



HALL *Communications, Inc.*

EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 04/01/2020 AND ENDING 03/31/21

This report consists of:

- Part 1 This cover page
- Part 2 Supplemental Activities consisting of 4 pages.
(Four required over a two year period)

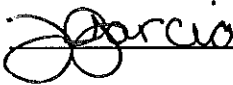
PART 1

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: 0

The total number of full-time openings covered by this report: 0

Preparer: Jennifer Garcia
Signature: 
Title: Business Manager
Date: 3/31/21
Telephone: 717.653.0800

PART 2

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: November 11, 2020

Preparer: Jennifer Garcia

Host/Sponsor of Activity:
Participating Employees:

Lancaster-Lebanon Intermediate Unit 13
Tom Richards, Creative Director

Description of Activity and Station Participation

Creative Director and On-Air Personality, Tom Richards, hosted a virtual tour of Hall Communications in Lancaster, PA. The tour promoted career exploration for high school students from Lancaster-Lebanon Intermediate Unit 13 that are interested in working in the communications field.

Date: September 23, 2020

Preparer: Jennifer Garcia

Host/Sponsor of Activity:
Participating Employees:

Southeastern University, Lakeland, FL
Tom Richards, Creative Director

Description of Activity and Station Participation

Creative Director and On-Air Personality, Tom Richards, conducted a zoom class on audio/radio production for the Department of Communication College of Arts and Media. The purpose of the class was to encourage an interest in broadcast careers.

PART 2

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 2

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

Dates: April 2020 – December 2020

Preparer: Jennifer Garcia

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, Client Needs Analysis, written presentation, Co-op and Non Traditional Revenue, competitive media and more. Participating members of the sales team were Joshua Keith.

Training Workshops: Ongoing virtual training provided by Advantage Systems Training. These sessions started in April 2020 and take place every three weeks with a virtual 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. Participating members of the sales team were Krista Howard, Darlene Black and Joshua Keith.

PART 2

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 3

Activity: Internship

Date: August– December, 2020

Preparer: Jennifer Garcia

Host/Sponsor of Activity:

Elizabethtown College, Elizabethtown, PA

Participating Employees:

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

Description of Activity and Station Participation

Three students, 1 male and 2 females, from Elizabethtown College in Elizabethtown, PA interned in-person at Hall Communications in Manheim, PA. They worked with all departments; Promotions, Programming and On Air. The fall project was to create and promote social media videos of the on air personalities.

PART 2

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 4

Activity: Activity designed by the station to further job dissemination

Date: April 2020 – Present

Preparer: Jennifer Garcia

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.