



HALL *Communications, Inc.*

ANNUAL EEO PUBLIC FILE REPORT

For the period beginning 2/01/09 and ending 1/31/10*

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

This report consists of:

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

Preparer: Andrea Lammlly

Signature: Andrea Lammlly

Title: Bookkeeper

Date: January 31, 2010

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.

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 17 persons were interviewed for all of the full-time vacancies.



HALL *Communications, Inc.*

FULL-TIME VACANCY #1

Job Title: Plattsburgh Sales Rep
Date Filled: May 01, 2009
Total Number of Interviewees: Seven

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.

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 INTERVIEWEES REFERRED |
|---|---|--|-----------------------|----------------------------|
| Hall Communications, Inc. | Website posting/in house referral | 70 Joy Drive So Burlington, VT 05403 | 658-1230 | 1 |
| Champlain College | Patricia Boera | Career Planning Office 163 So Willard Street Burlington, VT 05401 | 860-2720 | |
| Emma Bowen Foundation (women's organization) | Sandra D. Rice V.P. Eastern Division | 624 West 67th Street New York, NY 10019 | 212-975-2545 | |
| Goddard College-WGDR (posted on college website) | Amenda Gustafson | P. O. Box 336 Plainfield, VT 05667 | 454-7762 | |
| New England School of Communications | | 1 College Circle Bangor, ME 04401 | 868-877-1876 | |
| NYS Department of Labor | Susan Myers | 194 US Oval Plattsburgh, NY 12903 | 518-561-0430 x2012 | |
| Plattsburgh State University | Carolyn DeCone, Director | Career Development Center Kahoe Administration Bldg Rm 202 101 Broad Street Plattsburgh, NY 12901 | 518-864-2071 | |
| St. Michael's College | Ingrid A. Peterson | One Winooski Park Box 264 Colchester, VT 05439 | 854-2547 | |
| University of Vermont | Pamela K. Gardner | Career Services Living/Learning, E. Building Burlington, VT 05405 | 856-3450 | |
| 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 | 6 * |
| Synergy Staffing (Employment Agency) | Sandy Phillips | 3 Ewing Place Essex Jct., VT 05452 | 872-7191 | |
| Vermont Employment & Training Department | | 59-83 Pearl Street Burlington, VT 05401 | 658-1120 | |
| VT Assoc. of Broadcasters | Dennis Snyder | P. O. Box 4489 Burlington, VT 05406 | 658-1230 | |
| V.A.B.I.R. (VT Assoc Business Industry & Rehab) | Allison Girard | 108 Cherry Street Suite 203 Burlington, VT 05401 | 651-1838 | |
| 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 | |



HALL Communications, Inc.

FULL-TIME VACANCY #2

Job Title: Sales Representative
Date Filled: No hire was made
Total Number of Interviewees: None

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. | Job opening was posted on May 29, 2009 but position was never filled. | | | |
| 3. | Decision was made by Management to eliminate position at this time. There were no interviews conducted for this position. | | | |
| 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.

EEO LISTINGS FOR JOB POSTINGS

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

| ORGANIZATION | CONTACT PERSON | ADDRESS | PHONE NO. | # OF INTERVIEWEES REFERRED |
|---|---|--|-----------------------|----------------------------|
| Half Communications, Inc. | Website posting/in house referral | 70 Joy Drive So Burlington, VT 05403 | 658-1230 | |
| Champlain College | Patricia Boera | Career Planning Office 169 So Willard Street Burlington, VT 05401 | 660-2720 | |
| Emma Bowen Foundation (women's organization) | Sandra D. Rice V.P. Eastern Division | 524 West 57th Street New York, NY 10019 | 212-975-2545 | |
| 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 | 888-877-1878 | |
| NYS Department of Labor | Susan Myers | 194 US Oval Plattsburgh, NY 12903 | 618-561-0430 x3012 | |
| Plattsburgh State University | Carolyn Delcore, Director | Career Development Center Kahoe Administration Bldg Rm 202 101 Broad Street Plattsburgh, NY 12901 | 518-564-2071 | |
| St. Michael's College | Ingrid A. Peterson | One Winslow 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 | |
| Synergy Staffing (Employment Agency) | Sandy Phillips | 3 Ewing Place Essex Jct., VT 05452 | 872-7191 | |
| Vermont Employment & Training Department | | 59-63 Pearl Street Burlington, VT 05401 | 660-1120 | |
| VT Assoc. of Broadcasters | Dennis Snyder | P. O. Box 4489 Burlington, VT 05406 | 660-1230 | |
| V.A.B.I.R. (VT Assoc Business Industry & Rehab) | Allison Garand | 108 Cherry Street Suite 203 Burlington, VT 05401 | 651-1838 | |
| 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 | 802-468-1399 | |
| Vermont Job Expo | Pat Nowak | www.vtjobexpo.com | 802-879-1553 | |



HALL *Communications, Inc.*

FULL-TIME VACANCY #3

Job Title: Full-time Announcer
Date Filled: No hire was made
Total Number of Interviewees: Two

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. | Job was posted on September 3, 2009 but has not been filled. Management has decided to utilize Program Director to fill spot until further notice. | | | |
| 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.

EEO LISTINGS FOR JOB POSTINGS

FOR ON AIR POSITIONS

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

| ORGANIZATION | CONTACT PERSON | ADDRESS | PHONE NO. | # OF INTERVIEWEES REFERRED |
|---|-----------------------------------|---|------------------|-----------------------------------|
| Hall Communications, Inc. | Website posting/in house referral | 70 Joy Drive So Burlington, VT 05403 | 658-1230 | 1 |
| Champlain College | Patricia Boers | Career Planning Office 163 So Willard Street Burlington, VT 05401 | 860-2720 | |
| Goddard College-WGDR (posted on college website) | Amanda Gustafson | P. O. Box 338 Plainfield, VT 05687 | 454-7762 | |
| New England School of Communications | | 1 College Circle Bangor, ME 04401 | 888-877-1876 | |
| Pittsburgh State University | Carolyn Delcore, Director | Career Development Center Kahoe Administration Bldg Rm 202 101 Broad Street Pittsburgh, NY 12901 | 518-564-2071 | |
| St. Michael's College | Ingrid A. Peterson | One Winoski 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 | |
| VT Assoc. of Broadcasters | 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 | | 1 |
| Castleton State College | Judith Camthers | 62 Alumni Drive Castleton, VT 05735 | 802-468-6611 | |



HALL *Communications, Inc.*

FULL-TIME VACANCY #4

Job Title: Sales Representative
Date Filled: October 26, 2009
Total Number of Interviewees: Eight

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.

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 INTERVIEWEES REFERRED |
|---|--|--|-----------------------|----------------------------|
| 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 | |
| Emma Bowen Foundation (women's organization) | Sandra D. Rice V.P. Eastam Division | 524 West 57th Street New York, NY 10019 | 212-975-2545 | |
| Goddard College-WGDR (posted on college website) | Amanda Gustafson | P. O. Box 335 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 | 516-561-0430 x3012 | |
| Plattsburgh State University | Carolyn Delcore, Director | Career Development Center Kehoe Administration Bldg Rm 202 101 Broad Street Plattsburgh, NY 12901 | 516-564-2071 | |
| St. Michael's College | Ingrid A. Peterson | One Winoski Park Box 264 Colchester, VT 05439 | 854-2547 | |
| 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 | 4 |
| Press Republican | Classified Department | 170 Margaret Street Plattsburgh, NY 12901 | 518-561-2304 | |
| Synergy Staffing (Employment Agency) | Sandy Phillips | 3 Ewing Place Essex Jct., VT 05452 | 872-7191 | |
| Vermont Employment & Training Department | | 69-63 Pearl Street Burlington, VT 05401 | 658-1120 | |
| VT Assoc. of Broadcasters | Dennis Snyder | P. O. Box 4488 Burlington, VT 05406 | 658-1230 | |
| V.A.B.I.R. (VT Assoc Business Industry & Rehab) | Allison Garand | 108 Cherry Street Suite 203 Burlington, VT 05401 | 651-1838 | |
| 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 | 802-878-1553 | 1 K |



HALL *Communications, Inc.*

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #1*

Activity: Champlain College Job Fair

Date: March 30, 2009 **Preparer:** Andrea Lammly/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:

Champlain College Career and Internship Fair- co sponsored by Hall Communications stations, WOKO, WKOL, WJOY, WIZN, and WBTZ. All stations ran pre-promotional announcements, to attract those looking for jobs/new careers/internships. Event open to the general public as well. Broadcast on air breaks day of to draw those searching for employment. Attending was Operations Mgrs. Steve Pelkey and Matt Grasso. Interviewed for potential Account Executive, part time announcing, and internship positions. Event from 1-5 at the Champlain College IDX Student center. Burlington VT.

*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).

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #2

Activity: Vermont Job Expo 2009

Date: April 21, 2009 **Preparer:** Andrea Lammy/Steve Pelkey

Host/Sponsor of Activity: Vermont Business & Professional Women/Burlington Free Press/WPTZ-TV
Channel 5/ WJOY/WOKO/WKOL/WIZN/WBTZ Radio

Participating Station Personnel: Steve Pelkey, Operations Manager

Description of Activity and Station Participation:

Vermont Job Expo-sponsored by Burlington Vermont Business and Professional Women, co sponsored by Hall Communications stations, WOKO, WKOL, WJOY, WIZN, and WBTZ. All stations ran pre-promotional announcements, to attract business vendors, and those looking for jobs/new careers. Broadcast on air breaks day of to draw those searching for employment. Attending was Operations Mgr. Steve Pelkey. Interviewed for potential Account Executive, and part time announcing positions. Event from 10-5 at the Sheraton in Burlington VT.

*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).

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #3

Activity: Plattsburgh/North Country Chamber Job Fair 2009

Date: May 13, 2009

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 of Commerce Job Fair- co sponsored by Hall Communications stations, WOKO, WKOL, WJOY, WIZN, and WBTZ. All stations ran pre-promotional announcements, to attract business vendors, and those looking for jobs/new careers. Broadcast on air breaks day of to draw those searching for employment. Attending was Operations Mgr. Steve Pelkey. Interviewed for potential Account Executive and part time announcing positions. Event from 4-8 at the West Side Ballroom in Plattsburgh NY.

*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).

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #4

Activity: Plattsburgh/North Country Chamber Job Fair 2009

Date: September 16, 2009 **Preparer:** Andrea Lammly/Steve Pelkey

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

Participating Station Personnel: Sponsor only at event-banners hung at the Job Fair.

Description of activity and scope of station participation:

Plattsburgh-North Country Chamber of Commerce Job Fair- co sponsored by Hall Communications stations, WOKO, WKOL, WJOY, WIZN, and WBTZ. All stations ran pre-promotional announcements, to attract business vendors, and those looking for jobs/new careers. Event from 4-8 at the West Side Ballroom in Plattsburgh NY.

***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).**

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #5

Activity: Vermont Job Expo 2009

Date: October 15, 2009 **Preparer:** Andrea Lammly/Steve Pelkey

Host/Sponsor of Activity: Vermont Business & Professional Women/Burlington Free Press/WPTZ-TV Channel 5/WJOY/WOKO/WKOL/WIZN/WBTZ Radio

Participating Station Personnel: Dan Dubonnet, Gen. Mgr., Lee Bodelte & Candis Leopold, Sales Managers

Description of Activity and Station Participation:

Vermont Job Expo-sponsored by Burlington Vermont Business and Professional Women, co sponsored by Hall Communications stations, WOKO, WKOL, WJOY, WIZN, and WBTZ. All stations ran pre-promotional announcements, to attract business vendors, and those looking for jobs/new careers. Broadcast on air breaks day of to draw those searching for employment. Attending was Senior Vice President and General Mgr. Dan Dubonnet, and Sales Mgr.'s Lee Bodelte and Candis Leopold. Interviewed for Account Executive positions. Event from 10-6 at the Sheraton in Burlington VT.

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT¹

Activity 6

Activity: Champlain College Fall 2009 Internship Fair

Date: November 2, 2009

Preparer: Andrea Lammy /Steve Pelkey

Host/Sponsor of Activity: Champlain College/Hall Communications, Inc. Co-Sponsor

Participating Employees: Matt Grasso, Operations Manager

Description of Activity and Station Participation:

Champlain College Fall 2009 Internship Fair- co sponsored by Hall Communications stations, WOKO, WKOL, WJOY, WIZN, and WBTZ.

All stations ran pre-promotional announcements, to attract those looking for jobs /internships. Attending was Operations Mgr. Matt Grasso. Interviewed for potential part time announcing, and internship positions. Event from 2-5 at the Champlain College IDX Student center. Burlington VT.

¹ Retain all documentation to support participation in this activity.

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #7

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

Date: September 2009 **Preparer:** Andrea Lammly/Steve Pelkey

Host/Sponsor of Activity: Hall Communications, Inc.

Participating Station Personnel: Wendy Mays, Promotions Director

Description of activity and scope of station participation:

Internship for College Credit

Champlain College Sophomore interested in event planning was recruited at a Spring 2009 Champlain College Job Fair to intern with the WOKO/WKOL/WJOY/WIZN/WBTZ Promotions Department. Under the supervision of Promotions Director, Wendy Mays, student started her internship in June 2009 and as of November 16, 2009, is still underway. Mandatory 140 internship hours expected to be complete by December 18, 2009. Upon completion of the internship, the student will have hands-on experience with brainstorming, planning, executing and recapping multiple station promotions and special events and will learn:

- The reasons for doing and the deciding factors for taking on promotions and special event projects including the difference between those designed to improve ratings and those driven by potential profit.
- The mechanics behind the process of running a promotion and/or special event from start to finish
- Differences between station produced and station sponsored promotions and special events.
- Relationships between all the different radio station departments and how they work together to create successful broadcast operations.
- How to create written documents including proposals, media kits, press releases, scripts, winner's sheets, etc.
- Basic business and workplace etiquette training as it pertains to coworkers, clients, listeners and Non-Profit Organizers.