



HALL *Communications, Inc.*

EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 04/01/2017 AND ENDING 03/31/18

This report consists of:

- Part 1 This cover page
- Part 2 Full-time Hires consisting of 2 pages.
- Part 3 Supplemental Activities consisting of 9 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: 4

The total number of full-time openings covered by this report: 2

Preparer: Kacey Ober
Signature: 
Title: Events & Digital Services Director
Date: 3/31/18
Telephone: 717.653.0800 x19

PART 2

FULL-TIME HIRES

Job Title: Account Executive/Sales

Dates Filled: 1 new hire was filled on 1/8/2018

Total Number of Interviewees: 1

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*
fun 101.3 & ESPN Radio Websites	1996 Auction Road Manheim PA 717.653.0800 x19	Kacey Ober	0
Lancaster Chamber of Commerce and Industry Job Board	100 South Queen Lancaster PA 717.397.3531	Job Board Administrator	0
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	ryates1006@comcast.net 116 Pine Street Harrisburg PA 717.233.4153	Shirley Yates	0
Spanish American Civic Association	info@sacapa.org 453 S. Lime St. Lancaster PA 17602 717.397.6267	Tec Centro	0
York College of PA Job Board Website	441 Country Club Rd. York, PA 17403	Job Board Administrator	0

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 2

FULL-TIME HIRES

Job Title: Business Manager

Dates Filled: 1 new hire was filled on 3/15/2018

Total Number of Interviewees: 3

Recruitment Sources: (Include name of each source used, address, contact person, telephone number and include the number of interviewees referred by each source.)²

Name of Source	Address	Contact Person	Num of Interviewees
Hall Communications WROZ/WLPA-FM On-air advertising	1996 Auction Road Manheim PA 17545 717.653.0800 x18	Ronnie Ramone	0
fun 101.3 & ESPN Radio Websites	1996 Auction Road Manheim PA 17545 717.653.0800 x19	Kacey Ober	0
Lancaster Chamber of Commerce and Industry	100 South Queen Lancaster, PA 717.397.3531	Job Board Administrator	0
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	ryates1006@comcast.net 116 Pine Street Harrisburg, PA 717.233.4153	Shirley Yates	0
Spanish American Civic Association	info@sacapa.org 453 S. Lime St. Lancaster PA 17602 717.397.6267	Tec Centro	0
York College of PA Job Board Website	441 Country Club Rd. York, PA 17403	Job Board Administrator	0
Tri-Star Staffing	2201 Oregon Pk, Lancaster, PA 17601 717.560.2111	Lauren Hunter	1
LinkedIn Website	www.linkedin.com	Job Board	0
Indeed Website	www.indeed.com	Job Board	2*

² 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: Aug 30, 2017 – Nov 22, 2017

Preparer: Kacey Ober

Host/Sponsor of Activity:

Millersville University

Participating Employees:

Joe Bleacher, Promotions Director
Tom Richards, Production Director
Kacey Ober, Events & Digital Services Director

Description of Activity and Station Participation

One Caucasian 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 2

Activity: Internship

Date: May 15, 2017 - August 14, 2017

Preparer: Kacey Ober

Host/Sponsor of Activity:

Millersville University

Participating Employees:

Joe Bleacher, Promotions Coordinator
Tom Richards, Production Director

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 3

Activity: Internship

Date: Aug 30, 2017 – Nov 22, 2017

Preparer: Kacey Ober

Host/Sponsor of Activity:

York College of Pennsylvania

Participating Employees:

Joe Bleacher, Promotions Coordinator
Tom Richards, Production Director

Description of Activity and Station Participation

One Caucasian 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 was in contact with winners and event vendors. She also worked with the Production Department on creating new commercials.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 4

Activity: Internship

Date: Aug. 30, 2017 – Nov. 10, 2017

Preparer: Kacey Ober

Host/Sponsor of Activity:

Millersville University

Participating Employees:

Joe Bleacher, Promotions Coordinator

Description of Activity and Station Participation

One Caucasian female student interned at Hall Communications. She worked with all departments; Promotions, Programming and Sales. She prepared and worked on promotional events, carried out special projects, edited online content and created and distributed marketing materials.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 5

Activity: Internship

Date: May 23, 2017 - August 20, 2017

Preparer: Kacey Ober

Host/Sponsor of Activity:

Muhlenberg College

Participating Employees:

Joe Bleacher, Promotions Coordinator

Description of Activity and Station Participation

One Caucasian female student interned at Hall Communications. She worked with the Promotions Department creating promotional ideas for the sales team. She also worked with the Events Department on upcoming station events, contacting vendors and coming up with ideas. She helped with digital services and changed content on station websites.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 6

Activity: Job Shadow

Date: January 4, 2018

Preparer: Kacey Ober

Host/Sponsor of Activity:

Hempfield High School

Participating Employees:

Tom Richards, Production Director
Dennis Mitchell, On-Air Personality
Michelle Cruz, On-Air Personality

Description of Activity and Station Participation:

One Caucasian female student shadowed at Hall Communications. She observed the morning show and learned the tools used during commercial production and voice-over sessions. She produced numerous commercials and was able to keep her work via email.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 7

Activity: Tour/Career Day

Date: January 25, 2018

Preparer: Kacey Ober

Host/Sponsor of Activity:

Hempfield School District

Participating Employees:

Tom Richards, Production Director
Dennis Mitchell, On-Air Personality
Michelle Cruz, On-Air Personality

Description of Activity and Station Participation:

A group of special needs students learned the history of radio and voiced commercial copy. They were also given a tour of the fun 101.3 studio by Dennis and Michelle from the morning show.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 8

Activity: Career Day

Date: June 2, 2017

Preparer: Kacey Ober

Host/Sponsor of Activity:

Manheim Township Middle School Career Day

Participating Employees:

Tom Richards, Production Director
Joe Bleacher, Promotions Coordinator

Description of Activity and Station Participation:

Three sessions with middle school students. Explained the history of radio and how radio broadcasting has evolved. Plus, introduced jobs that are available in our industry. Students also had experiences reading both news and commercial copy. A question and answer session followed.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 9

Activity: Job Shadowing

Date: March 9, 2018

Preparer: Kacey Ober

Host/Sponsor of Activity:

Donegal High School

Participating Employees:

Tom Richards, Production Director
Dennis Mitchell, On-Air Personality
Michelle Cruz, On-Air Personality
Michael C. Anthony, On-Air Personality

Description of Activity and Station Participation:

Tom explained production techniques and tools. Dennis and Michelle talked about the morning show duties. Michael C. discussed on-air programming with the student.