

ANNUAL EEO PUBLIC FILE REPORT

For the Period Beginning October 1, 2010 and Ending September 28, 2011*

This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees.

This Report consist 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: Renee Weems

Signature: Renee Weems

Title: Accounting/Office Manager

Date: September 28, 2011

Telephone: (863) 682-8184

*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.

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>
WONN	AM	25868	Lakeland	FL	No
WPCV	FM	25872	Winter Haven	FL	No
WLKF	AM	10341	Lakeland	FL	No
WWRZ	FM	72687	Ft. Meade	FL	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 seven persons were interviewed for all of the full-time vacancies

PART 2

FULL -TIME VACANCY #1

Job Title: Sales Executive
Date Filled: 2/14/11
Total Number of Interviewees: 7

Recruitment Sources:1

The following recruitment sources were utilized to fill this vacancy:

- 1) x Puerto Rican Chamber of Commerce P.O. Box 742 Kathleen, FL 33849
Anna Riveria (863) 838-2084
- 2) x Brown College 1440 Northland Drive Mendota Heights, MN 55120
Paul Kraimer (800) 627-6966 ext. 509
- 3) x Florida Technical College 4715 S. Florida Ave Ste. 4, Lakeland, FL 33813
Rob Evans (863) 619-6200.
- 4) x Doris Moore-Bailey 7938 Benjamin Drive, Lakeland, FL 33810
(863) 688-7648 ext. 16
- 5) x Urban League of Pinellas 333 31st Street North, St. Petersburg, FL 33713
Sharon Melville (727) 327-2081.
- 6) x Connecticut School of Broadcasting 3450 Northlake Blvd #110 Palm Beach Gardens, FL
33403 Harley Rhodes (561) 847-4126.
- 7) x Florida Memorial University 15800 NW 42nd Ave, Miami, FL 33054
Athena Jackson (305) 626-3782.
- 8) x Central Fla Employment Council 450 Seminola Blvd, Casselberry, FL 32707
Paulette Weir (407) 834-4223.
- 9) x FAB Job Line 201 South Monroe Street Ste. 201, Tallahassee, FL 32301
Lindsay Varn (800) 825-5322.
- 10) x Barry University School of Law 6441 E. Colonial Drive Orlando, FL 32807
Cinnamon Baker (321) 206-5628.
- 11) x Metro Orlando Urban League 2804 Belco Drive Orlando, FL 32808-3557
Shelly Menace (407) 841-7654.
- 12) x Art Institute of Ft. Lauderdale 1799 SE 17th Street, Ft. Lauderdale, FL 33316
Luwin Sanchez (800) 275-7603 ext. 469.

(Use Additional pages if needed)

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.

PART 2

FULL -TIME VACANCY #1

Job Title: Sales Executive
Date Filled: 2/14/11
Total Number of Interviewees: 7

Recruitment Sources:1

The following recruitment sources were utilized to fill this vacancy:

- 13) x University of South Florida 3433 Winter Lake Road, Lakeland, FL 33803
Robert Goodman (863) 667-7063.
- 14) x Lakeland Branch NAACP P.O. Box 91236, Lakeland, FL 33804
Don Brown (863) 682-8879.
- 15) x Polk Works One Stop Center 936 E. Parker Street, Lakeland, FL 33801
Employer Services Unit (863) 683-5627.
- 16) x WONN Radio 404 W. Lime Street Lakeland, FL 33815
Renee Weems (863) 682-8184.
- 17) x WPCV Radio 404 W. Lime Street Lakeland, FL 33815
Renee Weems (863) 682-8184
- 18) x University of Central Florida P.O. Box 161344, Orlando, FL 32816-1344
Gene Costine (407) 823-2681.
- 19) x LDS Employment Resource Center 9000 106 Ave N, Largo, FL 33777
Debbie Smith (727) 398-0721.
- 20) x Bethune-Cookman College 640 Mary McLeod Blvd Daytona Beach, FL 32015
Davita Bonner (386) 481-2140.
- 21) x PSC Placement Center 999 Ave H NE, Winter Haven, FL 33881
Kate Igo (863) 297-1010 ext. 5231.
- 22) x Barry University 11300 NE 2nd Ave, Miami, FL 33161
Igor Volkov (305) 899-4010.

(Use Additional pages if needed)

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.

PART 2

FULL -TIME VACANCY #1

Job Title: Sales Executive
Date Filled: 2/14/11
Total Number of Interviewees: 7

Recruitment Sources:1

The following recruitment sources were utilized to fill this vacancy:

- 23) x Florida A&M University 100 Student Union Plaza, MLK Blvd Tallahassee, FL 32307
Melony Washington (850) 599-3700.
- 24) x LDS Employment Resource Center 10502 Satellite Blvd Suite C Orlando, FL 32837
Gloria Purcell (407) 826-9375.
- 25) x AAF Polk County P.O. Box 24201, Lakeland, FL 33802
Yvonne Bradley (863) 858-3736.
- 26) x Alliance For Women In Media 1760 Old Meadow Rd Ste 500 McLean, VA 22102
Kate Niswander (703) 506-3290.
- 27) x Coleman-Bush Community Center 1104 Martin Luther King Ave Lakeland, FL 33805
Julie Adams (863) 688-8446.
- 28) x National Organization for Women 311 Hillside Drive Lakeland, FL 33803
Ann Kearton (863) 646-1972.
- 29) x Univ. of Fla. Career Resource Center P.O. Box 118507, Gainesville, FL 32611-8507
Phyllis Pena (352) 273-2300
- 30) x CSB-CT School of Broadcasting 3901 Coconut Palm Drive Ste 105 Tampa, FL 33619
Shayna Lance (813) 443-5307.
- 31) x WLKF Radio 404 W. Lime Street Lakeland, FL 33815
Renee Weems (863) 682-8184.
- 32) x Florida Southern College Career Center 111 Lk Hollingsworth Dr, Lakeland, FL 33801
Marge Colton (863) 680-4390.
- 33) x Everest University 5421 Diplomat Circle, Orlando, FL 32810
Danielle Thornton (800) 628-5870.

(Use Additional pages if needed)

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PART 2

FULL -TIME VACANCY #1

Job Title: Sales Executive

Date Filled: 2/14/11

Total Number of Interviewees: 7

Recruitment Sources:1

The following recruitment sources were utilized to fill this vacancy:

- 34) x Everest University 995 E. Memorial Blvd #110, Lakeland, FL 33801
Carley Thompson (863) 686-1444.
- 35) x One-Stop Career Center 500 E. Lake Howard Drive, Winter Haven, FL 33881
Employee Services (863) 508-1100.
- 36) x WWRZ Radio 404 W. Lime Street Lakeland, FL 33815
Renee Weems (863) 682-8184.
- 37) x Int'l Academy of Design & Technolgy 5104 Eisenhower Blvd Tampa, FL 33634
Victoria Snabon (813) 889-3404.
- 38) x Institute of Spanish Communications 4927 Southfork Drive Lakeland, FL 33813
Teresa Martinez (863) 646-5141
- 39) x Experience Works 109 W. Park Street Auburndale, FL 33823
Sandy Brown (863) 967-9631.
- 40) x The Ledger 300 W. Lime Street Lakeland, FL 33815
Classified Advertising (863) 802-7355. (source of two interviewees)
- 41) x South Florida Community College 600 West College Drive B111 Avon Park, FL 33825
Loretta Jackson (863) 453-6661 ext. 7411
- 42) x Vocational Rehabilitation 1601 Philadelphia Ave Orlando, FL 32803
Loren Jones (863) 608-1631

(Use Additional pages if needed)

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PART 2

FULL -TIME VACANCY #1

Job Title: Sales Executive

Date Filled: 2/14/11

Total Number of Interviewees: 7

Recruitment Sources:1

The following recruitment sources were utilized to fill this vacancy:

- 43) * Monster.Com - online website for employment. (source of three interviewees)
- 44) x Hallakeland.Com - radio station's online website (source of two interviewees)

(Use Additional pages if needed)

1 A source with an (*) was the source that referred the hire. A source with an (x) was a source that requested to be contacted as job openings occur.

Part 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #1

Activity: Robert M. Hall Scholarship Program

Date: April 2011 **Preparer:** Arthur J. Rowbotham, President and General Manager.

Host/Sponsor of Activity: Stations WONN/WPCV/WLKF/WWRZ (Hall's "Florida Stations")

Participating Station Personnel: Bonnie H. Rowbotham (Chairman of the Licensee), Arthur J. Rowbotham (President of the licensee and General Manager of Hall's Florida stations), Renee Weems, Hall's Office Manager and EEO Compliance Officer, and William L. Healy, Director of Financial Aid at Florida Southern College.

Description of activity and scope of station participation: Attachment B hereto reflects the written guidelines for the effectuation of the Robert M. Hall Scholarship Program. These guidelines, which were adopted on May 13, 2003, establish the procedures for the annual selection by representatives of the Florida stations and representatives of Florida Southern College of the scholarship recipient. Scholarship candidates are those students who need financial assistance to pursue careers in broadcast journalism. Candidates are solicited by the College and by on-air announcements provided by the Florida Stations. Qualified African American students and students from other racial and/or cultural minorities and qualified female applicants are encouraged to apply.

The panel interviewed various applicants in April of 2011 at Florida Southern College and awarded \$1000 scholarships to two females and two male applicants.

2011 Public File Report
Stations WONN/WPCV/WLKF/WRZ
Lakeland/Winter Haven/Fort Meade, Florida
Attachment B

Attached are the Guidelines for the Establishment of the Robert M. Hall
Scholarship Program.

**GUIDELINES FOR THE ESTABLISHMENT AND
EFFECTUATION OF THE ROBERT M. HALL SCHOLARSHIP PROGRAM
IN BROADCAST COMMUNICATIONS AT FLORIDA SOUTHERN COLLEGE**

1. Florida Southern College (the "College") gratefully acknowledges the establishment of the above-named scholarship fund to assist and encourage worthy students who are in financial need.
2. Bonnie H. Rowbotham, Chairman of Hall Communications, Inc. ("Hall"), and Arthur J. Rowbotham, President of Hall and General Manager of Hall's Florida stations,¹ in conjunction with another management-level employee of the Stations and two representatives of the College, shall meet annually to evaluate the procedures by which the candidates for the Hall Scholarship Program (the "Program") are selected.
3. Hall Scholarship candidates must meet the standards of admission to the College and must be students of ability and good character who show promise of future worth to society.
4. Scholarship candidates must also be planning careers in broadcast journalism.
5. Qualified African-American students, students from other racial and/or cultural minorities and qualified female applicants will be encouraged to apply.
6. Candidates will be solicited by the College and by on-air promotions provided by the Stations.
7. Candidates will be interviewed by Bonnie Rowbotham, Arthur Rowbotham, another management-level employee of the Stations and by the College's Scholarship Committee. The selection shall be by unanimous agreement of Bonnie and Arthur Rowbotham, the Stations' other representative, and the members of the Scholarship Committee.
8. The Scholarship can be awarded to a freshman or upperclassman and can be renewed if warranted.
9. It is intended that the Scholarship consist of an endowed fund with the principal invested by the College and only the income available each year for the Scholarship grant(s) and that no grants be made until the Scholarship is fully endowed at Ten Thousand Dollars (\$10,000.00).
10. The amount of the Scholarship grant will vary depending upon each student's financial needs and the amount of income available in any given year.

¹ Currently Hall's Florida stations include WONN(AM), Lakeland, Florida; WPCV(FM), Winter Haven, Florida; WWRZ(FM), Fort Meade, Florida; and WLKF(AM), Lakeland, Florida (the "Stations").

11. Bonnie Rowbotham, Arthur Rowbotham, another management-level representative of the Stations, and two representatives of the College shall meet at least once a year to evaluate the effectiveness of the Scholarship Program and adjust the procedures for the implementation of the Program (if necessary).

12. These Guidelines can be amended at any time by the mutual consent of Bonnie and Arthur Rowbotham, another management-level employee of the Stations, and by two representatives of the College.

HALL COMMUNICATIONS, INC.

Bonnie H. Rowbotham
By: Bonnie H. Rowbotham, Chairman

[Signature]
Witness

Date: 5/13/03

STATIONS WQNN/WPCV/WWRZ/WLKF

Arthur J. Rowbotham
By: Arthur J. Rowbotham, President and
General Manager

[Signature]
Witness

Date: 5/13/03

FLORIDA SOUTHERN COLLEGE

Thomas L. Reuschling
By: Thomas L. Reuschling, President

[Signature]
Witness

Date: 5-13-03

Part 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY #2

Activity: Sexual Harassment/EEO Training Program

Date: August 18, 2011 **Preparer:** Arthur J. Rowbotham, President and General Manager

Host/Sponsor of Activity: Hall Communications, Inc hosted the training which was conducted by Lori VanNess-McLendon, MS, SPJR, CPM, McLendon Consulting.

Participating Station Personnel: Management and full time employees at WONN/WPCV/WLKF/WWRZ Radio.

Description of Activity and Scope of Station Participation: Ms. VanNess-McLendon is a professional outside consultant who specializes in EEO and sexual harassment training and counseling. She conducted an in depth seminar about sexual harassment. Topics covered included recognition of sexual harassment; the various types of sexual harassment; prevention; action steps to take when confronted with it; case studies; and an examination testing knowledge about the materials. The seminar also touched on other forms of discrimination as well.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity 3

Activity: Internship

Dates: October 2010 – November 2010

Preparer: Jessica Brown

Host/Sponsor of Activity: McKeel Academy

Participating Employees: Jessica Brown, Promotions Director
Mary Cameron, Sales

Description of Activity and Station Participation:

High-school student was a part-time intern for Jessica Brown. Throughout the two months, she learned how to write time and production orders, helped update promotional calendars, and assisted with various tasks around the station. She maintained the 97 Country Loyal Listener Database and mailed out Club Cards to all registrants. Student also accompanied station staff out on various personal appearances, including a Halloween festival and the Lake Mirror Classic Car Show, greeting listeners and manning the table.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES **UNDERTAKEN BY THE STATION UNIT**

Activity 4

Activity: Internship

Dates: September 2010 – December 2010

Preparer: Jessica Brown

Host/Sponsor of Activity: Florida Southern College

Participating Employees: Jessica Brown, Promotions Director
Mary Cameron, Sales
Eric Clark, Board Operator
Seth Mela, On Air Personality
Chris Kelly, On Air Personality

Description of Activity and Station Participation:

Student was a full-time intern for Jessica Brown. Throughout the semester, he acted as the Promotions Asst – filing papers, helping to execute contests, some voicework, unpacking promotional items, organizing closets, assisting with the Bartow Ford truck giveaway, working at listener appreciation concerts, etc. Besides helping Jessica, other employees also took his desire to learn and taught him more about their jobs and roles.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES **UNDERTAKEN BY THE STATION UNIT**

Activity 5

Activity: Internship

Dates: January 2011 – April 2011

Preparer: Jessica Brown

Host/Sponsor of Activity: Florida Southern College

Participating Employees: Jessica Brown, Promotions Director
Nancy Cattarius, Station Manager
Mary Cameron, Sales
Jeni Taylor, On Air Personality
Seth Mela, On Air Personality
Jeff Crews, Chief Engineer

Description of Activity and Station Participation:

Student was a full-time intern for Jessica Brown. Throughout the semester, she acted as the Promotions Asst – filing papers, helping to execute contests, some voicework, unpacking promotional items, organizing closets, attended meetings with clients, assisting with the St Jude Radiothon, working at the Kenny Chesney Concert promotion, attending remote broadcasts, etc. Besides helping Jessica, other employees also took her desire to learn and taught her more about their jobs and roles.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity 6

Activity: Career Fair

Dates: March 10, 2011

Preparer: Jessica Brown

Host/Sponsor of Activity: University of South Florida – Lakeland Campus

Participating Employees: Mike James, Operations Manager/Program Director

Description of Activity and Station Participation:

Mike James explained jobs in the radio broadcasting industry, as well as collected resumes and internship applications at this afternoon career expo open to students of the University.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity 7

Activity: Station Tour

Dates: March 29, 2011

Preparer: Jessica Brown

Host/Sponsor of Activity: Tiger Cub Pack #548

Participating Employees: Jessica Brown, Promotions Director
Andrea Oliver, News Director
Chris Kelly, On Air Personality

Description of Activity and Station Participation:

The tour included an explanation of the various departments of the radio station (i.e. sales, promotions, on-air, programming, production, etc) and their job responsibilities. The tour included time in each studio, noting the differences and similarities in format, equipment, and personnel. Andrea Oliver spoke with the children about news and how a news broadcast is put together. The tour included time in WWRZ where Chris Kelly explained the format and various equipment features.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity 8

Activity: Station Tour

Dates: April 20, 2011

Preparer: Jessica Brown

Host/Sponsor of Activity: Lakeland Christian School/Senior Journalism Class

Participating Employees: Jessica Brown, Promotions Director
Mary Cameron, Sales
Michelle Hinds, Sales
Jeni Taylor, On Air Personality

Description of Activity and Station Participation:

The tour included an explanation of the various departments of the radio station (i.e. sales, promotions, on-air, programming, production, etc) and their job responsibilities. The tour included time in each studio, noting the differences and similarities in format, equipment, and personnel. Mary and Michelle took some time with the students to discuss the Sales aspect of radio and how important it is for the two sides to work together. Once Jessica was finished with tour, the class spent time in the WPCV studio with Jeni Taylor. They were able to observe a live break and contest execution.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity 9

Activity: Job Shadowing

Dates: May 5, 2011

Preparer: Jessica Brown

Host/Sponsor of Activity: The Vanguard School

Participating Employees: Mike James, Operations Manager/Program Director
Jessica Brown, Promotions Director
Chris Kelly, On Air Personality
Tom Shaw, Production Manager

Description of Activity and Station Participation:

Student accompanied Mike James throughout his day. Student visited different departments to learn about the different areas of a radio station. At the end of the day, the student had the chance to interview Mike about his job and any questions he had regarding radio.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES **UNDERTAKEN BY THE STATION UNIT**

Activity 10

Activity: Career Days

Dates: May 6, May 13, May 20, and May 27, 2011 Preparer: Jessica Brown

Host/Sponsor of Activity: Bruce Wagner Elementary
- 5th Grade Communications Workshop

Participating Employees: Jessica Brown, Promotions Director
Tom O'Brien, On Air Personality

Description of Activity and Station Participation:

Each Friday in May, Jessica visited Bruce Wagner to teach a series on the radio business. Students learned about call letters, frequency, sales, promotions, programming, remotes, production, and more. They were able to trace the progress from a Salesperson selling airtime all the way to the commercials airing. Students were given an actual commercial script to memorize and perform.

The last Friday of the month, Tom O'Brien took the station van to the class. He showed them how a station remote works and all the aspects of the van/equipment.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES **UNDERTAKEN BY THE STATION UNIT**

Activity 11

Activity: Station Tour

Dates: May 18, 2011

Preparer: Jessica Brown

Host/Sponsor of Activity: Ft Meade High School/ESE Class

Participating Employees: Jessica Brown, Promotions Director
Mary Cameron, Sales
Jeni Taylor, On Air Personality
Seth Mela, On Air Personality

Description of Activity and Station Participation:

The tour included an explanation of the various departments of the radio station (i.e. sales, promotions, on-air, programming, production, etc) and their job responsibilities. The tour included time in each studio, noting the differences and similarities in format, equipment, and personnel. Seth Mela explained the difference between a Talk format and a Music format, and what his role at the station entailed. Mary took some time with the students to discuss the Sales aspect of radio and how important it is for the two sides to work together. Once Jessica was finished with tour, the class spent time in the WPCV studio with Jeni Taylor. They were able to observe a live break and contest execution.

2011 Public File Report
Stations WONN/WPCV/WLKF/WRZ
Lakeland/Winter Haven/Fort Meade, Florida
Attachment C

Attached are copies of the stations' and licensee's websites utilized for recruitment purposes.

Employment Opportunities

WLKF, WONN, WPCV and WWRZ are all part of the **Hall Communications Radio Group**, which has been in operation in Florida since 1981. From time to time, we have openings in sales, programming, promotions and support staff positions. If you are currently seeking a position within the radio industry, **Hall Communications**, with 16 radio stations in 5 different radio markets, may have the perfect position for you.

If you belong to a group or organization that would like to be notified of any employment opportunities, **Hall Communications** would be glad to include you in our notifications list. Call (863) 682-8184 and ask for Renee', or email her [here](#).

The **Hall Communications Radio Group** encourages minority and women's organizations to apply, and is an Equal Opportunity Employer.

Job Bank

Local job openings will be listed below. For our national Job Bank, click [here](#).



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Welcome to Hall Communications, Inc.

Hall Communications, Inc. owns and operates 21 AM and FM radio stations in Florida, the Mid-Atlantic and New England states. Hall is a family owned company. We have been in operation since 1964.

Mission Statement:
 "Our cause is to do what's right for our listeners, advertisers, families and communities to make a positive difference in their lives"



Websites

Click on the Stations Link to visit the website of any Hall radio station.

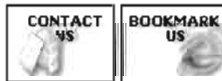


Jobs

Click on Employment to see what full-time job openings are available.

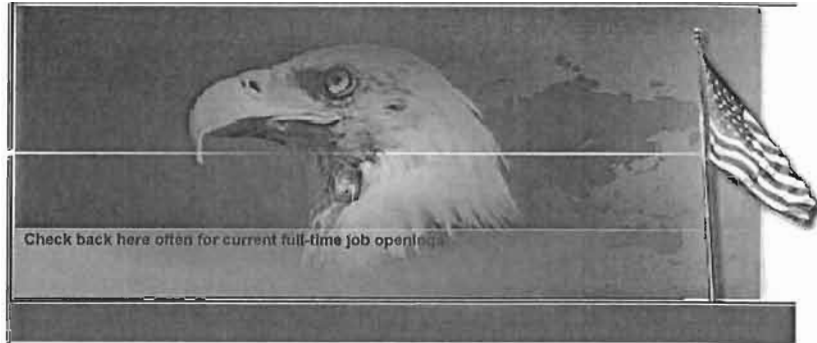
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Job Openings

[Library/logo.htm]



Navigation

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Websites

Click on the Stations Link to visit the website of any Hall radio station.

Jobs

Click on Employment to see what full-time job openings are available.

Job Openings

Hall Communications, Inc. is an equal opportunity employer. Females and minorities are encouraged to apply.

We have a job opening at Hall Communications, Inc. stations WICH/WCTY/WKNL/WNLC. A decision on the position will be made on August 26, 2011. Therefore, applications should be sent to us by August 22, 2011. The job description is as follows: **Account Executive**. This position requires an individual to sell advertising to prospective clients. This person will be responsible for the creation, prospecting, servicing and selling advertising accounts. Meaningful qualifications include ability to work with people, a professional aggressive personality and a degree of creativity. Candidates for this position must have their own reliable transportation and a valid driver's license. Radio sales experience a plus, but not necessary. Because Hall Communications, Inc. is an equal opportunity employer, we encourage members of minority groups and women to apply for this position. Please send a resume with qualifications to: Andy Russell WICH-WCTY-WNLC-WKNLP. O. Box 551 Norwich, CT 06360 You may fax them to 860 886-7649 or e-mail to: arussell@hallradio.com

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