

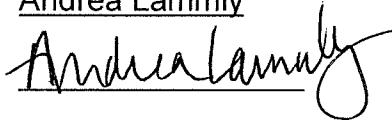
## ANNUAL EEO PUBLIC FILE REPORT

For the period beginning 02/01/20 and ending 01/31/21

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:   
Title: Business Manager  
Date: January 31, 2021  
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 24, 2014, 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 one full-time job vacancies were filled by the employment unit.

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



# HALL *Communications, Inc.*

## FULL-TIME VACANCY #1

Job Title: Marketing Consultant  
Date Filled: February 25, 2020  
Total Number of Interviewees: Five

Recruitment Sources: <sup>1</sup>

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. This job was posted on November 19, 2019.          |                |                  |                                 |
| 2.             |  |                |                  |                                 |
| 3.             |  |                |                  |                                 |
| 4.             | The position was updated and reposted on January 13, 2020 as we changed the wording in the ad to include all five stations WJOY/WOKO/WKOL/WIZN/WBTZ instead of just WJOY/WIZN/WBTZ as originally posted. |                |                  |                                 |
| 5.             |  |                |                  |                                 |
| 6.             |  |                |                  |                                 |
| 7.             |  |                |                  |                                 |

(Add more sources if utilized)

<sup>1</sup> 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

Updated 01/17/20

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

| ORGANIZATION   | CONTACT PERSON                         | ADDRESS   | PHONE NO.                | INTERVIEWEES REFFERRED |
|--|--|---|--------------------------|------------------------|
| Hall Communications, Inc.  | Website posting/In house referral      | 70 Joy Drive<br>So Burlington, VT 05403   | 658-1230                 | 4*                     |
| Champlain College  | Patricia Boera                         | Career Planning Office<br>163 So Willard Street<br>Burlington, VT 05401   | 860-2720                 |                        |
| New England School of Communications                                     |  | 1 College Circle<br>Bangor, ME 04401  | 888-877-1876             |                        |
| NYS Department of Labor  | Employment Services                    | 194 US Oval<br>Plattsburgh, NY 12903  | 518-561-0430             |                        |
| Plattsburgh State University   | Tobi L. Hay                            | Career Counselor<br>Employer Relations Specialist<br>SUNY Plattsburgh<br>101 Broad St-118 Angell College Ctr<br>Plattsburgh, NY 12901 | 518-564-5075             |                        |
| St. Michael's College  | Ingrid A. Peterson                     | One Winooski Park, Box 264<br>Colchester, VT 05439  | 654-2547                 |                        |
| University of Vermont  | Pamela K. Gardner                      | Career Services<br>Living/Learning, E. Building<br>Burlington, VT 05405   | 656-3450                 |                        |
| Burlington Free Press & USA Today Job                                    | Classified Department<br>Ryan Williams | P. O. Box 10<br>Burlington, VT 05402-0010   | 658-3321<br>888-261-4823 |                        |
| Press Republican   |  | P O Box 459<br>Plattsburgh, NY 12901  | 518-561-2300             |                        |
| Seven Days   | Michelle Brown                         | P O Box 1164<br>Burlington, VT 05402  | 802-864-5684             |                        |
| Vermont Employment & Training Department                                 |  | 59 Pearl Street #63<br>Burlington, VT 05401   | 652-0311<br>652-0363     |                        |
| VAB  | Wendy Mays                             | 4 Carmichael Street, Suite 111-106<br>Essex Jct, VT 05452   |                          |                        |
| Castleton State College  | Judith Carruthers                      | 62 Alumni Drive<br>Castleton, VT 05735  | 802-468-1339             |                        |
| Clinton Community College  | Attn: Human Resources                  | 136 Clinton Point Drive<br>Plattsburgh, NY 12901  | 518-562-4200             |                        |
| X-Steps to End Domestic Violence (formerly Women Helping Battered Women) | Jess Forand<br>Megan Foster            | <a href="mailto:jessf@stepsvt.org">jessf@stepsvt.org</a><br><a href="mailto:meganf@stepsvt.org">meganf@stepsvt.org</a>                | 802-658-3131<br>Ext 1063 |                        |
| X-University of Vermont Ctr on Disability & Community Inclusion          | Bryan Dague, Ed.D. CRC                 | 208 Colchester Avenue<br>Burlington, VT 05405-1757  | 802-656-1345             |                        |
| X-Requested to be notified.  |  |   |                          |                        |

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #1

**Activity:** Plattsburgh/North Country Chamber Fall Job Fair 2020

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**Date:** November 18, 2020

**Preparer:** Andrea Lammy

**Host/Sponsor of Activity:** North Country Chamber of Commerce, OneWorkSource, North Country Workforce Investment Board, JSEC, Hometown Radio & Hall Communications, Plattsburgh North Country Service Corp. & WPTZ-TV

**Participating Station Personnel:** Dan Dubonnet, GM & Candis Leopold, Sales Manager

**Description of activity and scope of station participation:**

Hall Communications stations WOKO WKOL WIZN WBTZ WJOY sponsored the North Country Chamber Job Fair on Wednesday, November 18<sup>th</sup>. The event was held virtually from 2:00-4:00 pm. Hall stations ran 20 live :15 promos in support of the Job Fair as well as recorded a :30 video filmed by GM Dan Dubonnet in support. The video was used by the Chamber prior to the event and during. Hall Stations also hosted a booth (virtually) accepting applications through our websites. Sales Manager Candis Leopold and GM Dan Dubonnet hosted the booth.

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:** Activity designed by the station to further job dissemination

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**Date:** February 1, 2020-January 31, 2021 **Preparer:** Andrea Lammy

**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 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 day parts from February 1, 2020 to January 31, 2021.

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PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #3

**Activity:** Activity to Promote Broadcast Careers

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**Date:** September 1-November 30, 2020      **Preparer:** Andrea Lammlly

**Host/Sponsor of Activity:** St. Michael's College & Hall Communications, Inc.

**Participating Station Personnel:** Matt Grasso, Operations Manager

**Description of Activity and Station Participation:**

Between September 1 and November 30, 2020 Operations Manager Matt Grasso worked with a business class at St. Michaels College on a research project. The College was looking to work with a local business and the Hall Communications stations were chosen as such a business partner to find out how their business worked and to have the student's partner up with a representative of the business on a semester-long project for fall 2020. Matt met bi-weekly with the students on Zoom, explaining the use of perceptual research in the radio world to fine-tune music playlists and programming strategies. The students developed Facebook surveys that were public from 11/13 to 11/20 and the students delivered the results of the surveys and suggested broadcast programming changes during the week of November 30<sup>th</sup>, 2020.

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