

## ANNUAL EEO PUBLIC FILE REPORT

For the Period Beginning October 1, 2023 and Ending September 30, 2024\*

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/Business Manager

Date: September 30, 2024

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

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

## PART 2

### FULL -TIME VACANCY #1

**Job Title: Chief Engineer**  
**Date Filled: 1/1/24**  
**Total Number of Interviewees: 1**

#### Recruitment Sources:1

The following recruitment sources were utilized to fill this vacancy:

- 1) x Puerto Rican Chamber of Commerce P.O. Box 2135 Bartow, FL 33830  
Anna Riveria (863) 838-2084.
- 2) x Florida Technical College 4715 S. Florida Ave Ste. 4, Lakeland, FL 33813  
Jason Robbs (863) 619-6200.
- 3) x African American Chamber of Commerce Polk Cty Inc 7938 Benjamin Drive, Lakeland, FL 33810  
Doris Moore-Bailey (863) 816-6480.
- 4) x Pinellas County Urban League 333 31<sup>st</sup> Street North, St. Petersburg, FL 33713  
Anita Lewis (727) 327-2081.
- 5) x Connecticut School of Broadcasting 760 US Highway 1 Ste. #101 North Palm Beach, FL 33408  
Kayla Salmon (561) 847-4126.
- 6) x Florida Memorial University 15800 NW 42<sup>nd</sup> Ave, Miami Gardens, FL 33054  
Preston Jones (305) 623-1423.
- 7) x Central Fla Employment Council 450 Seminola Blvd, Casselberry, FL 32707  
Paulette Weir (407) 834-4223.
- 8) x Florida Association of Broadcasters Job Line 201 South Monroe St Ste. 201, Tallahassee, FL 32301  
Lindsay Varn (800) 825-5322.
- 9) x African American Chamber of Commerce 122 Main Street Ste 283, Lakeland FL 33810  
Polk County Inc
- 10) x PSC Career Development Services 3425 Winter Lake Road Lakeland, FL 33803  
Stephanie Benton (863) 669-4908

(Use Additional pages if needed)

"A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that the stations' staff contacted at the beginning of this year and asked to continue to be contacted as job openings occur. "

**PART 2**

**FULL -TIME VACANCY #1**

**Job Title: Chief Engineer**  
**Date Filled: 1/1/24**  
**Total Number of Interviewees: 1**

**Recruitment Sources:1**

The following recruitment sources were utilized to fill this vacancy:

- 11) x University of South Florida 4202 E Fowler Ave SVC2088, Tampa, FL 33620  
(813) 974-2171.
- 12) x Lakeland Branch NAACP P.O. Box 91236, Lakeland, FL 33804  
Reginald Ardis, Sr. (863) 682-8879.
- 13) x CareerSource Polk 500 Eastlake Howard Drive Winter Haven, FL 33881  
Business Services Division/Kathy Suttles (863) 508-1100 ext. 1103.
- 14) x WONN/WPCV/WLKF/MWRZ Radio in-house bulletins 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184.
- 15) x WONN/WPCV/WLKF/MWRZ Radio website postings 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184.
- 16) x Nicholson School of Communication P.O. Box 161344, Orlando, FL 32816-1344  
Tim Brown (407) 823-5273.
- 17) x Bethune-Cookman University 640 Doctor Mary McLeod Blvd Daytona Beach, FL 32114  
Junell McCall (386) 481-2143.
- 18) x Polk State College Development Services 999 Ave H NE, Winter Haven, FL 33881  
Jeannette Grullon (863) 297-1000 ext. 5479
- 19) x Barry University 11300 NE 2<sup>nd</sup> Ave, Miami, FL 33161  
John Moriarty (305) 899-4010.

(Use Additional pages if needed)

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## PART 2

### FULL –TIME VACANCY #1

**Job Title: Chief Engineer**  
**Date Filled: 1/1/24**  
**Total Number of Interviewees: 1**

#### Recruitment Sources:1

The following recruitment sources were utilized to fill this vacancy:

- 20) x Florida A&M University 1735 Wahnish Way Ste 309 Tallahassee, FL 32310  
Marie Smallwood (850) 599-3044.
- 21) x Latter Day Saints Employment Resource Services 10502 Satellite Blvd Suite C Orlando, FL 32837  
Keith Nash (407) 826-9375.
- 22) x American Advertising Federation Polk County P.O. Box 24201, Lakeland, FL 33802  
Yvonne Bradley (863) 858-3736.
- 23) x Keiser University 2400 Interstate Drive Lakeland, FL 33805  
Student Services/Brandon Griffin (863) 682-6020.
- 24) x Coleman-Bush Community Center 1104 Martin Luther King Ave Lakeland, FL 33805  
James Axson (863) 834-3350.
- 25) x National Organization for Women 311 Hillside Drive Lakeland, FL 33803  
Ann Kearton (863) 646-1972.
- 26) x Altierus Career College 3251 W. Hillsboro Ave Ste B Tampa, FL 33614  
Deidra Gates (813) 879-6000.
- 27) x South Florida State College 600 West College Drive B111 Avon Park, FL 33825  
Melissa Huehnl (863) 784-7379
- 28) x WONN/WPCV/WLKF/WWRZ Radio on-air ads 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184.
- 29) x Florida Southern College Career Center 111 Lk Hollingsworth Dr, Lakeland, FL 33801  
Lauren Albaum (863) 680-4390.

(Use Additional pages if needed)

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**PART 2**

**FULL –TIME VACANCY #1**

**Job Title: Chief Engineer**

**Date Filled: 1/1/24**

**Total Number of Interviewees: 1**

**Recruitment Sources:1**

The following recruitment sources were utilized to fill this vacancy:

- 30) x Institute of Spanish Communications 4927 Southfork Drive Lakeland, FL 33813  
Teresa Martinez (863) 646-5141
- 31) Radio Online – online website for broadcasting industry
- 32) All Access – online website for broadcasting industry
- 33) \* Society of Broadcast Engineers (SBE) – online website for broadcasting industry  
(source of 1 interviewee)
- 34) Radio Word Engineering – online website for broadcasting industry
- 35) LinkedIn – online website for radio engineering & SBE boards

(Use Additional pages if needed)

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## PART 2

### FULL -TIME VACANCY #2

**Job Title: Radio Marketing Consultant**  
**Date Filled: 6/10/24**  
**Total Number of Interviewees: 2**

#### Recruitment Sources:1

The following recruitment sources were utilized to fill this vacancy:

- 1) x Puerto Rican Chamber of Commerce P.O. Box 2135 Bartow, FL 33830  
Anna Riveria (863) 838-2084.
- 2) x Florida Technical College 4715 S. Florida Ave Ste. 4, Lakeland, FL 33813  
Francisco Atiles (863) 619-6200 ext. 8503.
- 3) x African American Chamber of Commerce Polk Cty Inc 7938 Benjamin Drive, Lakeland, FL 33810  
Doris Moore-Bailey (863) 816-6480.
- 4) x Pinellas County Urban League 333 31<sup>st</sup> Street North, St. Petersburg, FL 33713  
Anita Lewis (727) 327-2081.
- 5) x Connecticut School of Broadcasting 760 US Highway 1 Ste. #101 North Palm Beach, FL 33408  
Kayla Salmon (561) 847-4126.
- 6) x Florida Memorial University 15800 NW 42<sup>nd</sup> Ave, Miami Gardens, FL 33054  
Dr. Rosalee Payne (305) 623-3600.
- 7) x Central Fla Employment Council 450 Seminola Blvd, Casselberry, FL 32707  
Paulette Weir (407) 834-4223.
- 8) x Florida Association of Broadcasters Job Line 201 South Monroe St Ste. 201, Tallahassee, FL 32301  
Brook Gray (850) 681-6444.
- 9) x PSC Development Services 999 Ave H NE, Winter Haven, FL 33881  
Charity Garcia (863) 297-1000 ext. 5479

(Use Additional pages if needed)

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**PART 2**

**FULL -TIME VACANCY #2**

**Job Title: Radio Marketing Consultant  
Date Filled: 6/10/24  
Total Number of Interviewees: 2**

**Recruitment Sources:1**

**The following recruitment sources were utilized to fill this vacancy:**

- 10) x University of South Florida 4202 E Fowler Ave SVC2088, Tampa, FL 33620  
Addye Buckley-Burnell (813) 974-2171.
- 11) x Lakeland Branch NAACP P.O. Box 91236, Lakeland, FL 33804  
Reginald Ardis, Sr. (863) 682-8879.
- 12) x CareerSource Polk 600 N. Broadway Ave, Ste B Bartow, FL 33830  
Business Services Division/Cristina Mazarredo (863) 508-1100 ext. 1128.
- 13) x WONN/WPCV/WLKF/WWRZ Radio in-house bulletins 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184.
- 14) x WONN/WPCV/WLKF/WWRZ Radio website postings 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184.
- 15) x Nicholson School of Communication P.O. Box 161344, Orlando, FL 32816-1344  
Tim Brown (407) 823-5273.
- 16) x Bethune-Cookman University 640 Doctor Mary McLeod Blvd Daytona Beach, FL 32114  
Dr. Nina Talley (386) 481-2651.
- 17) x Barry University 11300 NE 2<sup>nd</sup> Ave, Miami, FL 33161  
John Moriarty (305) 899-4010.

(Use Additional pages if needed)

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**PART 2**

**FULL -TIME VACANCY #2**

**Job Title: Radio Marketing Consultant**  
**Date Filled: 6/10/24**  
**Total Number of Interviewees: 2**

**Recruitment Sources:1**

The following recruitment sources were utilized to fill this vacancy:

- 18) x Florida A&M University 1735 Wahnish Way Ste 309 Tallahassee, FL 32310  
Vanessa Chatman (850) 599-3044.
- 19) x Orlando Employment Services Center 10502 Satellite Blvd Suite C Orlando, FL 32837  
Elder Ipson (407) 826-9375.
- 20) x American Advertising Federation Polk County P.O. Box 24201, Lakeland, FL 33802  
Yvonne Bradley (863) 858-3736.
- 21) x Keiser University 1951 NE 54<sup>th</sup> Street Ft. Lauderdale, FL 33308  
Shari Lynn (954) 806-2017.
- 22) \* Florida Southern College Career Center 111 Lk Hollingsworth Dr, Lakeland, FL 33801  
Lauren Albaum (863) 680-439 (source of 1 interviewee)
- 23) x National Organization for Women 311 Hillside Drive Lakeland, FL 33803  
Ann Kearton (863) 646-1972.
- 24) x Institute of Spanish Communications 4927 Southfork Drive Lakeland, FL 33813  
Teresa Martinez (863) 646-5141
- 25) x South Florida State College 600 West College Drive B111 Avon Park, FL 33825  
Rob Hampton (863) 784-7379
- 26) x Wonn/WPCV/WLKF/WWRZ Radio on-air ads 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184. (source of 1 interviewee)

(Use Additional pages if needed)

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## PART 2

### FULL –TIME VACANCY #3

**Job Title: Production Director**  
**Date Filled: 8/5/24**  
**Total Number of Interviewees: 3**

#### Recruitment Sources:1

The following recruitment sources were utilized to fill this vacancy:

- 1) x Puerto Rican Chamber of Commerce P.O. Box 2135 Bartow, FL 33830  
Ana Rivera (863) 838-2084.
- 2) x Florida Technical College 4715 S. Florida Ave Ste. 4, Lakeland, FL 33813  
Francisco Atilas (863) 619-6200 ext. 8503.
- 3) x Pinellas County Urban League 333 31<sup>st</sup> Street North, St. Petersburg, FL 33713  
Anita Lewis (727) 327-2081.
- 4) x Connecticut School of Broadcasting 760 US Highway 1 Ste. #101 North Palm Beach, FL 33408  
Kayla Salmon (561) 847-4126.
- 5) x Florida Memorial University 15800 NW 42<sup>nd</sup> Ave, Miami Gardens, FL 33054  
Dr. Rosalee Payne (305) 623-3600.
- 6) x Central Fla Employment Council 450 Seminola Blvd, Casselberry, FL 32707  
Paulette Weir (407) 834-4223.
- 7) x Florida Association of Broadcasters Job Line 201 South Monroe St Ste. 201, Tallahassee, FL 32301  
Brook Gray (850) 681-6444.
- 8) x PSC Development Services 999 Ave H NE, Winter Haven, FL 33881  
Charity Garcia (863) 297-1000 ext. 5479

(Use Additional pages if needed)

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## PART 2

### FULL -TIME VACANCY #3

**Job Title: Production Director**

**Date Filled: 8/5/24**

**Total Number of Interviewees: 3**

#### Recruitment Sources:1

The following recruitment sources were utilized to fill this vacancy:

- 9) x University of South Florida 4202 E Fowler Ave SVC2088, Tampa, FL 33620  
Addye Buckley-Burnell (813) 974-2171.
- 10) x Lakeland Branch NAACP P.O. Box 91236, Lakeland, FL 33804  
Reginald Ardis, Sr. (863) 682-8879.
- 11) x CareerSource Polk 600 N. Broadway Ave, Ste B Bartow, FL 33830  
Business Services Division/Cristina Mazarredo (863) 508-1100 ext. 1128.
- 12) x WONN/WPCV/WLKF/WWRZ Radio in-house bulletins 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184.
- 13) \* WONN/WPCV/WLKF/WWRZ Radio website postings 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184. (source of 2 interviewees)
- 14) x Nicholson School of Communication P.O. Box 161344, Orlando, FL 32816-1344  
Tim Brown (407) 823-5273.
- 15) x Bethune-Cookman University 640 Doctor Mary McLeod Blvd Daytona Beach, FL 32114  
Dr. Nina Talley (386) 481-2651.
- 16) x Barry University 11300 NE 2<sup>nd</sup> Ave, Miami, FL 33161  
John Moriarty (305) 899-4010.

(Use Additional pages if needed)

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**PART 2**

**FULL –TIME VACANCY #3**

**Job Title: Production Director  
Date Filled: 8/5/24  
Total Number of Interviewees: 3**

**Recruitment Sources:1**

The following recruitment sources were utilized to fill this vacancy:

- 17) x Florida A&M University 1735 Wahnish Way Ste 309 Tallahassee, FL 32310  
Vanessa Chatman (850) 599-3044.
- 18) x Orlando Employment Services Center 10502 Satellite Blvd Suite C Orlando, FL 32837  
Elder Ipson (407) 826-9375.
- 19) x American Advertising Federation Polk County P.O. Box 24201, Lakeland, FL 33802  
Yvonne Bradley (863) 858-3736.
- 20) x Keiser University 1951 NE 54<sup>th</sup> Street Ft. Lauderdale, FL 33308  
Shari Lynn (954) 806-2017.
- 21) x Florida Southern College Career Center 111 Lk Hollingsworth Dr, Lakeland, FL 33801  
Lauren Albaum (863) 680-439
- 22) x. National Organization for Women 311 Hillside Drive Lakeland, FL 33803  
Ann Kearton (863) 646-1972.
- 23) x Institute of Spanish Communications 4927 Southfork Drive Lakeland, FL 33813  
Teresa Martinez (863) 646-5141
- 24) x South Florida State College 600 West College Drive B111 Avon Park, FL 33825  
Rob Hampton (863) 784-7379
- 25) x WONN/WPCV/WLKF/WWRZ Radio on-air ads 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184.

(Use Additional pages if needed)

**"A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that the stations' staff contacted at the beginning of this year and asked to continue to be contacted as job openings occur. "**

**PART 2**

**FULL -TIME VACANCY #3**

**Job Title: Production Director**

**Date Filled: 8/5/24**

**Total Number of Interviewees: 3**

**Recruitment Sources:1**

The following recruitment sources were utilized to fill this vacancy:

- 26) Radio Online – online website for broadcasting industry (source of 1 interviewee)

(Use Additional pages if needed)

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"A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that the stations' staff contacted at the beginning of this year and asked to continue to be contacted as job openings occur. "

### Part 3

## SUPPLEMENTAL RECRUITMENT INITIATIVES

### ACTIVITY #1

**Activity:** Robert M. Hall Scholarship Program

**Date:** May 2024    **Preparer:** Arthur J. Rowbotham, President

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

**Participating Station Personnel:** Lisa Gifford Executive Administrative Assistance, Nancy Cattarius Executive Vice President, and Bill Langston, 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 May of 2024 and awarded \$1000 scholarships to three female applicants and one male applicant.

2024 Public File Report  
Stations WONN/WPCV/MLKF/WWRZ  
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,<sup>1</sup> 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.

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<sup>1</sup> 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 WONN/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:** Marketron Digital Training Sessions

**Date:** August 2024      **Preparer:** Bill Baldwin, General Manager

**Host/Sponsor of Activity:** Marketron Digital

**Participating Station Personnel:** Bill Baldwin, General Manager, Daniel Mattioli, IT Manager, Renee Weems, Business Manager, Val Carlton, Traffic Manager, Marketing Consultants Mary Cameron, Tim Hodgson, Nick Stone, Savannah Sterrett, Michelle Hinds.

**Description of Activity and Scope of Station Participation:** Our sales team had one-hour digital training with NXT Marketron on the following dates. August 13, 20 and 27. In addition our Traffic and Business Managers had a 30-minute training session on August 29<sup>th</sup>. All were training on a new platform that will generate additional revenue for our properties.

**PART 3**

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

Activity 3

Activity: Mock Interviews

Dates: November 8, 2023

Preparer: Jessica Brown

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Host/Sponsor of Activity: Florida Southern College

Participating Employees: Jessica Brown, Promotions Director

Description of Activity and Station Participation:

Florida Southern College offers an opportunity for their students to practice interviewing for real and local companies. Jessica met with two students via Zoom (separately) to conduct a mock interview. Students were asked pre-arranged questions (where they were able to rehearse) and then improvised questions. After the interview was over, they would get feedback on how they can improve their interviewing skills. Students were also invited to submit their resumes, if interested, for potential internships when Hall Communications resumes their program.

### PART 3

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

#### Activity 4

Activity: Class Lecture and Q&A (Great American Teach-In)

Dates: November 15, 2023

Preparer: Jessica Brown

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Host/Sponsor of Activity: Garden Grove Elementary

Participating Employees: Julie Kay, On-Air Personality (WPCV)  
Dale Sellers, On-Air Personality (WPCV)

#### Description of Activity and Station Participation:

Julie and Dale “DJ” spoke to a few different classes of varying grades, offering insight on a career in Radio. They talked about how they got started in the business, what it takes to be a Radio DJ, and how they can use what they’re learning in school to apply to radio. Students were then encouraged to ask questions.

**PART 3**

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

Activity 5

Activity: Class Lecture and Q&A (Great American Teach-In)

Dates: November 15, 2023

Preparer: Jessica Brown

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Host/Sponsor of Activity: Lena Vista Elementary

Participating Employees: Chris Rhoden, On-Air Personality (WPCV)

Description of Activity and Station Participation:

Chris spoke to a grade level, offering insight on a career in Radio. He talked about how he got started in the business, what it takes to be a Radio DJ, and how they can use what they're learning in school to apply to radio. Students were then encouraged to ask questions.

**PART 3**

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

Activity 6

Activity: Class Lecture and Q&A (Great American Teach-In)

Dates: November 15, 2023

Preparer: Jessica Brown

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Host/Sponsor of Activity: Sleepy Hill Elementary

Participating Employees: Mike Lee, On-Air Personality (WWRZ)

Description of Activity and Station Participation:

Mike spoke to a grade level, offering insight on a career in Radio. He talked about how he got started in the business, what it takes to be a Radio DJ, and how they can use what they're learning in school to apply to radio. Students were then encouraged to ask questions.

**PART 3**

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

Activity 7

Activity: Career Lecture and Q&A (Great American Teach-In)

Dates: November 16, 2023

Preparer: Jessica Brown

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Host/Sponsor of Activity: Ridge Community High School

Participating Employees: Nic Allen, On-Air Personality (WPCV)

Description of Activity and Station Participation:

Nic Allen visited a high school during Great American Teach-In, offering insight on a career in Radio. He talked about how he got started in the business, what it takes to be a Radio DJ, and how they can use what they're learning in school to apply to radio. Students were then encouraged to ask questions.

**PART 3**

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

Activity 8

Activity: Class Lecture and Q&A (Great American Teach-In)

Dates: November 16, 2023

Preparer: Jessica Brown

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Host/Sponsor of Activity: North Lakeland Elementary

Participating Employees: Mike Lee, On-Air Personality (WWRZ)

Description of Activity and Station Participation:

Mike spoke to a few different classes of varying grades, offering insight on a career in Radio. He talked about how he got started in the business, what it takes to be a Radio DJ, and how they can use what they're learning in school to apply to radio. Students were then encouraged to ask questions.



**PART 3**

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

Activity 9

Activity: Class Lecture and Q&A (Great American Teach-In)

Dates: November 16, 2023

Preparer: Jessica Brown

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Host/Sponsor of Activity: Valleyview Elementary

Participating Employees: Chris Rhoden, On-Air Personality (WPCV)

Description of Activity and Station Participation:

Chris spoke to a grade level, offering insight on a career in Radio. He talked about how he got started in the business, what it takes to be a Radio DJ, and how they can use what they're learning in school to apply to radio. Students were then encouraged to ask questions.

**PART 3**

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

Activity 10

Activity: Station Tour

Dates: February 6, 2024

Preparer: Jessica Brown

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Host/Sponsor of Activity: Academy of Design and Technology (George Jenkins High School)

Participating Employees: Eric Michaels, On-Air Personality (WWRZ)  
Mike Lee, On-Air Personality (WWRZ)

Description of Activity and Station Participation:

Eric and Mike hosted high school students for a station tour and Q&A session. 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 the WWRZ/Max 98.3 studio, during the Morning Show, noting the format, equipment, and work flow. After the tour, the students had time to ask questions.

**PART 3**

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

Activity 11

Activity: Mock Interviews

Dates: March 27, 2024

Preparer: Jessica Brown

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Host/Sponsor of Activity: Florida Southern College

Participating Employees: Jessica Brown, Promotions Director

Description of Activity and Station Participation:

Florida Southern College offers an opportunity for their students to practice interviewing for real and local companies. Jessica met with two students via Zoom (separately) to conduct a mock interview. Students were asked pre-arranged questions (where they were able to rehearse) and then improvised questions. After the interview was over, they would get feedback on how they can improve their interviewing skills. Students were also invited to submit their resumes, if interested, for potential internships when Hall Communications resumes their program.

**PART 3**

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

Activity 12

Activity: Career Fair and Q&A

Dates: April 9, 2024

Preparer: Jessica Brown

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Host/Sponsor of Activity: Ridge Community High School

Participating Employees: Nic Allen, On-Air Personality (WPCV)

Description of Activity and Station Participation:

Nic Allen visited a high school career fair, offering insight on a career in Radio. He talked about how he got started in the business, what it takes to be a Radio DJ, and how they can use what they're learning in school to apply to radio. Students were then encouraged to ask questions.

**PART 3**

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

Activity 13

Activity: Career Fair

Dates: April 17, 2024

Preparer: Jessica Brown

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Host/Sponsor of Activity: Florida Southern College

Participating Employees: Jessica Brown, Promotions Director  
William Baldwin, General Sales Manager  
Nick Stone, Account Executive

Description of Activity and Station Participation:

Jessica Brown, William Baldwin, and Nick Stone attended the Florida Southern College Career and Graduate School Expo. They explained jobs in the radio broadcasting industry, as well as collected resumes and applications at this afternoon career expo open to students of the college.

2024 Public File Report  
Stations WONN/WPCV/WLKF/WWRZ  
Lakeland/Winter Haven/Fort Meade, Florida  
Attachment C

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



# CONTACT US

We'd love to hear from you! Whether you have questions about our programming, advertising opportunities, or just want to share your feedback, our team is here to assist you. Use the contact form below to reach out to us directly, or get in touch with our Program Director for more detailed inquiries.

### Business Office

Phone: 863-682-8184  
Fax: 863-683-2409 (Station information & sales)

### Business Hours

M - F: 9:00AM - 3:00PM  
Closed Saturday & Sunday  
Closed on Federal holidays

Address: **WONN 1230 AM & 107.1 FM** Hall Communications, Inc.

404 W. Lime Street Lakeland, FL 33815

Name

Email

Message

Send



### Staff Links & General Information

Program Director: Bob Walker  
Promotions Director: Jessica Brown  
Executive Vice President: Nancy Cattarius  
General Manager/GSM: Billy Baldwin

### More Information:

[Local HCI Employment Opportunities/Careers](#)  
[Advertise With Hall Communications](#)





### EVENTS

- AUG 31 **LoveBird Almost Famous Chicken**
- SEP 12 **Insight Auctioneers**
- SEP 22 **Lakeland Harley Davidson**
- SEP 28 **Visit Central Florida**
- OCT 27 **Lakeland Harley Davidson**

[VIEW MORE EVENTS »](#)

#### Office Staff:

Program Director: Bob Walker  
 Promotions Director: Jessica Brown  
 Executive VP: Nancy Cattarius  
 GM/GSM: Billy Baldwin

#### More Information:

- [Local HCI Employment Opportunities](#)
- [General Contest Rules](#)
- [Join Our VIP Club](#)
- [Station Profile](#)

### Contact WPCV

Name *(Required)*

First

Last

Phone *(Required)*

Email *(Required)*

Department *(Required)*



Business Hours & Prize Pick-Up  
Monday – Friday: 9am – 3pm  
Closed Saturday & Sunday  
Closed on Federal Holidays

'I know that I can't do that': DJ Moore says unsportsmanlike penalty cost Panthers

Moore took his helmet off to celebrate after catching a 62-yard touchdown with 12 seconds left, drawing a 15-yard penalty. David Newton

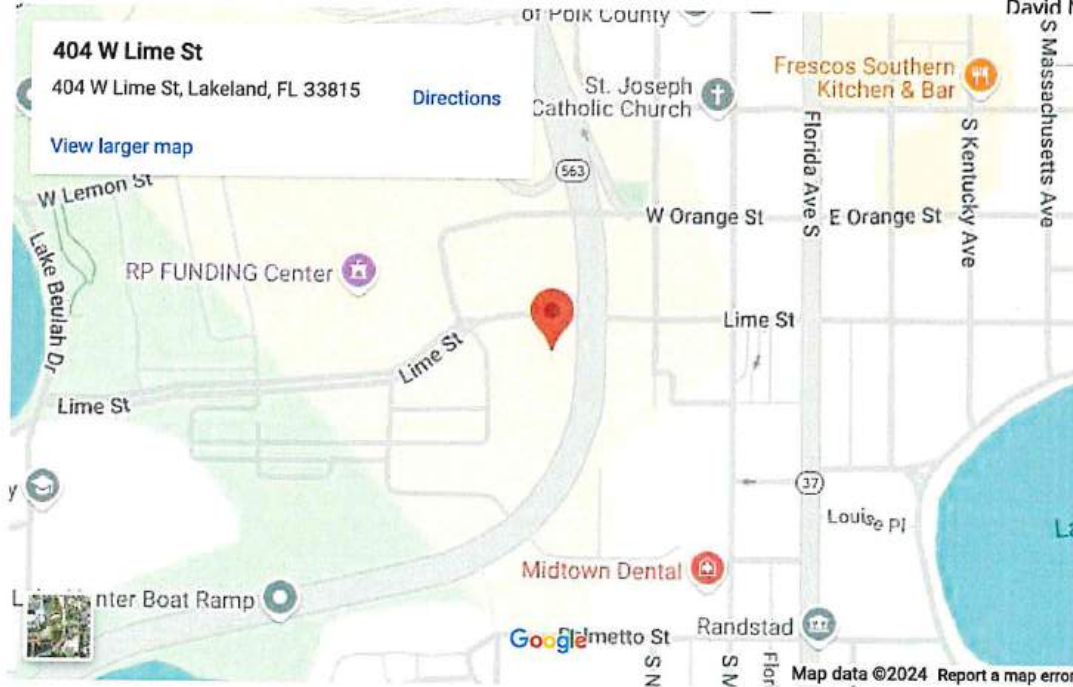
Tom Brady back, can the Tampa Bay Buccaneers make another Super Bowl run?

Tom Brady has brought back a couple of key players to go with the seven-time Super Bowl champion quarterback, but will it all be worth it?

Tom Brady

Tom Brady's retirement, what's next for the Tampa Bay Buccaneers at the Super Bowl?

Tom Brady has a roster ready to win now if he can keep the core of it intact; but without him, it won't matter.



## OFFICE STAFF

Program Director: Len Erickson  
Executive VP: Nancy Cattarius  
Promotions Director: Jessica Brown  
GM/GSM: Billy Baldwin

## INFORMATION

[Local HCI Employment Opportunities](#)

[Contest Rules](#)

## Contact Us

Name *(Required)*

First

Last

Email *(Required)*

Phone



10:42 am **EURYTHMICS**

10:39 am **i need to know**  
**MARC ANTHONY**

10:36 am **dancing with myself**  
**BILLY IDOL**

### PODCASTS



#### Office Staff

Program Director: Eric Michaels  
 Promotions Director: Jessica Brown  
 Executive VP: Nancy Cattarius  
 GM/GSM: Billy Baldwin

#### More Information:

- [Employment Opportunities](#)
- [General Contest Rules](#)
- [Station Profile](#)

## Contact WWRZ

"\*" indicates required fields

Name \*

First

Last

Phone \*

Email \*



# Career Opportunities

**STATION:** WOKO/WIZN/WKOL/WBTZ/WJOY - Burlington, VT

**POSITION:** Business Manager

Join Our Dynamic Team at Hall Communications Radio and Digital Marketing!

Are you ready to take the reins as our new Business Manager? After 33 incredible years, our Business Manager is set to retire in January 2025, leaving some big shoes to fill. But if you have strong accounting skills, are proficient in QuickBooks, Excel, MS Office, and thrive as part of a team environment, you might be just the person we're looking for!

What You'll Do:

- Monthly Invoicing & Collections: Keep our financials on track and ensure smooth cash flow.
- Sales Projection Reports: Generate multiple sales reports to help guide our business decisions.
- Data Entry: Handle additional data entry tasks with precision.
- Bank Deposits: Credit card payments, checks, ACH payments
- Collaboration: Work closely with our CFO and General Manager every day.

Why Hall Communications?

- Office Hours: Enjoy a balanced work-life schedule with hours from 8:30 am to 4:00 pm, Monday through Friday.
- Comprehensive Benefits: Extremely competitive health insurance, a 401k plan, and vacation time.
- Engaged Team: Collaborate with dedicated colleagues who are committed to success.

Ready to Join Us? Send your resume and three references to General Manager Dan Dubonnet at [ddubonnet@hallradio.net](mailto:ddubonnet@hallradio.net).





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**STATION: WCTK Cat Country 98.1FM & WNBH Big 101.3FM - Providence, RI**

**POSITION: Radio and Digital Account Executive**

Hall Communications WCTK Cat Country 98.1FM & WNBH Big 101.3FM seeks an ambitious individual to join our team as an Account Executive. Submission of both a cover letter and resume are required for employment consideration.

In this role you will identify and develop new business opportunities; maintain and grow existing clients; offer solutions to help clients achieve their business goals; close business; meet sales targets; and meet with prospective clients.

The ideal candidate will be sales savvy goal-oriented, multi-tasker who likes to outperform expectations. Success in this role will require a self-disciplined, organized individual.

#### Responsibilities

- Identify and generate new business.
- Service and grow existing client relationships.
- Create effective radio and digital marketing campaigns.
- Generate revenue to meet established sales targets.
- 

#### Qualifications

- Proficient in Microsoft Office suite and social networking platforms
  - Strong client service relationship-building skills
  - Persuasive communication skills: verbal, written and presentation
  - Effective sales presentation skills.
  - Independent; self-motivated; self-accountable
  - Professional appearance and work ethic
  - Candidate must drive their own vehicle with a valid driver's license and state-mandated auto insurance
  - Sales experience
- 
- Cover letters and resumes should be sent to the attention of Tom Wall, Vice President and General Manager at: [twall@hallradio.net](mailto:twall@hallradio.net)



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Hall Communications Inc, WCTY, WICH, WKNL, WNLC, and WILI AM and FM, in eastern Connecticut, has an opening for a radio Marketing Consultant. Digital knowledge of sales is a must to work along with radio sales. Experience in other sales fields is also preferred. Hall offers a great benefit package including Medical and 401K plans.

Resumes and references should be sent to the attention of Executive VP, CEO – Art Rowbotham [HERE](#).

*Hall Communications is an equal-opportunity employer.*

*Hall Communications is an equal opportunity employer. We encourage members of minority groups and women to apply. Applications will be accepted until the position(s) are filled.*

**[Providence, RI - New Bedford, MA](#) | [Winter Haven-Lakeland, FL](#) | [Burlington, VT](#)  
[Norwich-New London and Willimantic, CT](#)**

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Contact Our Corporate Office: Phone (863) 682-8184

*NONDISCRIMINATION POLICY: Hall Communications and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.*



Sales Recruitment ad :30

cart **6474**

please **email mp3** to Billy

Hall Communications... a family-owned radio group operating in one of the fastest-growing markets... is looking to grow our team! If you're a results-driven Sales professional, committed to superior customer service... we want to hear from you. Candidates should possess excellent writing and communication skills. **Digital** Sales experience preferred, but not mandatory. To apply, please email your resume and references to Sales Manager Bill Baldwin at bbjr at hall radio dot net. That's bbjr at hall radio dot net.

Hall Communications is an Equal Opportunity Employer.