

EEO Information

WVTV

P.O. Box 247, Williamstown, WV 26187
Tel. (304) 684-3400

E.E.O. Audit Report for WVTV, Williamstown, WV

FCC Facility No. 77779

Introduction. Seven Ranges Radio Co., Inc. (Seven Ranges) was incorporated in 1984, and operates two FM stations: WRRR-FM, licensed to St. Marys, WV, and WXCR, licensed to New Martinsville, WV. WRRR-FM was built in 1983, WXCR, in 2000, the stations have been under the same ownership since they were founded. Seven Ranges operates the two stations from studios in St. Marys, Pleasants County, WV. The most recent BIA/Kelsey report lists WRRR-FM as having a significant presence in the Parkersburg (WV)-Marietta (OH) radio market, Arbitron Market #254. New Martinsville (Wetzel County, WV) is not a rated market, and WXCR is not otherwise listed as having a significant presence in a rated market.

WVTV. This station is licensed to Williamstown, Wood County, WV, which is part of the Parkersburg-Marietta radio market. Up until December 28, 2009, it was owned by Bennco, Inc. (Bennco). Seven Ranges acquired WVTV from Bennco on that date.

A. Copies of most recent EEO Reports:

At the time of acquisition, Bennco operated WVTV with two full-time employees and two part-time employees. Hence Bennco was exempt from the EEO program and reporting requirements of 47 CFR 73.2080 (b) and (c); see 47 CFR 2080(d). Since Bennco was exempt from the reporting requirements of this section, there were no E.E.O. reports included in the public file materials obtained with the purchase of WVTV by Seven Ranges.

Prior to the acquisition of WVTV from Bennco, Seven Ranges operated its two stations with three full-time employees and several part-time employees. Therefore, under this small market exemption of Section 73.2080(d), Seven Ranges was also exempt from the reporting requirements of Section 73.2080.(b) and (c) for reporting years before 2010.

With the acquisition of WVTV, Seven Ranges now has six full-time employees. Under Section 73.2080 (b) and (c), this would have otherwise required the completion of an EEO report, but not until June of this year.

B. Positions Filled Since Acquisition of Station WVTV:

The studios for WVTV are located in an unincorporated area of Wood County, WV, while the offices and studios for the Seven Ranges stations are located in the adjoining county of Pleasants, WV. However, because several employees are shared between the two locations, this still constitutes one Astation employment unit@ for purposes of the rule. At the time of writing this report, Seven Ranges employs six full-time employees.

Seven Ranges and Bennco entered into an Asset Purchase Agreement on October 12, 2009, the transfer application filed with the Commission on October 15, 2009. Under the terms of that agreement for the sale of

WVVV, Seven Ranges was to supply Bennco with a list of employees who would be retained by Seven Ranges after closing. This list was due within thirty days after the agreement was signed, or mid November, 2009. At that time Seven Ranges informed Bennco that they planned to offer employment to three of the four WVVV employees after closing.

The Bennco employees who joined Seven Ranges included the full-time general manager of WVVV, who was also one-half of a live morning show, and the station's only sales person. The other employees retained were the other morning announcer, who worked 15 hours a week; and the midday announcer, who worked 20 hours a week. The afternoon (full-time) announcer was not retained; after closing he obtained comparable employment with a competing station in the market.

The closing date was established as December 28, 2009. By prior agreement, Bennco paid the WVVV employees through Friday of that week, the end of their normal pay period (12/31/2009). Seven Ranges then reimbursed Bennco, after closing, for their payroll costs from the 29th through the 31st of December. Hence the three retained employees did not begin employment with Seven Ranges until Monday, January 3, 2010.

Therefore, as of January 3, 2010, Seven Ranges had four full-time employees with the addition of that one full-time employee retained with the acquisition of WVVV. While that employee is now considered the program director of WVVV (as one of the principals of Seven Ranges is general manager of these three stations); his compensation and most of his duties remain the same as they were under Bennco's ownership.

Additional Full Time Hires Since 12/28/2009:

Outside Sales (full-time: Salary plus Commission). On January 4, 2010, Seven Ranges added a fifth full-time employee, through promotion of a part-time employee. This employee had been hired as a part-time announcer for sports broadcasts in the fall of 2008. At that time he was a full-time college student at a college near Charleston, WV (some 75 miles from the Parkersburg market); and enrolled in a program that included speech and marketing courses.

During 2009, the principals of Seven Ranges were actively exploring the purchase of another station or stations in the Parkersburg market. The Seven Ranges staff were generally aware of these plans. This employee approached station management during 2009 and indicated his interest in a sales position with the company after graduation if such a position opened with the acquisition of another station. At that time he expected to complete his college program and graduate in December, 2009.

Once the transfer application was granted by the FCC in December, Seven Ranges offered him a full-time position as an outside salesman. His graduation was December 20, 2009, and he began his sales duties on January 4, 2010. We note that 47 CFR 2080 (c)(1) provides that a position filled by internal promotion does not constitute a vacancy for which recruitment is necessary under this section.

Staff Announcer (Full time-hourly). As previously noted, Seven Ranges did not retain one full-time announcer with the purchase of WVVV. That announcer's shift was in the afternoon, the mid-day announcer, who was retained, was re-assigned to cover a portion of those hours, leaving the midday hours automated. In February, 2010, after a re-evaluation of programming goals, that announcer's hours were increased, making him the sixth full-time employee of Seven Ranges. Again, since this position was filled by internal promotion, recruitment was not necessary for this position.

Recruitment procedures were used for an additional part-time announcer position to cover the mid-day time period on WVVV. This position was filled on April 30, 2010.

Organizations Who Request Job Announcements: We have not been approached by any organization requesting notification of job openings.

D. Documentation of Unit Recruitment Initiatives.

As noted above, WVVV and WRRR-FM are part of the Parkersburg (WV)-Marietta (Ohio) Arbitron market. Market population is under 150,000. WXCR is licensed to Wetzel County, WV, which has a population of 16,000. As noted above, Seven Ranges employs six full-time employees. Hence the unit is required to provide two recruitment initiatives each year.

Seven Ranges did not reach the five full-time employee threshold until after the acquisition of station WVVV, and the promotion of the part-time employees to a full time position in January of this year. Hence the only recruitment activity occurring during the period of January 4, 2010 to present was the recruitment of an additional part-time announcer for WVVV.

General Manager Sam Yoho and WVVV Program Director John Horton were involved in that recruitment initiative, with the final decision made by Mr. Yoho. Mr. Yoho is a majority shareholder, officer and director of the licensee corporation.

(E) Pending Complaints. No complaints have been filed against Seven Ranges alleging unlawful discrimination in the employment practices on the basis of race, color, religion, national origin or sex.

(F) Management Responsibilities. As noted above, Station WVVV’s studios are in Wood County, WV, while the studios for WRRR-FM and WXCR are in adjoining Pleasant County, WV. The company headquarters are in St. Marys, Pleasants County, WV, and this office serves as a base for traffic, billing, and the outside sales people for all three stations. The operations manager and chief engineer float between the two studio locations; the weekend announcer provides programming for all three stations. Since employees are shared between the two operations, the employment unit consists of all of the Seven Ranges employees.

Staff Structure of Seven Ranges Radio:

Position	Full/Part-time	Date Joined Company
President/General/Sales Manager:	(Principal)	2003
V. President/Chief Engineer:	(Principal)	1984
Chief Operator	(Principal)	1984
WVVV Program Director	(Fulltime)	2010
Operations Manager	(Fulltime)	2000
Sales	(Fulltime)	1984
Sales	(Fulltime)	2010
Traffic/Office Manager	(Fulltime)	2003
WVVV Staff Announcer	(Fulltime)	2010

WVVV Staff Announcer	(Part-time)	2010
WVVV Staff Announcer	(Part-time)	2010
Staff Announcer/Weekend, WVVV/WRRR/WXCR	(Part-time)	2004

In addition, Seven Ranges employs eight other part-time employees on an occasional/ as needed basis as board operators for network sports broadcasts (e.g. NASCAR races) and remote broadcasts, as well as contract air talent for live football and basketball broadcasts, and for commercial production. The board operators are paid on an hourly basis; play-by-play and commercial air talent on a fixed talent fee basis.

EEO Responsibilities of Management Levels:

Seven Ranges has a policy of promoting from within the company when possible. Therefore each level of management has some responsibility for on-going training of both part-time and full-time employees. Employees are informed of job openings as they occur, part-time employees are encouraged to apply for all full-time openings they feel qualified for. In addition, the weekend announcer, employed part-time by the company, is an instructor with the Mass Media Department of Marietta College, and general manager of the College's Class B-1 reserved band FM station. This individual has referred students in the past for job openings with Seven Ranges.

Overall hiring decisions and EEO policies are established by Samuel Yoho and Thomas Taggart, the majority shareholders of Seven Ranges.

Samuel Yoho. Mr. Yoho is a majority shareholder, officer and director of the licensee company. He serves as general manager/sales manager of the Seven Ranges stations. Mr. Yoho has the primary responsibility for supervision of the company EEO policies. He is responsible, in consultation with Mr. Taggart, for hiring decisions. He is presently providing training for the newly hired outside salesman (described above). He also provides on-going training for the operations manager, Mr. Northcraft.

Thomas P. Taggart. Mr. Taggart is the other majority shareholder, officer and director of the licensee company. He serves as Chief Engineer and legal counsel for the company, and advises Mr. Yoho on EEO matters. In 2008, he attended a seminar presented by the WV Broadcaster's Association on FCC EEO policies. He also provides training to Mr. Northcraft and other station employees in technical matters.

D. Robert Eddy. Mr. Eddy started Seven Ranges with Mr. Taggart, selling his interest in the company to Mr. Yoho in 2003 when he retired. Before his retirement, he served as general manager of the Seven Ranges stations. Mr. Eddy still serves as a director of the company, and as Chief Operator. Mr. Eddy is responsible for advising and training Mr. Horton and Mr. Northcraft on the maintenance of the public files for the stations.

Scott Northcraft. Mr. Northcraft, as Operations Manager, is responsible for the scheduling of part-time announcers and board operators for the WRRR-FM and WXCR stations. In that capacity he is responsible for the recruitment of part-time employees for these positions. In March of this year, the company paid for a half-day training in EEO matters for Mr. Northcraft at the WV Broadcasters Association's spring meeting. He also attended a related seminar at the 2009 NAB radio meeting in Philadelphia.

Mr. Northcraft's primary day-to-day responsibilities include the supervision of IT matters for the company. In this capacity he provides training for other staff members in the programming and operation of the radio automation and traffic software.

John Horton. Mr. Horton is the program director of WVVV. As such, he is responsible for determining staffing needs and creating position descriptions for that station in consultation with Mr. Yoho. Mr. Yoho and Mr. Taggart make the final decision on opening new positions at the station, and on hiring after recruitment. Mr. Horton is also responsible for the training and scheduling of the announcing staff at WVVV. At present he is mentoring an intern referred by Marietta College.

The other employees of Seven Ranges have no EEO responsibilities

(G) Analysis of Program. As noted throughout, Seven Ranges only crossed the five-full-time employee threshold in January of this year. Improvements needed in the program from our analysis:

1. Coordination of web-sites. We have been relying on outside sources to maintain the stations web-sites, and have found coordination with these third-party vendors to be difficult. Unfortunately, we do not have anyone on site with the expertise to design websites. The WVVV website (www.V969Radio.net) was inherited from the former owners. The WRRR website (www.Literock93R.com) was maintained by Citadel radio networks until February, when we cancelled that network, requiring the redesign of the website by a third party. The WXCR website (www.WXCR.com) was also maintained by Citadel until March of 2009, when we cancelled that network affiliation. That website was also set-up by yet another third party vendor. To simplify posting of job openings and EEO information, we have recently had a fourth website built. This website, www.SevenRangesRadio.com, will carry this information in one location where it can be more easily posted. We are in the process of trying to get a link built for each of the separate station websites which will then direct job seekers and those seeking EEO information to this site from the front page of each of the separate radio station sites.
2. Job Fair participation. We have neither the time, staff, nor expertise to organize a job fair. There are periodic job fairs organized in Wood and Washington counties, however, those job fair organizers only recruit those larger employers with immediate job openings. We will need to expand our contacts with these organizations to become better aware of future job fairs.
3. Expand contacts with other institutions of higher education in our market. We have an on-going relationship with Marietta College through our contacts with the College. Mr. Taggart also provides legal and engineering consultation for that college's reserved band FM station, WMRT. Marietta College is a four-year liberal arts college based in Marietta, Ohio; it has had a mass media program since the 1950's, which is still the only such program in the market.

We need to expand contacts with the other educational institutions in our market. These include Ohio Valley University (a small liberal arts college based in Vienna, WV); Washington State Community College, Marietta, Ohio; and West Virginia University at Parkersburg, which, despite the name, is an independent community college based in that city and only loosely affiliated with West Virginia University at Morgantown.

Seven Ranges Radio is a partner in education with the Tyler Consolidated School system. Tyler County is a small rural county along the Ohio River between Parkersburg and Wheeling, WV. Mr. Taggart and Mr. Eddy did the legal and engineering work to build a Class A reserved band FM station for that school system (WRSG); Mr. Taggart still serves on the board of that community station. Mr. Northcraft joined Seven Ranges from the radio program at Tyler Consolidated High School.

H. Pay, Benefits and Seniority Practices. There is no union contract in place. There is no established seniority system in place.

I. Religious Broadcaster. Seven Ranges is not a religious broadcaster.

Certification. I certify to the best of my knowledge, information, and belief that all

statements contained in this report are true and correct. Dated this 4th day of May, 2010.

Thomas P. Taggart, V.P./Secretary
Seven Ranges Radio Co., Inc.
(740) 568-8170

Annual EEO Report
For
Seven Ranges Radio Co., Inc.
St. Marys, WV 26170

Stations: WRRR-FM, St. Marys, WV
WVVV, Williamstown, WV
WXCR New Martinsville, WV

Reporting Period: January 4, 2010 to May 27, 2010.

1. Prior to January 4, 2010, Seven Ranges employed only four full-time employees and therefore was exempt from the reporting conditions of Section 73.2080. On that date a fifth, full-time employee was added through internal promotion.
2. During the period January 4, 2010 to May 27, 2010, one position was modified, and one position added at WVVV:
 - A. Staff Announcer, from part-time to full-time. This position filled by internal promotion, therefore, no recruiting activity was required.
 - B. Staff Announcer, part-time, mid-days. This opening replaced the part-time position created by the promotion and change in hours of the former mid-day staff announcer.

Recruitment Activity During Period

Recruitment was used to fill the part-time staff announcer position at WVVV opened on April 1, 2010. The following recruitment sources were used:

Parkersburg News and Sentinel (daily newspaper) P.O. Box 1787, Parkersburg, (304) 485-1891:

Advertisement in the weekend editions, April 16 through April 19, 2010. The advertisement also was posted in the help wanted section of the newspaper's website (<http://jobs.newsandsentinel.com/home/>).

Marietta College Mass Media Department, Marietta, Ohio:

Posted at the office of the Mass media department. Contact: David St. Peter, (740)376-4804.

The opening was also posted on the website for WVVV: www.V969Radio.com

A total of seven applications were received, all apparently from the Parkersburg News listing. The applicant who was hired responded both to the job posting on the station's web site and the printed advertisement in the help wanted section of the newspaper.

“MENU OPTION” ACTIVITIES

As noted, Seven Ranges did not employ a fifth full-time employee until January 4, 2010.

During the period January through May of 2010, station management has engaged in the following recruitment and outreach activities:

1. Internship. An intern from the Marietta College Mass Media program has been working with WVVV station manager John Horton since early May.
2. Mentoring. General Manager Sam Yoho has been providing mentoring and training to the newly-hired outside sales employee January 4.
3. Management Level Training: Seven Ranges paid for an EEO training program held at the WV Broadcaster's Association spring meeting in March. The half-day program was attended by the operations manager, who is responsible for scheduling and staffing stations WRRR-FM and WXCR. In 2009, Seven Ranges also paid for this individual's attendance at the NAB Radio Show in Philadelphia, PA. Several management-level training seminars were offered at that venue.
4. Job Fairs: There have been no public job fairs in our operational area that we are aware of during the reporting period. Typically, there are only two job fairs in our area each year, one in Washington County (Ohio) and one in Wood County (WV).
5. Seven Ranges (WRRR-FM) is a "partner in education" with the Tyler County (WV) consolidated school district. Station management serves on the board of that school system's Class A reserved band station, WRSG-FM.

This report prepared May 27, 2010 by Thomas P. Taggart, who is V.P./Secretary of Seven Ranges Radio Co., Inc.



Federal Communications Commission
Washington, D.C. 20554

June 15, 2010

Thomas P. Taggart, Vice President
Seven Ranges Radio Co., Inc.
P.O. Box 374
St. Mary's, WV 26170

Re: WVVV-FM, Williamstown, WV
Facility ID # 77779
WRRR-FM, St. Mary's, WV
Facility ID # 59717
WXCR-FM, New Martinsville, WV
Facility ID # 79303

Dear Mr. Taggart:

We have completed our review of the response of Seven Ranges Radio Co., Inc. ("Seven"), licensee of the above-noted stations, to the April 19, 2010 random audit letter sent to it in accordance with the provisions of Section 73.2080(f)(4) of the Commission's Equal Employment Opportunity (EEO) rules. As a result of our review, we find no further action is required. In accordance with Section 73.3527(e)(10), if commercial, or Section 73.3527(e)(11), if non-commercial, of the Commission's rules, Seven must place a copy of this letter, our April 19 audit letter, and its audit response in its Stations' public inspection files. It must maintain these materials in the files until grant, by final order, of the next renewal application of its license for the station to which the file relates.

Should you have any questions regarding this matter, please contact the EEO Staff at (202) 418-1450. Thank you for your cooperation.

Sincerely,

Lewis C. Pulley
Assistant Chief, Policy Division
Media Bureau

2011 Form 396

Exhibit 3

OUTREACH ACTIVITIES

During the period May 27, 2010, to May 2, 2011, station management has engaged in the following recruitment and outreach activities:

1. Internship. An intern from the broadcast program of the Wood County Schools worked with WVVV station manager Jack Horton during the spring semester 2011. (Lori Wright, director of the program, tel. (304) 420-9610.
2. Mentoring. General Manager Sam Yoho has been providing mentoring and training to newly hired staff since 2010.
3. Job Fairs: Seven Ranges signed up for a job fair scheduled for New Martinsville on September 9th, 2010. However, the sponsor (Work Force West Virginia) canceled that event because not enough employers signed up. Another job fair was scheduled for April 29, 2011 at New Martinsville which was attended by Seven Ranges

principal Tom Taggart. This job fair was jointly sponsored by Work Force West Virginia (WV state jobs service agency) and the Monroe County (Ohio) Department of Jobs and Family Services. Mr. Taggart spoke to about a dozen people interested in careers in broadcasting. A handout was prepared which is appended to the end of this report.

4. Seven Ranges (WRRR-FM) is a “partner in education” with the Tyler County (WV) consolidated school district. Station management serves on the board of that school system’s Class A reserved band station, WRSF-FM.

Problems with outreach and recruitment. Primary problem is that the slow economy does not generate enough sales to provide the necessary cash flow to add additional staff. For example, Seven Ranges would like to add the position of news director to provide local news coverage and newscasts for the three stations, but the income from sales would not support such a position at this time. Hence, there are no positions open to recruit for.

A broader, industry-wide problem for small market radio is that these positions are primarily minimum wage, without benefits. Much better positions entry-level are available in fast food. This is no longer the seventies, when young people seeking entry-level positions were interested in a career in radio, even with stations playing music aimed at “old folks” over thirty. Now, those in the same age range rarely listen to radio at all.

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0113 (March 2003)	FOR FCC USE ONLY
FCC 396		
BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT (To be filed with broadcast license renewal application)		FOR COMMISSION USE ONLY FILE NO. B396 - 20110502AEE
Read INSTRUCTIONS Before Filling Out Form		

Section I

Legal Name of the Licensee
SEVEN RANGES RADIO CO., INC.

Mailing Address
P.O. BOX 374
2354 GREENS RUN RD.

City ST. MARYS	State or Country (if foreign address) WV	Zip Code 26170 - 0374
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Telephone Number (include area code) 3046843400	E-Mail Address (if available) TPT@LITEROCK93R.COM
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Facility ID Number 59717	Call Sign WRRR-FM
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TYPE OF BROADCAST STATION: (if applicable)	Commercial Broadcast Station	Noncommercial Broadcast Station
	<input checked="" type="radio"/> Radio	<input type="radio"/> Educational Radio
	<input type="radio"/> TV	<input type="radio"/> Educational TV
	<input type="radio"/> Low Power TV	
	<input type="radio"/> International	

Application Purpose

- New Program Report
 Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

Station List

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WRRR-FM	59717	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	ST. MARYS, WV	<input type="radio"/> Yes <input checked="" type="radio"/> No
Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WVVV	77779	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	WILLIAMSTOWN, WV	<input type="radio"/> Yes <input checked="" type="radio"/> No
Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WXCR	79303	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	NEW MARTINSVILLE, WV	<input type="radio"/> Yes <input checked="" type="radio"/> No

CONTACT PERSON IF OTHER THAN LICENSEE

Name THOMAS P. TAGGART			Street Address 733 FOURTH ST.
City MARIETTA	State OH	Zip Code 45750-	Telephone Number 7405688170

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been Yes No filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees? Yes No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or

more full-time employees, you must complete all of this form and follow all instructions.

CERTIFICATION.

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent THOMAS P. TAGGART
Title V.P./SECRETARY	Telephone No. (include area code) 7405688170
Date 05/02/2011	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: SAM YOHO	Title: PRESIDENT
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

I. EEO PUBLIC FILE REPORT Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
II. NARRATIVE STATEMENT Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Exhibit 2

Description: EEO REPORTS--LAST TWO YEARS.

SEVEN RANGES RADIO DID NOT HAVE MORE THAN FOUR FULL-TIME EMPLOYEES UNTIL THE PURCHASE OF STATION WVVV DECEMBER 28, 2009.

ATTACHED ARE THREE REPORTS FILED SINCE THEN AND PLACED IN THE PUBLIC FILE:

1. EEO AUDIT REPORT OF MAY 4, 2010
2. EEO REPORT OF MAY 27, 2010
3. EEO REPORT OF MAY 2, 2011

Attachment 2

Description
2010 Audit Report
2010 EEO Report
2011 EEO Report

Exhibit 3

Description: NARRATIVE

SEE ATTACHMENT

Attachment 3

Description

Seven Ranges Radio Co., Inc.
St. Marys, WV 26170

Stations: WRRR-FM, St. Marys, WV
WVVV, Williamstown, WV
WXCR New Martinsville, WV

Reporting Period: May 2, 2011 to May 30, 2011.

1. During the Period May 2, 2011 to May 30, 2012 no full time positions were added.
2. A full time sales position opened up when an employee left for a position in the oil and gas industry. This position has not been filled and remains open. Some of the accounts formerly serviced by this sales person have been assigned to the office manager. She is being trained by General Manager Sam Yoho and the other sales person.

Recruitment Activity During Period

The open full-time sales position was advertised in the local daily newspaper, the *Parkersburg News*, and posted in the following locations

Marietta College Mass Media Department, Marietta, Ohio:

Posted at the office of the Mass media department. Contact: David St. Peter, (740)376-4804

Ohio Valley University, Vienna, WV: Contact: Cathy Muller.

Only one application was received.

“MENU OPTION” ACTIVITIES

During the period May 27, 2010, to May 2, 2011, station management has engaged in the following recruitment and outreach activities:

1. Internship. An intern from W.V. Wesleyan College worked with WVVV station manager Jack Horton during the summer of 2011.
2. Mentoring. General Manager Sam Yoho has been providing mentoring and training to newly hired staff since 2011.
3. Job Fairs: A job fair was sponsored by the Wells Inn (hotel) in Sistersville, WV on May 19, 2012. The event was co-sponsored by Seven Ranges stations WRRR and WXCR. Mr. Taggart spoke to several people interested in careers in broadcasting.
4. Seven Ranges (WRRR-FM) is a “partner in education” with the Tyler County (WV) consolidated school district. Station management serves on the board of that school system’s Class A reserved band station, WRSG-FM.

This report prepared May 30, 2012 by Thomas P. Taggart, who is V.P./Secretary of Seven Ranges Radio Co., Inc.

1. Job Fairs: A job fair was sponsored by the Wells Inn (hotel) in Sistersville, WV on May 19, 2012. The event was co-sponsored by Seven Ranges stations WRRR and WXCR. Mr. Taggart spoke to several people interested in careers in broadcasting.

2. Seven Ranges (WRRR-FM) is a “partner in education” with the Tyler County (WV) consolidated school district. Station management serves on the board of that school system’s Class A reserved band station, WRSG-FM.

This report prepared May 30, 2012 by Thomas P. Taggart, who is V.P./Secretary of Seven Ranges Radio Co., Inc.

EEO Report for 2012~2013 Seven Range Radio Co., Inc.

1. Seven Ranges Radio Co. operates three FM stations in West Virginia: WRRR-FM, St. Marys, WV, Williamstown, and WXCR New Martinsville. The company employs six full-time employees in two different locations.
2. Normally Seven Ranges participates in one local job fair each year. However, we were not notified of any independent job fairs in our area during this reporting period. There are three local fairs put on by competing media outlets.
3. Seven Ranges employs several part-time employees who predominantly serve as control room operators and as on-air talent for sports broadcasts. One of the part-time employees initiated discussions with management about increased hours or even a full-time position with the stations. After further management discussions, the decision was made to add a news director position at WVVV, with other duties as needed.
4. The Williamstown and St. Marys stations operate in the Parkersburg, WV/ Marietta, Ohio Arbitron designated market. The daily *Parkersburg News* newspaper serves this area; the position was advertised in this publication. See attached copy of the advertisement. This newspaper serves the same areas as stations WRRR-FM and WVVV. The opening was made known to the existing staff members. In addition, the job posting went to David St. Peter, who is the faculty adviser for Marietta College’s WMRT. Mr. St. Peter also teaches several communications courses at the college and works part-time for WRRR. Three responses were received, in addition to an application from the aforementioned part-time employee who first proposed the additional position. The position was filled by internal promotion.
5. Internship. One of the principal owners of Seven Ranges Radio provided mentoring to an unpaid intern during the last year. This intern primarily participated in non-broadcast activities of the station. The stations conduct an annual coat drive for indigent children. The intern was primarily responsible for the distribution of collection barrels for the coats to some 45 locations, collection of donated coats, as well as helping with the distribution of cleaned coats to various charitable organizations. He also participated in a bridal trade fair sponsored by the stations, being responsible for the safe transport of the gowns shown at the fair.
6. The Seven Ranges principal serves as chief engineer for the stations, and in this area he provided instruction and mentoring to this intern in engineering areas. The intern also received training on the installation of electrical services and grounding materials at the new transmitter site for WVVV. This included floor preparation, installation of conduit, fans and new lighting fixtures. This intern also assisted with other engineering projects, including the moving of transmission equipment for another local station from one site to a new transmitter site.

Annual EEO Report

Seven Ranges Radio Company

1. Seven Ranges Radio Company, Inc. operates three FM stations: WXCR, licensed to New Martinsville, WV; WRRR-FM, St. Marys, WV; and WVVV, Williamstown, WV. The business offices and studios for WXCR and WRRR-FM are located at 2354 Greens Run Rd., St. Marys, WV. The studios for WVVV are located at 1627 Rosemar Rd., Parkersburg, WV. Total full-time employees between these two locations: 6.

2. No openings during the last reporting period (May 2014 through 2015).

3. Outreach Efforts: New Martinsville, WV job fair, Tuesday, May 19, 2015. The job fair was jointly sponsored by Work Force WV, a division of the WV Department of Commerce, and the Ohio Department of Jobs and Family Services. Scott Northcraft, operations manager for the Seven Ranges Radio Company stations, attended the job fair on behalf of Seven Ranges Radio. Mr. Northcraft is responsible for identifying staffing needs for the Seven Ranges stations, as well as interviewing and recommending new hires for programming positions. Mr. Northcraft is also a member of the board of the Paden City (WV) Development Authority; Paden City is part of the New Martinsville market area. At the job fair Mr. Northcraft provided interested parties with information on general employment opportunities in broadcasting. He met with 30 job seekers, and received four resumes.

4. Outreach Efforts: Low power radio station WPKM-LP. This is a student run station located at WVU-Parkersburg, a community college located near Parkersburg, WV. The College received a construction permit for this low power FM station in 2014. The College recently received a grant from the state of West Virginia to establish a broadcast journalism program. Seven Ranges principal Tom Taggart provided guidance on equipment and software purchases for the station to the faculty advisor, Torie Jackson. He supervised the construction of the broadcast tower, and installed the transmission equipment. He also constructed the main studio for the station. Once the station was operational, he helped instruct the student station manager, Jeremy Harrison, on the equipment operation, software programming, and general FCC record keeping requirements. Jack Horton, program director of Seven Ranges' WVVV (FM) also helped with guidance on software programming to Mr. Harrison. Several WVU-P students visited the WVVV studios and observed station operations prior to the completion of the WPKM-LP facilities. This low power FM station is now on the air.

5. Outreach Efforts: Marietta College. Seven Ranges continues to maintain a relationship with the media department of Marietta College, Marietta Ohio. Marietta College operates Class B-1 non-commercial reserved channel station WMRT (FM). The general manager of that station, an instructor in the media department, also works part-time for Seven Ranges.

Annual EEO Report Seven Ranges Radio Company 2016

1. Seven Ranges Radio Company, Inc. operates three FM stations: WXCR, licensed to New Martinsville, WV; WRRR-FM, St. Marys, WV; and WVVV, Williamstown, WV. The business offices and studios for WXCR and WRRR-FM are located at 2354 Greens Run Rd., St. Marys, WV. The studios for WVVV are located at 1627 Rosemar Rd., Parkersburg, WV. Total full-time employees between these two locations: 5.

2. During the last reporting period (June 2015 to May 2016) a full-time sales person resigned. The decision was made not to replace this position.

3. Outreach Efforts: In the past, either a staff member or a principal of the licensee has attended a job fair at New Martinsville, W.V. in May. This job fair has been co-sponsored by the state employment services of West Virginia and Ohio. However, the job fair was not held this year.

4. Outreach Efforts: Career Day at Magnolia High School, New Martinsville, W.V. Seven Ranges was invited to attend a career day at this high school and provide information about careers in broadcasting. Seven Ranges President Sam Yoho attended the career day on April 18, 2016. The two stations covering this area, WRRR and WXCR, each carried a one hour remote broadcast from the career day. The broadcast featured interviews with students interested in broadcasting as well as with other participants at the career day.

5. Outreach Efforts: Marietta College. Seven Ranges continues to maintain a relationship with the media department of Marietta College, Marietta Ohio. Marietta College operates Class B-1 non-commercial reserved channel station WMRT (FM). The general manager of that station, an instructor in the media department, also works part-time for Seven Ranges. Because of necessary budget cuts, the College decided to cut back staffing of their media department (including the station manager's position), and had considered shutting down WMRT. Instead, the college accepted a proposal from Seven Ranges to provide minimal staffing to keep the station on the air while the college evaluates the future of the department and the station. Seven Ranges principal Tom Taggart (an alumni of Marietta College) will coordinate with the college. In addition to providing further outreach opportunities for Seven Ranges, Mr. Taggart will be able to share his experience and knowledge of the broadcast industry with the students.

6. Seven Ranges continues as a "partner in education" with the Tyler Consolidated High School and provides support for the non-commercial Class A FM station operated by the Tyler County Board of Education.

Annual EEO Report Seven Ranges Radio Company 2017

1. Seven Ranges Radio Company, Inc. operates three FM stations: WXCR, licensed to New Martinsville, WV; WRRR-FM, St. Marys, WV; and WVVV, Williamstown, WV. The business offices and studios for WXCR and WRRR-FM are located at 2354 Greens Run Rd., St. Marys, WV. The studios for WVVV are located at 1627 Rosemar Rd., Parkersburg, WV. Total full-time employees between these two locations: 5.

2. During the last reporting period (June 2016 to June 2017), there were no full-time hires.

3. Outreach Efforts: In the past, either a staff member or a principal of the licensee has attended a job fair at New Martinsville, W.V. in May. This job fair has been co-sponsored by the state employment services of West Virginia and Ohio. However, the job fair was not held this year.

4. Outreach Efforts: Marietta College. Marietta College operates Class B-1 noncommercial reserved channel station WMRT (FM), as well as student run Class D station WCMO. Because of necessary budget cuts, the College decided to cut back staffing of their media department (including the station manager's position), and had considered shutting down WMRT in 2016. Instead, the College accepted a proposal from Seven Ranges to provide minimal staffing to keep the station on the air while the college evaluates the future of the department and the station. Seven Ranges principal Tom Taggart has been involved with station operations and programming with the station staff, and is presently advising on a major remodeling and rebuilding of the station's studios with the faculty and maintenance staff of the College.

7. Seven Ranges continues as a "partner in education" with the Tyler Consolidated High School and provides support for the non-commercial Class A FM station, WRSG, operated by the Tyler County Board of Education. That station's general manager works part-time for Seven Ranges, and maintains contacts with Seven Ranges principals and staff.

8. Seven Ranges principal Tom Taggart built out the facilities for low power FM station WPKM-LP operated by WVU/Parkersburg community college. That college awarded Mr. Taggart an honorary degree this spring in recognition of his efforts helping the community college develop both their radio station and broadcast program. Seven Ranges continues its contacts with this program.

Annual EEO Report
For
Seven Ranges Radio Co., Inc.
St. Marys, WV 26170

Stations:
WRRR-FM, St. Marys, WV
WVVV, Williamstown, WV
WXCR New Martinsville, WV

Reporting Period: May 2018 to May 6, 2019

1. During the period May 15, 2018 to May 5th, 2019, Operations Manager Scott Northcraft left full-time employment with Seven Ranges to take another position in Denver, Colorado. Mr. Northcraft was responsible for a number of tasks, including radio production and announcing, scheduling of part-time employees, and IT services for the company. He remains under contract for those IT services since they can be performed remotely. Ryan Watson, parttime announcer, was promoted to full-time to cover the other duties performed by Mr. Northcraft. Hence Seven Ranges still employs five full-time employees.
2. Two new part-time employees were hired during this period. Both responded to job postings on the station's web site.

Recruitment Activity During Period

Limited recruitment was used to fill these positions of part-time board operator.

The following recruitment sources were used:

3. Posting on our web page;
4. Contact with Tyler County Schools; and
5. Contact with WVU-P Parkersburg

"MENU OPTION" ACTIVITIES

During the period May 15, 2018, to May 6, 2019, station management engaged in the following recruitment and outreach activities:

6. Community Outreach. On April 4th , 2019, Jack Horton, program director for WVVV (FM), attended a job fair at Marietta College in Marietta, Ohio. The job fair was put on by a collaboration of the Washington State Community College, Marietta College, Washington County Career Center, Ohio Department of Jobs & Family Services, and the Building Bridges to Careers organization.
7. Community Outreach: Tom Taggart, one of the owners of Seven Ranges Radio, maintains contacts with the media departments of three area schools. Seven Ranges provides technical and other support services to Marietta College's WMRT (FM) and WCMO-FM stations.
8. Seven Ranges (WRRR-FM) is also a "partner in education" with the Tyler County (WV) consolidated school district. That school district operates reserved band FM station WRSG, Middlebourne, W.V., which Seven Ranges built in 2000.
9. Seven Ranges maintains contacts with the journalism department at WVUParkersburg, a local community college. That school operates low-power station WPKMLP, Parkersburg, which Seven Ranges installed for them

in 2014.

10. This report prepared May 6, 2019 by Thomas P. Taggart, who is V.P./Secretary of Seven Ranges Radio Co., Inc.