



HALL *Communications, Inc.*

EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 4/01/08 AND ENDING 03/31/09

This report consists of:

- Part 1 This cover page
- Part 2 Full-time Hires consisting of 3 page(s).
- Part 3 Supplemental Activities consisting of 11 page(s).
(Four required over a two year period)

PART 1

This report covers the following employment unit:

<u>Call Sign</u>	<u>AM/FM</u>	<u>Facility ID#</u>	<u>Community of License</u>	<u>State</u>	<u>LMA</u>
WSJW	FM	62368	Starview	PA	
WLPA	AM	25870	Lancaster	PA	
WROZ	FM	25865	Lancaster	PA	

The total number of persons interviewed for all full-time openings was: 2

The total number of full-time openings covered by this report: 1

Preparer:

Susan W Sensenig

Signature:

Title:

EEO Officer

Date:

3/31/09

Telephone:

717.653.0800

PART 2

FULL-TIME HIRES (Job# 1 of 1)

Job Title: Promotions Director

Date Filled: 9/15/08

Total Number of Interviewees: 2

Recruitment Sources: (Include name of each source used, address, contact person, telephone number and include the number of interviewees referred by each source.)¹

Name of Source	Address	Contact Person	Number of Interviewees
Lancaster Sunday News			1
Current Station Employee		Ron Bleacher	1*

¹ A source with an (*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

Contact Information

Lancaster Sunday News
8 West King Street
Lancaster PA 17604
Phone: 717-291-8811
Attn: Advertising Department

York Sunday News
1891 Loucks Road
York PA 17404
Phone: 717-771-2000
Attn: Advertising Department

Harrisburg Patriot News (Sunday edition)
Harrisburg PA 17104
Phone: 717*255-8100
Attn: Advertising Department

Hall Communications Websites
P O Box 4368
Lancaster PA 17604
Phone: 717-653-0800
Attn: Edd Monskie

Hall Communications/ WSJW-FM
P O Box 4368
Lancaster PA 17604
Phone: 717-653-0800
Attn: Sue Sensenig

Harrisburg Area Community College-Lancaster
1641 Old Philadelphia Pike
Lancaster, PA 17602
Phone: 717- 293-5000
Fax: 717-358-2951
Attn: Lorie Sonnen

Millersville University
Career Services
PO Box 1002
1 South George St.
Millersville, PA 17551
Phone: 717-872-3011

Elizabethtown College
Career Services
One Alpha Drive
Elizabethtown PA 17022
Phone: 717-361-1206
Fax: 717-361-1209

Urban League of Lancaster
502 S Duke St
Lancaster, PA 17602
Phone: 717-394-1966
Fax: 717-295-5044
Attn: David Turgume

Lancaster Spanish American Civic Association
30 North Ann Street
Lancaster PA 17602
Phone: 717-295-7996
Fax: 717-509-2833
Attn: Marisol

York Spanish American Center
200 E Princess St
York, PA 17403
Phone: 717- 718-4236
Fax: 717-843-5722
Attn: Teresa

Ron Bleacher
c/o Hall Communications, Inc.
P O Box 4368
Lancaster PA 17604
Phone: 717-653-0800

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 1

Activity: Radio Station Tour

Date: May 14, 2008

Preparer: Susan W Sensenig

Host/Sponsor of Activity: Tiger Cub pack

Participating Employees: Fran Martin, Promotions Director
Patsy Sympson, On Air Personality

Description of Activity and Station Participation:

The tour included an explanation of the various departments of the radio stations (i.e. sales, creative, traffic, billing and clerical) and their job responsibilities. The tour also included time in the WROZ-FM studio and an explanation of how music is chosen, how the equipment works and what radio announcers have as educational background.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 2

Activity: Job Shadowing

Date: May 9, 2008

Preparer: Susan W Sensenig

Host/Sponsor of Activity: Hempfield School District

Participating Employees: Loren Good

Description of Activity and Station Participation:

Student accompanied General Sales Manager Loren Good throughout his day, including a recap meeting for a recent station promotion, a meeting with the sales staff and two visits to advertising clients.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 3

Activity: Career Day

Date: May 28, 2008

Preparer: Susan W Sensenig

Host/Sponsor of Activity: Manheim Township High School

Participating Employees: Sue Sensenig, Program Coordinator/Traffic Director

Description of Activity and Station Participation:

Sue talked with students about the jobs available in radio broadcasting, as well as the educational requirements for working in the radio industry.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 4

Activity: Presentation on Workplace Harrassment

Date: 9/10/08 Preparer: Susan W Sensenig

Host/Sponsor of Activity: Hall Communications Inc

Participating Employee: Edd Monskie, VP/Engineering
Tom Richards, Creative Services Director
Loren Good, General Sales Manager
Kacey Ober, Special Events Coordinator
Denise Troop, Bookkeeper
Paul Scott, Program Director
Linda Weidman, Traffic Director/Sales Assistant
Lorna Fraunfelter, Creative Director
Michael C Anthony, Program Director
Sue Sensenig, Program Coordinator/Traffic Director

Description of Activity and Station Participation:

Seminar was presented by Kim Smith, Esq. and outlined the company's harassment policy, as well as revisions to the policy to include all forms of workplace harassment.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 5

Activity: Career Fair

Date: 9/18/08

Preparer: Susan W Sensenig

Host/Sponsor of Activity: Lancaster Chamber of Commerce and Industry

Participating Employees: Jay Hunter, Promotions Director
Sue Sensenig, Program Coordinator/Traffic Director

Description of Activity and Station Participation:

Sue and Jay explained jobs in the radio broadcasting industry, as well as collected resumes and applications at this day long career fair open to the general public.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 6

Activity: Tower Site Tour

Date: 10/27/08

Preparer: Susan W Sensenig

Host/Sponsor of Activity: Boy Scout Troop #16, Lititz PA

Participating Employee: Edd Monskie, VP of Engineering

Description of Activity and Station Participation:

Edd conducted a tour of the WLPA-AM tower site, explaining the workings of the site as well as technical careers in the radio industry.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 7

Activity: Career Fair

Date: 11/18/08

Preparer: Susan W Sensenig

Host/Sponsor of Activity: School District of Lancaster/JP McCaskey High School
Harrisburg Area Community College

Participating Employee: Tom Richards, Creative Services Director

Description of Activity and Station Participation:

Tom participated in a five person panel discussion with high school students on careers in the media, as well as the education needed and advice for students.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 8

Activity: Career Fair

Date: 11/25/08 Preparer: Susan W Sensenig

Host/Sponsor of Activity: School District of Lancaster/Lincoln Middle School

Participating Employee: Sue Sensenig, Program Coordinator/Traffic Director

Description of Activity and Station Participation:

Sue talked with 7th and 8th grade students about the various jobs in the radio broadcasting industry and the educational requirements for working in radio. She also fielded questions from the students on a range of topics from pay scale to how the music is chosen.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 9

Activity: Career Fair

Date: 12/02/08

Preparer: Susan W Sensenig

Host/Sponsor of Activity: School District of Lancaster/Reynolds Middle School

Participating Employee: Sue Sensenig, Program Coordinator/Traffic Director

Description of Activity and Station Participation:

Sue talked with 7th and 8th grade students about the various jobs in the radio broadcasting industry and the educational requirements for working in radio. She also fielded questions from the students on a range of topics from pay scale to how the music is chosen.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 10

Activity: Career Fair

Date: 12/03/08 & 12/04/08

Preparer: Susan W Sensenig

Host/Sponsor of Activity: Harrisburg Area Community College

Participating Employee: Tom Richards, Creative Services Director

Description of Activity and Station Participation:

Tom participated on a panel of speakers and spoke about the various positions in radio broadcasting. He also fielded questions about radio from the students.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity 11

Activity: Hall Communications Scholarship

Date: Spring 2008 **Preparer:** Susan W Sensenig

Host/Sponsor of Activity: Hall Communications
Millersville University

Participating Employee: Bill Baldwin Sr.

Description of Activity and Station Participation:

Each spring, a \$500 scholarship is awarded to a Millersville University junior student of color and/or female who is majoring in communications with an option in broadcasting. The student must show financial need.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 12

Activity: Job Shadowing

Date: 03/13/09 Preparer: Susan W Sensenig

Host/Sponsor of Activity: Girl Scouts of America

Participating Employee: Dennis Mitchell and Michelle Cruz, Morning Show Hosts
Justin Broka, Morning Show Producer
Patsy Sympson, Air Personality
Ronnie Ramone, Promotions Director, WROZ
Kacey Ober, Special Events Coordinator
Jay Hunter, Promotions Director WSJW
Tom Richards, Creative Services Director
Sue Sensenig, Traffic Director/Program Coordinator WLPA

Description of Activity and Station Participation:

Each staff member explained the responsibilities of his/her job, as well as any educational or technical knowledge requirements needed.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 13

Activity: One on One meeting with student

Date: 12/03/08 & 12/04/08

Preparer: Susan W Sensenig

Host/Sponsor of Activity: Elizabethtown College

Participating Employee: Tom Richards, Creative Services Director

Description of Activity and Station Participation:

Tom explained the workings of the production studios, including the computer programs and mixing tools used to create commercials. He also worked with the student to create a demo product for her senior project.