



HALL *Communications, Inc.*

ANNUAL EEO PUBLIC FILE REPORT

For the period beginning 02/01/11 and ending 01/31/12

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This report is not required if unit has fewer than five full-time employees.

This report consists of:

<u>Part 1</u>	Station Information
<u>Part 2</u>	Recruitment sources/interviewees for each full-time vacancy
<u>Part 3</u>	Recruitment initiatives

Preparer: Andrea Lammly

Signature: *Andrea Lammly*

Title: Bookkeeper

Date: January 31, 2012

Telephone: 802-658-1230

*This report, which usually covers the prior 12-month period, is to be placed in each station's public file and web site (if applicable) every year on the anniversary of the due date of the station's renewal application. The initial reporting period is from March 10, 2003, to the station's renewal filing deadline.



HALL *Communications, Inc.*

FULL-TIME VACANCY #1

Job Title: On-Air Nighttime Position
Date Filled: June 20, 2011
Total Number of Interviewees: Four

Recruitment Sources:¹

The following recruitment sources were utilized to fill this vacancy:

Name of Source	Address	Contact Person	Telephone Number	Number of Interviewees Referred
1.	See attached list. Each source on the attached list was contacted for this job opening. The number of interviewees referred is indicated on the list.			
2.				
3.				
4.				
5.				
6.				
7.				

(Add more sources if utilized)

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 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>
WOKO	FM	25867	Burlington	VT	No
WKOL	FM	68692	Plattsburgh	NY	No
WJOY	AM	25864	Burlington	VT	No
WIZN	FM	7839	Vergennes	VT	No
WBTZ	FM	52807	Plattsburgh	NY	No

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this report.

A total of 2 full-time job vacancies were filled by the employment unit.

A total number of 9 persons were interviewed for all of the full-time vacancies.

**EEO LISTINGS FOR
JOB POSTINGS**

These companies/organizations are the sources our companies utilizes whenever we have employment opportunities

ORGANIZATION	CONTACT PERSON	ADDRESS	PHONE NO.	# OF INTERVIEW REFFERALS (*)
Hall Communications, Inc.	Website posting/In house referral	70 Joy Drive So Burlington, VT 05403	658-1230	3
Champlain College	Patricia Boera	Career Planning Office 163 So Willard Street Burlington, VT 05401	860-2720	
Goddard College-WGDR (posted on college website)	Amanda Gustafson	P. O. Box 336 Plainfield, VT 05667	454-7762	
New England School of Communications		1 College Circle Bangor, ME 04401	888-877-1876	1
NYS Department of Labor	Susan Myers	194 US Oval Plattsburgh, NY 12903	518-561-0430 x3012	
Plattsburgh State University	Carolyn Delcore, Director	Career Development Center Kehoe Administration Bldg Rm 202 101 Broad Street Plattsburgh, NY 12901	518-564-2071	
St. Michael's College	Ingrid A. Peterson	One Winooski Park, Box 264 Colchester, VT 05439	654-2547	
University of Vermont	Pamela K. Gardner	Career Services Living/Learning, E. Building Burlington, VT 05405	656-3450	
Burlington Free Press	Classified Department	P. O. Box 10 Burlington, VT 05402-0010	658-3321	
Press Republican	Classified Department	170 Margaret Street Plattsburgh, NY 12901	518-561-2304	
Vermont Employment & Training Department		59 Pearl Street #63 Burlington, VT 05401	652-0311 652-0363	
VAB	Dennis Snyder	P. O. Box 4489 Burlington, VT 05406	658-1230	
All Access Music Group		28955 Pacific Coast Highway Suite 210-5		

Malibu, CA 90265

Castleton State College

Judith Carruthers

62 Alumni Drive
Castleton, VT 05735

802-468-1339

Vermont Job Expo

Pat Nowak

www.vtjobexpo.com

802-879-1553



HALL *Communications, Inc.*

FULL-TIME VACANCY #2

Job Title: Sales Representative

Date Filled: 01/02/12

Total Number of Interviewees: Five

Recruitment Sources: ¹

The following recruitment sources were utilized to fill this vacancy:

Name of Source	Address	Contact Person	Telephone Number	Number of Interviewees Referred
1.	See attached list. Each source on the attached list was contacted for this job opening. The number of interviewees referred is indicated on the list.			
2.				
3.				
4.				
5.				
6.				
7.				

(Add more sources if utilized)

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Goddard College-WGDR (posted on college website)	Amanda Gustafson	P. O. Box 336 Plainfield, VT 05667	454-7762	
New England School of Communications		1 College Circle Bangor, ME 04401	888-877-1876	
NYS Department of Labor	Susan Myers	194 US Oval Plattsburgh, NY 12903	518-561-0430 x3012	
Plattsburgh State University	Carolyn Delcore, Director	Career Development Center Kehoe Administration Bldg Rm 202 101 Broad Street Plattsburgh, NY 12901	518-564-2071	
St. Michael's College	Ingrid A. Peterson	One Winooski Park, Box 264 Colchester, VT 05439	654-2547	
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PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #1*

Activity: Champlain College Job Fair 2011

Date: March 28, 2011 **Preparer:** Andrea Lammy/Steve Pelkey

Host/Sponsor of Activity: Champlain College

Participating Station Personnel: Steve Pelkey & Matt Grasso, Operations Managers

Description of activity and scope of station participation:

Monday, March 28, 2011:

Champlain College Spring 2011 Job Fair-Burlington 1:30-5:30PM at the IDX Student Center. Pre-promoted on WOKO/WKOL/WBTZ/WIZN/WJOY to increase attendance and employer participation. Open to students from all area colleges and the general public, looking for full or part time employment and/or internships. Operations Mgr.'s Steve Pelkey and Matt Grasso attending, and interviewed candidates for potential sales and part time on air openings, as well as potential internship candidates. Live remote breaks on WOKO and WKOL day of event to promote attendance.

*If participation in a recruitment activity has not been implemented during this reporting period, please indicate "none" above and add an appropriate explanation (such as, all of the station unit's recruitment activities are to be completed during another year and not the year covered by this report).

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #2

Activity: Plattsburgh/North Country Chamber Job Fair 2011

Date: May 11, 2011

Preparer: Andrea Lammly/Steve Pelkey

Host/Sponsor of Activity: Plattsburgh/North Country Chamber of Commerce, JSEC, One Work Source, Hometown Radio, WJOY/WOKO/WKOL/WIZN/WBTZ Radio

Participating Station Personnel: Steve Pelkey, Operations Manager

Description of activity and scope of station participation:

Plattsburgh-North Country Chamber Spring Job Fair: Wednesday May 11th from 4-8PM West Side Ballroom, Plattsburgh, NY. Co sponsored by Hall Communications Inc.

Pre-promotional announcements on WOKO-WKOL-WIZN-WBTZ-WJOY to attract job seekers to the event.

Remote on air breaks on WOKO-WKOL day of to additionally inform public event was happening.

Attended by Operations Manager Steve Pelkey who interviewed potential candidates for a full-time air personality opening.

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PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #3

Activity: Plattsburgh/North Country Chamber Job Fair 2011

Date: September 14, 2011 **Preparer:** Andrea Lammly/Steve Pelkey

Host/Sponsor of Activity: Plattsburgh/NorthCountry Chamer of Commerce, JSEC, One Work Source, Hometown Radio, WJOY/WOKO/WKOL/WIZN/WBTZ

Participating Station Personnel: Banners & Signs only

Description of activity and scope of station participation:

Plattsburgh North Country Chamber Job Fair 9/14th from 4 to 8PM at the Westside Ballroom Plattsburgh:

WJOY/WOKO/WIZN/WKOL/WBTZ Co-sponsored the twice yearly event. Ran pre-event promotional announcements to draw potential vendors/companies, and then to attract job seekers...over 230 job seekers attended with 34 companies represented.

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PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #4

Activity: Activity designed by the station to further job dissemination

Date: December 1, 2010-November 30, 2011 **Preparer:** Andrea Lammlly

Host/Sponsor of Activity: Hall Communications, Inc.

Participating Station Personnel: Dan Dubonnet, V.P. & General Manager

Description of Activity and Station Participation:

In an effort to widely recruit resources for obtaining personnel, stations WJOY-AM, WOKO-FM, WKOL-FM, WIZN-FM and WBTZ-FM each aired an announcement asking groups or organizations that wish to be notified of any or all openings, to call the station, ask for Andrea Lammlly and their name will be placed on the Employment Notification List. It was noted in the announcement that Hall Communications, Inc. is an equal opportunity employer and encourages minority and female applicants. Announcement airs throughout each month in all dayparts, from December 1, 2010 to November 30, 2011.

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #5

Activity: Internship-WJOY/WOKO/WKOL/WIZN/WBTZ

Date: August 2011 **Preparer:** Andrea Lammy/Steve Pelkey

Host/Sponsor of Activity: Hall Communications, Inc.

Participating Station Personnel: Matt Grasso, Operations Manager

Description of activity and scope of station participation:

Internship for College Credit

One Champlain College Junior interested in radio programming was recruited at a Spring 2011 Champlain College Job Fair to intern with the WIZN/WBTZ Programming Department. Under the supervision of Operations Manager, Matt Grasso, student started their internship on August 29, 2011.. Upon completion of the internship, the student will have gained hands-on experience with music programming, planning, executing concerts and providing video content for station websites. Student will learn about:

- The difference between programming events and promotions designed to improve ratings and those driven by potential profit.
- The mechanics behind the process of running a concert and/or special event from start to finish
- Relationships between all the different radio station departments and how they work together to create successful broadcast operations.
- How to create video content for a commercial radio station
- Basic business and workplace etiquette training as it pertains to coworkers, clients and listeners