



HALL *Communications, Inc.*

ANNUAL EEO PUBLIC FILE REPORT

For the period beginning 12/01/07 and ending 11/30/08*

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: November 30, 2008

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 4 full-time job vacancies were filled by the employment unit.

A total number of 35 persons were interviewed for all of the full-time vacancies.



HALL *Communications, Inc.*

FULL-TIME VACANCY #1

Job Title: Plattsburgh Sales Rep
Date Filled: March 17, 2008
Total Number of Interviewees: Fourteen

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 REFFERRED
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. 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	888-877-1876	
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	
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	8 *
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	658-1120	
VT Assoc. of Broadcasters	Dennis Snyder	P. O. Box 4489 Burlington, VT 05406	658-1230	3
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		



HALL *Communications, Inc.*

FULL-TIME VACANCY #2

Job Title: Sales Manager
Date Filled: August 18, 2008
Total Number of Interviewees: Six

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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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	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	888-877-1876	
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 Winoski Park Box 264 Colchester, VT 05439	654-2547	
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Synergy Staffing (Employment Agency)	Sandy Phillips	3 Ewing Place Essex Jct., VT 05452	872-7191	
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VT Assoc. of Broadcasters	Dennis Snyder	P. O. Box 4489 Burlington, VT 05406	658-1230	
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FULL-TIME VACANCY #3

Job Title: Full-time Announcer
Date Filled: August 1, 2008
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)

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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	
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FULL-TIME VACANCY #4

Job Title: Full-Time Evening Announcer
Date Filled: October 8, 2008
Total Number of Interviewees: Eleven

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.				
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6.				
7.				

(Add more sources if utilized)

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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	888-877-1876	3 *
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	
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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	658-1120	
VT Assoc. of Broadcasters	Dennis Snyder	P. O. Box 4489 Burlington, VT 05406	658-1230	2
V.A.B.I.R. (VT Assoc Business Industry & Rehab)	Allison Garand	108 Cherry Street Suite 203 Burlington, VT 05401	651-1838	
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HALL *Communications, Inc.*

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #1*

Activity: Champlain College Job Fair

Date: March 31, 2008 **Preparer:** Andrea Lammy/Steve Pelkey

Host/Sponsor of Activity: Champlain College

Participating Station Personnel: Steve Pelkey, Operations Manager

Description of activity and scope of station participation:

WJOY/WOKO/WKOL/WBTZ/WIZN was a major media sponsor of the Champlain College Job Fair which took place March 31st, at the college student center in Burlington. Pre Promotion designed to draw potential companies/employers as well as those looking for employment and new careers to the event. This event open to the general public but had a focus on student employment while still in college as well as after graduating. It also was designed for students to find internships within their chosen field. Additional on air promotion day of event to increase traffic for the job fair.

Attending was Operations Mgr. Steve Pelkey who interviewed potential new personnel.

*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 2008

Date: April 2, 2008 **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:

WJOY/WOKO/WKOL/WBTZ/WIZN was a major media sponsor of the Vermont Job Expo which took place April 2nd, at the Sheraton Conference Center in Burlington.

Pre Promotion designed to draw potential companies/employers as well as those looking for employment and new careers to the event. Additional on air promotion day of event to increase traffic for the job fair. Attending was Operations Mgr. Steve Pelkey who interviewed potential new personnel.

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PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #3

Activity: Plattsburgh/North Country Chamber Job Fair 2008

Date: May 7, 2008

Preparer: Andrea Lammlly/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:

WJOY/WOKO/WKOL/WBTZ/WIZN was a major media sponsor of the Plattsburgh/North Country Chamber of Commerce Job Fair at the Comfort Inn Plattsburgh on May 7th. The event featured companies from Clinton, Essex, and Franklin Counties of New York, as well as the Greater Burlington Vermont area who are looking for new employees. Companies accept resumes and interview on the spot for current openings. Pre-promotion designed to draw potential companies/employers as well as those looking for employment and new careers to the event. Additional on air promotion day of event to increase traffic for the job fair. Attending was Operations Mgr. Steve Pelkey who interviewed potential new personnel.

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PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #4

Activity: Plattsburgh/North Country Chamber Job Fair 2008

Date: September 10, 2008 **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: Sponsor only at event-banners hung at the Job Fair.

Description of activity and scope of station participation:

WJOY/WOKO/WKOL/WBTZ/WIZN was a major media sponsor of the Plattsburgh/North Country Chamber of Commerce Job Fair at the Comfort Inn Plattsburgh on September 10th. The event featured companies from Clinton, Essex and Franklin Counties of New York, as well as the Greater Burlington Vermont area who are looking for new employees. Companies accept resumes and interview on the spot for current openings. Pre Promotion designed to draw potential companies/employers as well as those looking for employment and new careers to the event.

*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: Internship

Date: September 22, 2008 **Preparer:** Andrea Lammy/Steve Pelkey

Host/Sponsor of Activity: Hall Communications, Inc.

Participating Station Personnel: Steve Pelkey, Operations Manager

Description of activity and scope of station participation:

Intern: Hall Communications stations WJOY/WOKO/WKOL/WBTZ/WIZN Fall 2008 Intern from Champlain College in Burlington Vermont, female Sophomore, recruited at March 31st, 2008 Champlain College Job Fair. Interested in Event Planning. Included is the internship outline provided to Champlain College Associate Professor, e-Business Management and Marketing at Champlain College. As of November 21st, internship is still underway.

Champlain College student will be fulfilling an internship here at Hall Communications Inc. WOKO/WKOL/WIZN/WBTZ/WJOY Radio Stations.

While the intern's primary interests seem to be in event and promotions planning, we have found a rounded experience that explores not only promotions but how they fit into the daily business of a successful broadcast operation opens more avenues to the student after they leave us. In many cases interns have become employees that stay with us.

Upon completing the internship I hope the student:

- 1- Will be able to plan and execute a promotional event that provides a positive image for the radio station involved and accomplish the goals of any involved commercial client.
- 2- Will be able to adjust for demographically different audiences as per individual station involved in an event, and take those differences into account when executing an event or promotion.
- 3- Will understand the promotions link between programming and sales, and when promotions/events are designed to improve ratings or to increase marketing value to a client.
- 4- Will actually be able to produce on air product.
- 5- Will be able to write promotional copy that achieves the goals of the radio station and serves a potential clients needs.

Hall Communications provides internships that provide skills and hands on training not accessible in a classroom environment. Our staff will help the intern achieve these and her other career goals.

Sincerely,

Steve Pelkey
Operations Mgr.
Hall Communications Inc.

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT¹

Activity 6

Activity: Vermont 3.0 Creative Technology Career Jam

Date: October 25, 2008

Preparer: Andrea Lammlly /Steve Pelkey

Host/Sponsor of Activity: Champlain College

Participating Employees: Pete Powers

Description of Activity and Station Participation:

WBTZ offered promotional support to the Vermont 3.0 Creative Technology Career Jam, October 25th at the Champlain College Student Center in Burlington.

Designed to help attendees understand what Vermont's various technical jobs entail. Technology employers were on hand accepting resumes and interviewing potential employees.

WBTZ's involvement included pre promotion and "day of" live broadcast from 10-NOON, by Morning Host Pete Powers.

¹ Retain all documentation to support participation in this activity.