



HALL *Communications, Inc.*

EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 04/01/2018 AND ENDING 03/31/19

This report consists of:

- Part 1 This cover page
- Part 2 Full-time Hires consisting of 1 page
- Part 3 Supplemental Activities consisting of 10 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 - (Formerly WLPA-FM)	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: 1

Preparer: Kacey Ober
Signature: *Kacey M. Ober*
Title: Events & Digital Services Director
Date: 3/31/19
Telephone: 717.653.0800

PART 2

FULL-TIME HIRES

Job Title: Account Executive/Sales

Dates Filled: 1 new hire was filled on 1/2/2019

Total Number of Interviewees: 4

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 WROZWLP 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	2
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
Indeed Website	www.indeed.com	Internet Listing	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.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 1

Activity: Internship

Date: May 17, 2018 – August 17, 2018

Preparer: Kacey Ober

Host/Sponsor of Activity:

Waynesburg University

Participating Employees:

Ronnie Ramone, Brand Manager
Tom Richards, Production Director
Kacey Ober, Events & Digital Services Director

Description of Activity and Station Participation

One Caucasian male 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. He also worked with promotion assistants and the production department on creating new commercials. He 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 23, 2018 – August 16, 2018

Preparer: Kacey Ober

Host/Sponsor of Activity:

Liberty University

Participating Employees:

Ronnie Ramone, Brand Manager
Tom Richards, Production Director
Kacey Ober, Events & Digital Services Director

Description of Activity and Station Participation

One Caucasian male student interned at Hall Communications and learned how to write and produce commercials, update websites and social media, plan and execute events, create and execute contests. He also worked with promotion assistants and went out on radio station visits to deliver prizes to winners.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 3

Activity: Internship

Date: May 23, 2018 – August 17, 2018

Preparer: Kacey Ober

Host/Sponsor of Activity:

Millersville University

Participating Employees:

Ronnie Ramone, Brand Manager
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 execute on-air and online contests, update websites and plan and execute events. She was in contact with winners and event vendors for upcoming radio station events. She went out on radio station visits to deliver prizes to winners. She also worked with the Production Department to learn the process of commercial production.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity 4

Activity: Internship

Date: August 28, 2018 – December 13, 2018 Preparer: Kacey Ober

Host/Sponsor of Activity: Millersville University

Participating Employees: Ronnie Ramone, Brand Manager
Tom Richards, Production Director
Kacey Ober, Events & Digital Services Director

Description of Activity and Station Participation

One Caucasian female student interned at Hall Communications during the fall semester. 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. She contacted vendors about an annual event we held in October.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity 5

Activity: Internship

Date: August 21, 2018 – December 14, 2018 Preparer: Kacey Ober

Host/Sponsor of Activity: University of Central Florida

Participating Employees: Ronnie Ramone, Brand Manager
Tom Richards, Production Director
Kacey Ober, Events & Digital Services Director

Description of Activity and Station Participation

One Caucasian male student interned at Hall Communications. He worked in production learning to use the programs Adobe Audition, and Audio Vault. He also worked on the back end of our website, using AMP CMS. He worked with the promotions/remote team as well.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 6

Activity: Internship

Date: January 14, 2019 – Present

Preparer: Kacey Ober

Host/Sponsor of Activity:

Elizabethtown College

Participating Employees:

Ronnie Ramone, Brand Manager
Tom Richards, Production Director
Kacey Ober, Events & Digital Services Director
Patsy Sympson, On-Air Personality

Description of Activity and Station Participation:

One Caucasian female student began interning at Hall Communications in January. She became familiar with our stations and our events to create relevant social media content. She helped in the planning process of a major station event and was in contact with vendors throughout the process. She updated our websites on a weekly basis.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 7

Activity: Shadow

Date: November 8, 2018

Preparer: Kacey Ober

Host/Sponsor of Activity:

Millersville University

Participating Employees:

Ronnie Ramone, Brand Manager
Kacey Ober, Events & Digital Services Director
Tom Richards, Production Director

Description of Activity and Station Participation:

A Caucasian female University student shadowed the Promotions, Events and Digital Services department to learn more about the back-end of radio.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 8

Activity: Shadow

Date: January 11, 2019

Preparer: Kacey Ober

Host/Sponsor of Activity:

Penn Manor High School

Participating Employees:

Patsy Sympson, On-Air Personality

Description of Activity and Station Participation:

A Caucasian male student shadowed Patsy Sympson for his *Service Learning* class. The goal for his class was to get experience in a job field that interests him. He learned how production was done and what happens during the day in the studio.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 9

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

Date: April 1, 2018 – March 20, 2019

Preparer: Kacey Ober

Host/Sponsor of Activity:

Members of the Sales Dept; Linda Weidman, Traffic Mgr, and Jennifer Garcia, Business Mgr

Description of Activity and Station Participation:

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

Sandler Sales Training: Using the Sandler methodology, this course prepares salespeople to competently and effectively navigate the sales arena in the most effective and efficient manner, using tested, proven, and up-to-date strategies and skills. In a supportive yet mentally-challenging environment, this program transforms salespeople's attitudes (and corresponding beliefs, judgments, and actions) to more fully support the outcomes needed to achieve corporate, department, and personal goals. These new attitudes and skills are then turned into defined and measurable actions that bring about successful and sustainable results. Training was presented by Lancaster Chamber of Commerce. In attendance were Account Executives, Jeff Ober and Brandon Weese.

2018 Marketron User Symposium: Symposium created by Marketron to learn more about the products they use every day, find innovative solutions to improve workday and network with colleagues from across the industry. Sessions were included on the Marketron product roadmap, new Marketron products already in the marketplace and the software used daily to master efficiency and productivity. In attendance were Traffic Manager, Linda Weidman, and Business Manager, Jennifer Garcia.

Our sellers also receive additional training three times a year through Nielsen as part of our ongoing education and training.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity 10

Activity: Activity designed by the station to further the goal of disseminating job opportunities

Date: October 1, 2018 – November 1, 2018

Preparer: Kacey Ober

Host/Sponsor of Activity:

Hall Communications

Description of Activity and Station Participation:

In an effort to widely recruit our open position, stations WROZ-FM, WONN-FM, WLPA-AM each aired recruitment announcements to promote the open position of Account Executive. Interested applicants were asked to email their cover letter and resume to Sales Manager, Loren Good.