



EEO PUBLIC FILE REPORT

For stations

**WYJK-FM – Bellaire OH
WUKL-FM – Bethlehem WV
WOMP-AM – Bellaire OH**

This EEO Public File Report is filed in Station WYJK-FM, WUKL-FM and WOMP-AM's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on May 31, 2011, the station filled the following full-time vacancies:

Sales Account Executives: 3
Copywriter/Production: 2

ACTIVITY TO REPORT THIS PERIOD

The station interviewed a total of 22 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

RECRUITMENT SOURCES USED

Attachment A contains the following information for the full-time vacancies:

- The recruitment source(s) used to fill each vacancy;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with the vacancies.

Attachment B contains a list and brief description of menu options activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

Employment Unit Address: 56325 High Ridge Road, Bellaire Ohio 43906

ATTACHMENT A
FULL-TIME VACANCY EEO INFORMATION

Keymarket Licenses, LLC is an equal opportunity employer and does not discriminate in the hiring, training or promotion of employees by reason of race, color, religion, sex, or national origin. We engage in a continuing effort to seek out prospective applicants for employment. We contacted agencies in the area of the station to solicit for full-time open positions of employment. The attachment exemplifies those agencies contacted. Those, which requested to be contacted, are so noted. We have found these agencies to be suppliers of possible employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community.

Source	Contact Person	Address	Address	Did the Source Request Notification?
University of Steubenville	Dr. Dave Schaeffer	1235 University Boulevard	Steubenville OH 43952	Yes
North & Jefferson College	Career Placement	60 S. Lincoln Street	Washington PA 15301	No
West Virginia State College	Career Placement	PO Box #295, Route #88	West Liberty WV 26074	No
West Virginia Wesleyan College	Career Placement	316 Washington Avenue	Wheeling WV 26003	No
West Virginia University	Career Placement	6001 University Boulevard	Moon Twp, Pittsburgh PA 15108	No
Steubenville Branch NAACP		PO Box 4786	Steubenville O 43952	No
West Virginia College	Patrick Sutherland, GM	WVBC Radio	Bethany WV 26032	No
WV Radio	Bonnie, Ogden Newspapers	1500 Main St	Wheeling WV 26003	No
Web-site	General Manager	WYJKFM.COM	Bellaire OH 43906	No
Recruitment WUKL-FM	General Manager	56325 High Ridge Road	Bellaire OH 43906	No
Web-site	General Manager	MYKOOL105.COM	Bellaire OH 43906	No
Intell Newspaper	Bonnie, Ogden Newspapers	1500 Main St	Wheeling WV 26003	No
Podweb.com	Bonnie, Ogden Newspapers	1500 Main St	Wheeling WV 26003	No
Referral	WYJK/WUKL GM	56325 High Ridge Road	Bellaire OH 43906	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Copywriter/Production

Recruitment Source That

**Referred the Hiree:
Employee Referral**

Date Vacancy Opened: 4/15/10
Number Hired:

**Total
1**

Number of Persons

Total

Date Vacancy Filled: 6/7/10
Vacancy: 5

Interviewed for the

Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCES	CONTACT PERSON	ADDRESS	CITY - STATE - ZIP	PHONE/FAX	Did Source Request Notification?
University of Steubenville & Jefferson	Dr. Dave Schaeffer	1235 University Boulevard	Steubenville OH 43952	740-283-4771	Yes
	Career Placement	60 S. Lincoln Street	Washington PA 15301	724-222-4400	No
West Virginia State College	Career Placement	PO Box #295, Route #88	West Liberty WV 26074	304-336-8045	No
West Virginia Wesleyan College	Career Placement	316 Washington Avenue	Wheeling WV 26003	304-243-2000	No
West Virginia University	Career Placement	6001 University Boulevard	Moon Twp, Pittsburgh PA 15108	412-262-8224	No
West Virginia Branch NAACP		PO Box 4786	Steubenville OH 43952	740-219-7000	No
West Virginia College	Patrick Sutherland, GM	WVBC Radio	Bethany WV 26032	304-829-7411	No
Referral	WYJK/WUKL GM	56325 High Ridge Road	Bellaire OH 43906	740-676-5661	No
Web-site WYJK	General Manager	Wyjkm.com	Bellaire OH 43906	740-676-5661	No
Web-site WUKL	General Manager	Mykool105.com	Bellaire OH 43906	740-676-5661	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive

**Recruitment Source That
Intelligencer Newspaper**

**Referred the Hiree:
Times Leader Newspaper**

**WYJKFM website ad
Date Vacancy Opened: 6/4/10
Number Hired:**

**Total
3**

Number of Persons

Total

**Interviewed for the
Date Vacancy Filled: 7/10/10, 7/28/10 and 9/7/10
Vacancy: 14**

Recruitment Sources Used to Fill the Vacancy

MENT SOURCES	CONTACT PERSON	ADDRESS	CITY - STATE - ZIP	PHONE/FAX	Did Source Request Notification?
University of Steubenville & Jefferson	Dr. Dave Schaeffer	1235 University Boulevard	Steubenville OH 43952	740-283-4771	Yes
	Career Placement	60 S. Lincoln Street	Washington PA 15301	724-222-4400	No
West Virginia State College	Career Placement	PO Box #295, Route #88	West Liberty WV 26074	304-336-8045	No
West Virginia Wesleyan College	Career Placement	316 Washington Avenue	Wheeling WV 26003	304-243-2000	No
West Virginia University	Career Placement	6001 University Boulevard	Moon Twp, Pittsburgh PA 15108	412-262-8224	No
West Virginia Branch NAACP		PO Box 4786	Steubenville OH 43952	740-219-7000	No
West Virginia College	Patrick Sutherland, GM	WVBC Radio	Bethany WV 26032	304-829-7411	No
West Virginia Referral Center	WYJK/WUKL GM	56325 High Ridge Road	Bellaire OH 43906	740-676-5661	No
	Bonnie, Ogden Newspaper	1500 Main St	Wheeling WV 26003	304-233-0100	No
West Virginia Tell Newspaper	Bonnie, Ogden Newspaper	1500 Main St	Wheeling WV 26003	304-233-0100	No
West Virginia Web.com	Bonnie, Ogden Newspaper	1500 Main Street	Wheeling WV 26003	304-233-0100	No
West Virginia Commitment WUKLFM	General Manager	56325 High Ridge Road	Bellaire OH 43906	740-676-5661	No
West Virginia Web-site WUKLFM	General Manager	Mykool105.com	Bellaire OH 43906	740-676-5661	No
West Virginia Web-site WYJKFM	General Manager	Wyjkfm.com	Bellaire OH 43906	740-676-5661	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **Copywriter/Production**

Recruitment Source That

**Referred the Hiree:
Employee Referral**

Date Vacancy Opened: **1/4/11**
Number Hired:

**Total
1**

Number of Persons

Total

**Interviewed for the
Date Vacancy Filled:** **2/1/11**
Vacancy: **3**

Recruitment Sources Used to Fill the Vacancy

RECRUITMENT SOURCES	CONTACT PERSON	ADDRESS	CITY - STATE - ZIP	PHONE/FAX	Did Source Request Notification?
University of Steubenville & Jefferson	Dr. Dave Schaeffer	1235 University Boulevard	Steubenville OH 43952	740-283-4771	Yes
	Career Placement	60 S. Lincoln Street	Washington PA 15301	724-222-4400	No
West Virginia State College	Career Placement	PO Box #295, Route #88	West Liberty WV 26074	304-336-8045	No
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College	Patrick Sutherland, GM	WVBC Radio	Bethany WV 26032	304-829-7411	No
Referral	WYJK/WUKL GM	56325 High Ridge Road	Bellaire OH 43906	740-676-5661	No
Web-site WUKLFM	General Manager	Mykool105.com	Bellaire OH 43906	740-676-5661	No
Web-site WYJKFM	General Manager	Wyjkm.com	Bellaire OH 43906	740-676-5661	No

-ATTACHMENT B OUTREACH ACTIVITIES

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report. The stations have engaged in the following outreach activities during the year covered by this report:

#5 KEYMARKET INTERNSHIP PROGRAM:

Keymarket Radio helps prepare students to take their place in society as active, critical and engaged media professionals. We provide internship opportunities to students every year. We work to design a program that allows students to earn college credit for hands on experience at the radio station. The Internships are designed to meet the needs of the radio station and academic requirements of the college or university where the student is enrolled. Each internship is uniquely designed to help prepare students to take their place in society as active, critical and engaged media professionals. Students may work with the News Director, Program Director, Business Manager, Chief Engineer, Sales Manager or the General Manager to fulfill their Internship. For this period, we had internships as per the following:

M. Merriner	6/10 – 8/10	News intern
R. Anderson	5/10 – 8/10	Promotions intern
J. Sylvester	6/10 – 8/10	Promotions intern

- ◆ Promotional interns. They helped develop, plan, implement, and recap ways to market and promote the stations.
- ◆ News interns: Gathered, wrote and broadcast newscasts. Also interviewed newsmakers and attended community meetings.

#1 NATIONAL CAREER FAIR/PittsburghHires.com Career Fair:

Participation in the Spring 2011 Pittsburgh Career Fair on Friday, March 10th 11AM to 2PM at Clarion Hotel & Conference Center, 401 Holiday Drive, Pittsburgh PA. This event is held 3 times a year and provides various opportunities to members of the community whether through prospective employment and/or education. We met face to face with 47 interested parties who were attracted to opportunities available for career development. Representing Keymarket of Ohio, LLC: Joyce Nicholson, Human Resources Administrator.

Description of Job Fair: National Career Job Fairs provide the opportunity to connect with applicants who are interested in radio opportunities. There were 26 various organizations under one roof bringing together a large number of prospective hires.

**#1 PENN STATE UNIVERSITY COLLEGE of COMMUNICATIONS
JOBEXPO.COM 2011 Career/Internship Event:**

Participation in 2011 Penn State JobExpo.Com eleventh annual event on Friday, March 25th 9AM to 2PM at the HUB's Alumni Hall. We attended a local job fair in which the purpose was to meet with graduate job-seekers looking for employment from our area. Representing Keymarket Radio: Dave Davies, VP/Mkt Mgr of Altoona Forever stations and Scott Cohagan, State College GM. All stations were represented.

Description of Job Expo: The PSU College of Communications is the largest ACEEJD accredited undergraduate communications program in the country. This Job Expo is designed for Penn State's top notch advertising, public relations, film/video, journalism, media studies and telecommunications students and alumni to meet with Radio Broadcasting Groups and cable organizations. We have found that participation in this Job Expo has provided us an opportunity to meet strong candidates in an extremely efficient manner.

#1 FAYETTE CAREERLINK JOBS EXPO:

Participation in 2011 Fayette CareerLink Jobs Expo on Thursday, March 24th 11:30AM to 3PM at the Uniontown Holiday Inn and Conference Center. We attended a local job fair in which the purpose was to meet with job-seekers looking for employment in the workforce and meet with those interested in acquiring additional information about working in the field of radio and/or sales. Representing Keymarket Radio: Joyce Nicholson, Human Resource Administrator.

Description of Job Expo: The 8th Annual Fayette County CareerLink Job Expo brings together 175 employers, business and community leaders and focuses on growing jobs in Fayette County. Available are opportunities for jobs, training, education, self-employment and entrepreneurship opportunities, plus all career services to candidates at one location.

#1 2011 OHIO VALLEY JOB FAIR/www.belmontcountyconnectins.com:

WUKL/WYJK Participated in the 2011 Ohio Valley Job Fair on 4/6/2011 in St. Clairsville, Ohio. We met face to face with 20 interested parties who were attracted to

opportunities available for career development. Representing Keymarket of Ohio, LLC: Scott Miller/ General Manager. Description of Job Fair: There were 50 organizations who participated in this job fair for prospective employees from the Ohio Valley. This is the first year we have participated in this job fair, but based on the turnout, this was very successful.

PARTICIPATION IN EDUCATIONAL EVENTS:

On October 6, 2010, Kerby Confer, Partner/Member of Keymarket spoke to The Pennsylvania State University Communications class about job opportunities in media and radio in particular. Following the lecture, Kerby counseled class members and invited them to apply for positions at Keymarket Radio.

On November 10, 2010, Marjie DeFede, Keymarket Director of News Management, spoke on the media perspective of the November elections to the Jefferson County Federation of Democratic Women. She also spoke about how to work with Keymarket Radio in disseminating information pertinent to the organization and their outreach for members and events. Information was available about open positions at Keymarket and career opportunity in radio broadcasting.

On December 8, 2010, Marjie DeFede, Keymarket Director of News Management, spoke to Jefferson County Leadership group on working with local media to better implement a more productive flow of information to sustain operational improvement for everyone involved. It was followed by a question and answer session. Topics covered the medium of radio broadcasting, various positions and the responsibilities at the stations and opportunities in broadcasting.

On July 14, 2010 Keymarket General Manager Kristin Cantrell, an Account Executive and the station mascot made three visits to different Energy Express sites, Jefferson Middle School in Follansbee, Weirton United Methodist Church and West Minster Presbyterian Church in Chester) to read to children enrolled in Energy Express, a WVU extension service. Energy Express is designed to provide learning opportunities and nutrition during the summer months, when children are most at risk for falling into the “summer slide”. The summer slide occurs when children fall behind academically because they do not continue to build their reading skills in the summer months. Our volunteers also shared their interests and experiences in radio broadcasting.

On Friday, October 15th, Keymarket General Manager Kristin Cantrell spoke to Steubenville Rotary in District #6650. Topics covered the medium of radio broadcasting, various positions/responsibilities at the radio stations, advertising, and career and internship opportunities. It was followed by a question and answer session.

On Thursday, March 24th, Mary Lou Jones, Keymarket copywriter, was invited to speak to the Franciscan University of Steubenville scriptwriting class by Dr. David Schaefer, the instructor. She talked about writing commercial scripts for radio, played examples of

produced commercials and discussed do's and don'ts about reaching and selling products. She also discussed the procedures students could use to secure employment in radio then helped them prepare a better resume and cover letter.

ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL:

The station's general manager and account executives have been routinely training on-line with the Radio Advertising Bureau. During this period, all account executives have earned Radio Marketing Professional Certifications from the Radio Advertising Bureau. These educational and instructional courses are designed to improve our sales team's knowledge about radio.

On October 8, 2010, Allan G. Moskowitz, Esq. conducted training to management staff to insure equal employment opportunity and preventing discrimination. In attendance were Keymarket General Managers and Program Director.

PARTICIPATION IN SCHOLARSHIP PROGRAM:

Kerby Confer, Partner/Member of Keymarket, has financially pledged to the Robert K. Zimmerman Scholarship Fund at The Pennsylvania State University College of Communications for deserving Communication Major students.

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We routinely give group tours of our facility, 56325 High Ridge Road, Bellaire, Ohio to organizations such as the Boy and Girl Scouts, elementary and high school groups, church groups and other similar groups. The tours provide an introduction to the Radio Broadcasting Industry and are offered for free. A typical tour includes information on the history of Radio and our stations. We explain and demonstrate the broadcasting equipment used to transmit programming from the studio to the transmitter site, we explain the studio equipment and how it functions. An introduction and hands on recording of commercial production is demonstrated. An explanation of all positions and responsibility of station personnel is also given. We discuss our station formats, audience and coverage area. The tours are tailored to meet the goals of the specific groups.

If your organization would like to be contacted regarding future vacancies or to request a tour contact:

Keymarket of Ohio, LLC
56325 High Ridge Road
Bellaire OH
Attention: Scott Miller, General Manager
740-676-5661