

## ANNUAL EEO PUBLIC FILE REPORT

For the period beginning 12/01/19 and ending 11/30/20

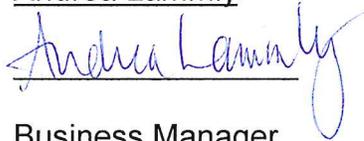
This report is not required if unit has fewer than five full-time employees.

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:

A handwritten signature in blue ink that reads "Andrea Lammly". The signature is written over a horizontal line.

Title: Business Manager

Date: November 30, 2020

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 vacancy was 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 Position  
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
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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.

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.

(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 So Burlington, VT 05403	658-1230	4*
Champlain College	Patricia Boera	Career Planning Office 163 So Willard Street Burlington, VT 05401	860-2720	
New England School of Communications		1 College Circle Bangor, ME 04401	888-877-1876	
NYS Department of Labor	Employment Services	194 US Oval Plattsburgh, NY 12903	518-561-0430	
Plattsburgh State University	Tobi L. Hay	Career Counselor Employer Relations Specialist SUNY Plattsburgh 101 Broad St-118 Angell College Ctr Plattsburgh, NY 12901	518-564-5075	
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 & USA Today Job	Classified Department Ryan Williams	P. O. Box 10 Burlington, VT 05402-0010	658-3321 888-261-4823	
Press Republican		P O Box 459 Plattsburgh, NY 12901	518-561-2300	
Seven Days	Michelle Brown	P O Box 1164 Burlington, VT 05402	802-864-5684	1
Vermont Employment & Training Department		59 Pearl Street #63 Burlington, VT 05401	652-0311 652-0363	
VAB	Wendy Mays	4 Carmichael Street, Suite 111-106 Essex Jct, VT 05452		
Castleton State College	Judith Carruthers	62 Alumni Drive Castleton, VT 05735	802-468-1339	
Clinton Community College	Attn: Human Resources	136 Clinton Point Drive Plattsburgh, NY 12901	518-562-4200	
X-Steps to End Domestic Violence (formerly Women Helping Battered Women)	Jess Forand Megan Foster	<a href="mailto:jessf@stepsvt.org">jessf@stepsvt.org</a> <a href="mailto:meganf@stepsvt.org">meganf@stepsvt.org</a>	802-658-3131 Ext 1063	
X-University of Vermont Ctr on Disability & Community Inclusion	Bryan Dague, Ed.D. CRC	208 Colchester Avenue Burlington, VT 05405-1757	802-656-1345	
<b>X-Requested to be notified.</b>				



**HALL** *Communications, Inc.*

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #1\*

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

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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:** December 1, 2019 – November 30, 2020 **Preparer:** Andrea Lammly

**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 December 1, 2019 to November 30, 2020.

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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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