



# HALL *Communications, Inc.*

## EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 04/01/2019 AND ENDING 03/31/20

This report consists of:

- Part 1 This cover page
- Part 2 Full-time Hires consisting of 1 page
- Part 3 Supplemental Activities consisting of 5 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	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: 7

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

Preparer: Kacey Ober  
Signature: *Kacey Ober*  
Title: Events & Digital Services Director  
Date: 3/31/20  
Telephone: 717.653.0800

## PART 2

### FULL-TIME HIRES

Job Title: Account Executive/Sales

New Hires: 3

Total Number of Interviewees: 7

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

	RECRUITMENT SOURCE	REQUESTED TO BE CONTACTED	# INTERVIEWEES
1	<b>360 Lancaster</b> 360lancaster.com, 717.951.6051	N	0
2	<b>Hall Communications/Lancaster, PA</b> On-Air - fun 101.3, ESPN Radio 92.5/92.7, Linda Weidman 1996 Auction Rd., Manheim, PA 17545, 717-653-0800	Y	2*
3	<b>Hall Communications/Lancaster, PA</b> Station Websites, Kacey Ober <a href="http://www.fun1013.com">www.fun1013.com</a> & <a href="http://www.ESPNRadio927.com">www.ESPNRadio927.com</a>	Y	1*
4	<b>Word of Mouth</b>	N	1*
5	<b>Indeed</b> <a href="http://www.indeed.com">www.indeed.com</a> , 800-430-6955	N	2
6	<b>Latino Hispanic American Community Center</b> Gloria Vazquez Merrick, gvmlhacc@gmail.com 1301 Derry St, Harrisburg, PA 17104	N	0
7	<b>Spanish American Civic Association</b> Nancy Alvelo, 717-397-6267, nalvelo@sacapa.org 4369, 453 S Lime St. Suite A, Lancaster, PA 17602	N	0
8	<b>York County Hispanic Coalition</b> PO Box 722, York PA 17405, <a href="mailto:yorkchc@gmail.com">yorkchc@gmail.com</a> , Admin	N	0
9	<b>ZipRecruiter</b> <a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a> , 877-252-1062	N	1

+One recruitment effort and one new hire started right away. Second new hire was delayed due to a family emergency. Third new hire came as a result of an Account Executive resigning and needing a quick replacement due to the small size of the sales team. He impressed management during the recruitment process.

<sup>1</sup> A source with an (\*) was the source that referred the hiree.

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 1

Activity: Participation in event/program sponsored by educational institution relating to career opportunities in broadcasting.

Date: April 12, 2019

Preparer: Kacey Ober

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Host/Sponsor of Activity:

Millersville University, Millersville, PA

Participating Employees:

Ronnie Ramone, Program Director

#### Description of Activity and Station Participation

Program Director and On-Air Personality, Ronnie Ramone, went to Millersville University in Millersville, PA in April to talk with the students there about the type of positions available in the field of Communications.

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 2

Activity: Shadow

Date: April 9, 2019

Preparer: Kacey Ober

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Host/Sponsor of Activity:

Elizabethtown High School, Elizabethtown, PA

Participating Employees:

Dennis Mitchell, On-Air Personality  
Tom Richards, Production Director  
Michael C. Anthony, Program Director and On-Air  
Personality

#### Description of Activity and Station Participation:

An Elizabethtown High School student from Elizabethtown, PA shadowed the On-Air Talent, Program Director and the Production Director at the fun 101.3 and ESPN Radio 92.5/92.7 studios to learn more about the different fields in Communications.

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 3

Activity: Training programs to enable station personnel to improve their positions

Dates: July 2019 – Present, October 12 –  
December 16, 2019, January 6 – March 9, 2020

Preparer: Kacey Ober

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Participating Employees

Members of the Sales Department,  
Loren Good, Sales Manager

Description of Activity and Station Participation:

Hall Communications offers and provides the following training programs for current employees:

**Account Executives:** Radio Advertising Bureau's Radio Marketing Professional program brings the best of their highly acclaimed classroom training to anytime, anywhere learning for the newest Radio sellers. The 17-Module course covers effectively positioning yourself as a marketing consultant, maximizing your time, prospecting, appointment, CNA's, written presentation, Co-op and NTR, competitive media and more. Participating members of the sales team were Chris Frey and Joshua Keith.

**Training Workshops:** Ongoing training provided by Advantage Systems Training. These sessions started in July 2019 and take place every three weeks with a live meeting with all sellers. Michael Pallini covers a variety of topics related to increasing seller's ability to be more efficient and techniques to better work with their clients.

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 4

Activity: Internship

Date: August– December, 2019,  
January 16 – March 27, 2020

Preparer: Kacey Ober

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Host/Sponsor of Activity:

Elizabethtown College, Elizabethtown, PA  
Florida Atlantic University, Boca Raton, FL  
Millersville University, Millersville, PA

Participating Employees:

Ronnie Ramone, Program Director  
Tom Richards, Production Director  
Vince Augello, Promotions Captain  
Kacey Ober, Events & Digital Services Director

#### Description of Activity and Station Participation

Two students from Elizabethtown College in Elizabethtown, PA interned at Hall Communications. One female student interned during the winter semester and one male student interned during the fall semester. They worked with all departments; Promotions, Programming and Sales. They prepared and worked on promotional events, carried out special projects and edited online content. They also spent time in our Production Department and learned the tools used during commercial production and voice-over sessions.

One male student from York, PA, taking online courses from Florida Atlantic University, interned at Hall Communications during his fall semester. He learned how to write and produce commercials, update websites and social media and create and execute contests. He helped the Events department with the planning and execution of our Brew-chanan Fest that occurs in October. He also worked with promotion assistants and went out to radio station appearances and remotes.

One male Millersville University student interned at Hall Communications and learned the process of commercial production working with Tom Richards, our Production Director. He learned the tools used during commercial production and voice-over sessions

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 5

Activity: Activity designed by the station to further job dissemination

Date: February 17, 2020 – Present

Preparer: Kacey Ober

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Host/Sponsor of Activity:

Hall Communications, Inc.

Participating Employees:

Loren Good, Sales Manager

#### Description of Activity and Station Participation:

In an effort to widely recruit resources for obtaining personnel, stations WROZ-FM, WONN-FM and WLPA-AM each aired an announcement once a day at various day parts asking groups or organizations that wish to be notified of any or all openings, to call the station and their name will be placed on our notification list. It was noted in the announcement that Hall Communications, Inc. is an equal opportunity employer and we encourage all to apply.