schee
of interviewees referred: 15

106.3 The River (on-air)
2307 Pennsylvania Avenue
Weirton, WV 26062
(304) 723-1444
Contact person: self-administered
of interviewees referred: 3

WEIR 1430 (on-air)
2307 Pennsylvania Avenue
Weirton, WV 26062
(304) 723-1444
Contact person: self-administered
of interviewees referred: 1

Appendix 3.

Marketing
Consultant:

Weirton Daily Times: 1
The Herald Star: 1
The Intelligencer: 1
Monster.Com: 2

Appendix 4.

Total interviewees: 26

Marketing Consultant:

WCDK/WEIR On Air (4)
Weirton Daily Times/Herald Star/Intelligencer/PA Focus (15)
Monster.Com (3)
WCDK website (2)
Word of Mouth (2)

Appendix 5.

EEO Initiatives:

Priority Communications has been involved with the following EEO initiatives:

In June of 2007, local University of Marshall student Stacy Reiner completed a 2 month internship opportunity in which she worked with staff at all levels and departments: morning show, sales, news, website, production and the station's first Relay for Life. Stacy spent 300 hours total with the WEIR and WCDK staff working on various projects including the station's websites, writing news stories, and researching and producing public service announcements.

Priority Communications has implemented a job-shadowing program whose objective is to give area youth a "hands on" look at the various opportunities in radio and to encourage them to consider a future in broadcasting. Students spend several weeks with various staff members, gaining exposure in various areas of radio operations. In December 2007, local student Jessica Crighton came to shadow staff in several departments (including programming, sales and news) to get an inside look at the day to day operations of WEIR and WCDK. Jessica was under the supervision of WEIR Program Director Rich Coburn and worked closely with her on news coverage and website maintenance. In April 2008, local student Chester Barnaby also completed a job-shadowing experience. He worked with the staff in a number of departments (sales/news/programming). Both students came to WEIR and WCDK through the J.D. Rockefeller Career Center.

Priority Communications attended the 9th annual JobExpo.Comm event on March 28, 2008. 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. A Priority Communications representative was a part of the Business Expo 2008, sponsored by the Greater DuBois Area Chamber of Commerce. The event was held in March at the DuBois Mall. Beth Walters of Priority Communications was available to

discuss opportunities in the broadcasting industry and the potential for positions with Priority Communications stations.

Also in March 2008, Priority Communications took part in the Brooke High School Career Fair in Wellsburg, WV. WEIR and WCDK staff member Dawn Ohalek met with high school students to talk about opportunities in the broadcast industry, as well as those that may be available at Priority Communications. Students got an “insiders” perspective on the day to day operations of a local radio station and got a feel for potential career options.

Priority Communications participated in the Career and Lay Vocation Fair at Franciscan University in Steubenville, OH in early April 2008. Local businesses, including Priority Communications, joined together to talk with current students and alumni about employment opportunities in the community.

On April 25, 2008, Priority Communications was a part of the Ohio Valley Job Fair. The event was held at the Jefferson Community College in Steubenville, OH. Both undergraduate students and alumni were invited to explore job opportunities in the area. Priority Communications representative Dawn Ohalek met with attending students and discussed the potential opportunities with our radio stations.

In May of 2008, college student Laraine Skorich began an internship with WEIR and WCDK, working closely with WCDK Program Director Cindy Taylor. Laraine, a sophomore at Muskingum College, has begun and will continue to work with the staff for 10 weeks, gaining valuable experience in a number of departments: news, sports, sales and website maintenance.

Priority Communications President and General Manager Jay Philipponne 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.