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:

<table>
<thead>
<tr>
<th>Call Sign</th>
<th>AM/FM</th>
<th>Facility ID#</th>
<th>Community of License</th>
<th>State</th>
<th>LMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>WONN</td>
<td>FM</td>
<td>62368</td>
<td>Starview</td>
<td>PA</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Formerly WLPA-FM)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WLPA</td>
<td>AM</td>
<td>25870</td>
<td>Lancaster</td>
<td>PA</td>
<td></td>
</tr>
<tr>
<td>WROZ</td>
<td>FM</td>
<td>25865</td>
<td>Lancaster</td>
<td>PA</td>
<td></td>
</tr>
</tbody>
</table>

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:  
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.)

<table>
<thead>
<tr>
<th>Name of Source</th>
<th>Address</th>
<th>Contact Person</th>
<th>Num of Interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hall Communications WROZ/MLPA FM On-air Advertising</td>
<td>1996 Auction Road, Manheim PA</td>
<td>Ronnie Ramone</td>
<td>1</td>
</tr>
<tr>
<td>fun 101.3 &amp; ESPN Radio Websites</td>
<td>1996 Auction Road, Manheim PA</td>
<td>Kacey Ober</td>
<td>2</td>
</tr>
<tr>
<td>Lancaster Chamber of Commerce and Industry Job Board</td>
<td>100 South Queen, Lancaster PA</td>
<td>Job Board Administrator</td>
<td>0</td>
</tr>
<tr>
<td>Latino Hispanic American Civic Association</td>
<td><a href="mailto:admin@lhacc.org">admin@lhacc.org</a>, Harrisburg PA</td>
<td>Job Board Administrator</td>
<td>0</td>
</tr>
<tr>
<td>York County Hispanic Coalition</td>
<td><a href="mailto:yorkchc@gmail.org">yorkchc@gmail.org</a>, York PA</td>
<td>Job Board Administrator</td>
<td>0</td>
</tr>
<tr>
<td>Greater Harrisburg NAACP</td>
<td><a href="mailto:ryates1000@comcast.net">ryates1000@comcast.net</a>, Harrisburg PA</td>
<td>Shirley Yates</td>
<td>0</td>
</tr>
<tr>
<td>Spanish American Civic Association</td>
<td><a href="mailto:info@sacapa.org">info@sacapa.org</a>, Lancaster PA</td>
<td>Tec Centro</td>
<td>0</td>
</tr>
<tr>
<td>York College of PA Job Board Website</td>
<td>441 Country Club Rd, York, PA</td>
<td>Job Board Administrator</td>
<td>0</td>
</tr>
<tr>
<td>Indeed Website</td>
<td><a href="http://www.indeed.com">www.indeed.com</a></td>
<td>Internet Listing</td>
<td>1*</td>
</tr>
</tbody>
</table>

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.