



HALL *Communications, Inc.*

EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 04/01/2015 AND ENDING 03/31/16

This report consists of:

- Part 1 This cover page
- Part 2 Full-time Hires consisting of 1 page.
- Part 3 Supplemental Activities consisting of 15 pages.
(Four required over a two year period)

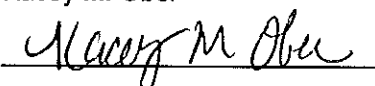
PART 1

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>
WONN - FM (Formerly WLPA-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: 16

The total number of full-time openings covered by this report: 3

Preparer: Kacey M. Ober
Signature: 
Title: Events & Digital Services Director
Date: 3/31/16
Telephone: 717.653.0800

PART 2

FULL-TIME HIRES

Job Title: Account Executive/Sales

Dates Filled: 2 new hires were filled on 11/1/2015 and 1 new hire on 1/19/2016.

Total Number of Interviewees: 16

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	Num of Interviewees
Hall Communications WROZ/WLPA FM On-air advertising	1996 Auction Road Manheim PA 717.653.0800 x18	Ronnie Ramone	1*
Hall Communications Website	1996 Auction Road Manheim PA 717.653.0800 x22	Edd Monskie	5*
Lancaster Chamber of Commerce and Industry Job Board	100 South Queen Lancaster PA 717.397.3531	Job Board Administrator	2
Latino Hispanic American Civic Association	admin@lhacc.org 1301 Derry Street Harrisburg PA 717.397.6267	Job Board Administrator	0
York County Hispanic Coalition	yorkchc@gmail.org P O Box 722 York PA 717.600.6365	Job Board Administrator	0
Greater Harrisburg NAACP	Stanley_Lawson @msn.net 116 Pine Street Harrisburg PA 717.233.4153	Stanley Lawson	0
Lancaster NAACP	robhdma@aol.com P O Box 911 Lancaster PA 717.610.1651	Job Board Administrator	0
Spanish American Civic Association	aweber@sacapa.org 545 Pershing Avenue Lancaster PA 717.397.6267	Allison Weber	0
Unknown Source			8

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.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 1

Activity: Internship

Date: 7/6/15 – 8/21/15

Preparer: Kacey M. Ober

Host/Sponsor of Activity:

Millersville University

Participating Employees:

Tom Richards, Production Director
Jordan Unroe, Promotions Coordinator

Description of Activity and Station Participation:

One male Caucasian student received an introduction to radio audio production, web graphic design, learned how to update web sites and worked with the promotions department.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 2

Activity: Career Day

Date: April 2, 2015

Preparer: Kacey M. Ober

Host/Sponsor of Activity: Manheim Township Middle School

Participating Employees: Tom Richards, Production Director

Description of Activity and Station Participation:

Tom Richards delivered three 30-minute sessions to small groups of students in the 7th and 8th grade. He spoke on radio careers from sales to production, on-air and news content at the Manheim Township Middle School.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 3

Activity: Job Shadowing

Date: December 1, 2015

Preparer: Kacey M. Ober

Host/Sponsor of Activity: Lancaster Chamber of Commerce Mentorship/Conestoga Valley High School

Participating Employees: Tom Richards, Creative Services Director/Webmaster
Jordan Unroe, Promotions Coordinator

Description of Activity and Station Participation:

1 female Caucasian student shadowed the Promotions Coordinator Jordan Unroe, wrote sample proposals, shadowed Production Director Tom Richards and recorded sample PSA's. She spent the day at the radio station.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 4

Activity: Job Shadowing

Date: December 1, 2015

Preparer: Kacey M. Ober

Host/Sponsor of Activity: Lancaster Chamber of Commerce Mentorship/Warwick High School

Participating Employees: Tom Richards, Production Director
Jordan Unroe, Promotions Coordinator
Kacey Ober, Events & Digital Services Director

Description of Activity and Station Participation:

1 female Asian student shadowed Promotions Coordinator Jordan Unroe, wrote sample proposals, shadowed Production Director Tom Richards and recorded a sample PSA. She also shadowed Events & Digital Services Director Kacey Ober to learn how an on-line contest is designed for a client. The mentorship was done at Hall Communications.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity 5

Activity: Career Day

Date: December 9, 2015 Preparer: Kacey M. Ober

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

Participating Employees: Tom Richards, Production Director

Description of Activity and Station Participation:

Production Director, Tom Richards, spoke at the Reynolds Middle School and shared the history of radio, jobs in radio and what education is needed to become a success in broadcasting. He presented six 15 minute sessions to 6th, 7th and 8th graders.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 6

Activity: Job Shadowing

Date: December 30, 2015 Preparer: Kacey M. Ober

Host/Sponsor of Activity: Elizabethtown High School

Participating Employees: Tom Richards, Production Director
Jordan Unroe, Promotions Coordinator

Description of Activity and Station Participation:

1 male student shadowed Promotions Coordinator Jordan Unroe at Hall Communications and learned how a promotion comes together. He also shadowed the Production Director Tom Richards to see what is involved with producing a commercial.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 7

Activity: Speaking to College Journalism Class

Date: February 2, 2016 Preparer: Kacey M. Ober

Host/Sponsor of Activity: Lancaster Bible College

Participating Employees: Tom Richards, Production Director

Description of Activity and Station Participation

Tom Richards presented a PowerPoint of the job–history of radio, and showed a commercial copy writing session, as well as the commercial delivery and evaluation at the Lancaster Bible College.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 8

Activity: Internship

Date: May 25, 2015 – August 21, 2015

Preparer: Kacey M. Ober

Host/Sponsor of Activity:

Indiana University of Pennsylvania

Participating Employees:

Jordan Unroe, Promotions Coordinator

Description of Activity and Station Participation

One African American female student interned at Hall Communications and learned how to write and execute promotions, update websites and social media, plan and execute events, create and execute contests. She also worked with promotion assistants and the production department on creating new commercials. She went out on radio station visits to deliver prizes to winners to see the entire start to finish process of a contest.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 9

Activity: Internship

Date: May 25, 2015 – August 14, 2015

Preparer: Kacey M. Ober

Host/Sponsor of Activity:

University of Pittsburgh

Participating Employees:

Jordan Unroe, Promotions Coordinator
Tom Richards, Productions Director

Description of Activity and Station Participation

One female student intern participated in the writing and executing of Spring and Summer promotions, updating websites for our 2 FM stations and Facebook/Twitter posts, she helped in planning and executing events such as Christmas in July, creating and executing weekly contests, working with promotions assistants and production department on commercial production.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 10

Activity: Internship

Date: June 8, 2015 – August 14, 2015

Preparer: Kacey M. Ober

Host/Sponsor of Activity:

Virginia Tech

Participating Employees:

Jordan Unroe, Promotions Coordinator
Tom Richards, Production Director

Description of Activity and Station Participation

One Caucasian female student helped with the writing and executing of promotions. She learned how to update websites as well as social media (Facebook & Twitter). She helped in planning and executing events, creating and executing weekly and monthly contests, working with the promotions assistants on our remote broadcasts and production department on commercial production.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 11

Activity: Internship

Date: August 17, 2015 – December 4, 2015

Preparer: Kacey M. Ober

Host/Sponsor of Activity:

Millersville University

Participating Employees:

Jordan Unroe, Promotions Coordinator
Kacey Ober, Events & Digital Svcs Dir
Tom Richards, Production Director

Description of Activity and Station Participation

One Caucasian male student learned how to write and execute promotions. He helped to plan and coordinate several events such as our first annual Flashback Friday Halloween Party. He learned the process of creating and implementing contests. He also worked closely with the promotion assistants on appearances and live broadcasts as well as learning commercial production with the production department.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 12

Activity: Internship

Date: August 24, 2015 – December 4, 2015

Preparer: Kacey M. Ober

Host/Sponsor of Activity:

Millersville University

Participating Employees:

Jordan Unroe, Promotions Coordinator
Kacey Ober, Events & Digital Svcs Dir
Ronnie Ramone, Brand Manager

Description of Activity and Station Participation

One Caucasian female student learned how to write and execute promotions for all 3 stations. She also learned about our digital services and how we update websites and social media. She planned and coordinated our first annual Flashback Friday Halloween Party. She was instrumental in creating and executing contests as well as contacting winners. She sat in with the production department and learned how to produce client commercials. She also worked with our Brand Manager on ways to enhance our brand image.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 13

Activity: Internship

Date: January 25, 2016 – Present

Preparer: Kacey M. Ober

Host/Sponsor of Activity:

Millersville University

Participating Employees:

Jordan Unroe, Promotions Coordinator
Kacey Ober, Events & Digital Svcs Director
Tom Richards, Production Coordinator

Description of Activity and Station Participation

One Caucasian female student helped to write and execute promotions, updated websites and social media, planned and executed events, created and executed contests, as well as worked with promotions assistants and production department. She learned how to produce recorded liners and the production process of a client commercial.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 14

Activity: Station Personnel Training

Date: 9/10/2015 – 12/10/2015

Preparer: Kacey M. Ober

Host/Sponsor of Activity:

Harrisburg Area Community College/Lancaster

Participating Employees:

Ronnie Ramone, Brand Manager

Description of Activity and Station Participation

One male station employee attended a Digital Media Marketing course at Harrisburg Area Community College in Lancaster. The course examines the process of developing, implementing, and evaluating strategies to successfully market products and services using internet marketing tools. The course covers the similarities and differences between the digital economy and traditional marketing practices, as well as industry-specific terminology. Students learn how to integrate digital media into marketing and business processes. Topics also include customer relationship development and retention marketing, email marketing campaigns, website usability, search engine optimization, social media, and mobile marketing.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 15

Activity: College Scholarship

Date: Yearly

Preparer: Kacey M. Ober

Host/Sponsor of Activity:

Millersville University

Participating Employees:

William Baldwin Jr./General Manager

Description of Activity and Station Participation

WLPA – Hall Communications \$500 Scholarship is awarded to a sophomore student of color and/or a female majoring in communications at Millersville University with an option in broadcasting and who demonstrates a financial need. We give 2 scholarships a year.