


ANNUAL EEO PUBLIC FILE REPORT

For the period beginning 12/01/22 and ending 11/30/23

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 Lammly
Signature: 
Title: Business Manager
Date: November 30, 2023
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 July 5, 2022 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 posted but not yet filled by the employment unit.

A total number of 0 persons were interviewed for the full-time vacancy.



FULL-TIME VACANCY #1

Job Title: Digital Marketing Coordinator/Sales Asst.
Date Filled: Unfilled
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.				
3.	Position was posted on May 3, 2023. Due to the lack of qualified applicants, we have closed the job posting.			
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

Updated 05/05/2023

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

ORGANIZATION	CONTACT PERSON	ADDRESS	PHONE NO.	INTERVIEWEES REFERRED
Hall Communications, Inc.	Website posting/In house referral	70 Joy Drive So Burlington, VT 05403	658-1230	
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 Melissa Baretsky	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	
Norwich University		158 Harmon Drive Northfield, VT 05663	802-485-2000	
Inside Radio		insideradio.com	help wanted tab	
Seven Days	Michelle Brown	P O Box 1164 Burlington, VT 05402	802-864-5684	
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)		P O Box 1535 Burlington, VT 05402	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	
X-Requested to be notified.				



PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #1*

Activity: Champlain College Spring Career Fair

Date: March 1, 2023

Preparer: Andrea Lammy

Host/Sponsor of Activity: Champlain College

Participating Station Personnel: Mel Allen, WIZN Morning Show host

Description of activity and scope of station participation:

Hall Communications attended and interviewed several students during the Champlain College Spring Career Fair on the Champlain College campus in Burlington, Vermont on March 1, 2023. Students were majoring in subjects such as Public Relations, Integrative Professional Studies, Game Programming, and IT and Networking. WIZN Morning Show host Mel Allen, who knows many of the students from his time teaching courses at the school, attended the event and spoke with students in short sessions during the four-hour 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 #2

Activity: Plattsburgh/North Country Chamber Spring Job Fair 2023

Date: May 17, 2023

Preparer: Andrea Lammlly

Host/Sponsor of Activity: North Country Chamber of Commerce, OneWorkSource, Hall Communications, Inc., North Country Service Corp. & WPTZ-TV

Participating Station Personnel: Dan Dubonnet, General Manager; Candis Leopold, General Sales Manager

Description of activity and scope of station participation:

North Country Chamber Job Fair, Westside Ballroom, Plattsburgh, NY

Hall Communications attended North Country Chamber of Commerce Job Fair in Plattsburgh, NY on May 17, 2023. The event, which was open to the public, allowed those looking for a job or new career the chance to meet with representatives of our company and conduct instant on-the-spot mini-interviews. General Manager Dan Dubonnet, and Sales Manager Candis Leopold attended the event, which Hall Communications also sponsored and promoted on all of its radio stations.

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: Champlain College Fall Career Fair 2023

Date: October 18, 2023 **Preparer:** Andrea Lammlly

Host/Sponsor of Activity: Champlain College

Participating Station Personnel: Kate Tucker, Promotions Director; Kate Lanza, Marketing Consultant; Meaghan Bombardier, Marketing Consultant

Description of activity and scope of station participation:

Hall Communications attended and interviewed several students during the Champlain College Fall Career Fair on the Champlain College campus in Burlington, Vermont on October 18, 2023. Students were majoring in subjects such as Public Relations, Integrative Professional Studies, Game Programming, and IT and Networking. Our Promotions Director and two of our Marketing Consultants attended the event and spoke with students in short sessions during the three-hour event, and collected resumes from students interested in internship opportunities.

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 Fall Job Fair 2023

Date: September 13, 2023 **Preparer:** Andrea Lammlly

Host/Sponsor of Activity: Champlain College

Participating Station Personnel: Dan Dubonnet, General Manager; Meaghan Bombardier, Marketing Consultant

Description of activity and scope of station participation:

Hall Communications attended North Country Chamber of Commerce Job Fair in Plattsburgh, NY on September 13, 2023. The event, which was open to the public, allowed those looking for a job or new career the chance to meet with representatives of our company and conduct instant on-the-spot mini-interviews. General Manager Dan Dubonnet, and Marketing Consultant Meaghan Bombardier attended the event, which Hall Communications also sponsored and promoted on all of its radio stations.

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: Activity designed by the station to further job dissemination

Date: December 01, 2022 – November 30, 20223 **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, 2022 to November 30, 2023.

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 #6

Activity: Station Tour-Hall Communications, Inc. 70 Joy Drive, So. Burlington, VT

Date: November 30, 2023 **Preparer:** Andrea Lammlly

Host/Sponsor of Activity: Stafford Technical Center, Rutland, Vermont

Participating Station Personnel: **Mark Knight, Operations Manager**

Description of activity and scope of station participation:

Event: Building Tour

Hall Communications hosted a group of 8 high school students from the Stafford Technical Center in Rutland, Vermont. During their one-hour tour of the WOKO-WKOL-WJOY facility, they learned more about the radio industry, from the sales and business aspects of our building, to music and on-air programming, engineering, and I-T operations. One of the students was invited to speak on WOKO about their visit, and their future goals.

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 #7

Activity: Vermont Association of Broadcasters Social Media Seminar

Date: June 15, 2023 **Preparer:** Andrea Lammlly

Host/Sponsor of Activity: Vermont Association of Broadcasters

Participating Station Personnel: Dan Dubonnet, GM/COO; Candis Leopold, Sales Manager;
Marketing Consultants Lori Antell, Ed Bolin, Meaghan Bombardier, Kate Lanza, Margie Stern-Hackett, Sue Gosselin, Angie Myers, Kate Tucker.

Description of activity and scope of station participation:

11:00am-12:30pm

Content Creator's Workshop with Lori Lewis

For Radio & TV Personalities, Digital Managers & Creative Services:
Learn how to produce engaging short form vertical video that gets attention and how to use your Instagram & Facebook audience to gauge what will work on Tik Tok.

12:30pm-2:00pm

Lunch & Production of the Year Awards

Find out who created the best content of the year!

2:00-3:00pm

Seller's Workshop with Lori Lewis

Get answers to the questions digital advertising clients ask the most and learn how to steer dull content ideas in the right direction!

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 #8

Activity: Marketron Digital Training Sessions

Date: September 12, October 10, & November 14, 2023

Preparer: Andrea Lammly

Host/Sponsor of Activity: Marketron Digital

Participating Station Personnel: Dan Dubonnet, GM/COO; Candis Leopold, Sales Manager; Marketing Consultants Lori Antell, Ed Bolin, Meaghan Bombardier, Kate Lanza, Margie Stern-Hackett, Sue Gosselin, Angie Myers, Kate Tucker.

Description of activity and scope of station participation:

The Marketron Digital Training sessions were held on the above dates and covered how to develop digital platforms and get results for clients. Included the use of digital display-pre-roll- geo fencing- OTT- You Tube.

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).