

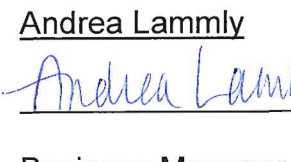
ANNUAL EEO PUBLIC FILE REPORT

For the period beginning 02/01/24 and ending 01/31/25

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:	<u>Andrea Lammly</u>
Signature:	<u></u>
Title:	<u>Business Manager</u>
Date:	<u>January 31, 2025</u>
Telephone:	<u>802-658-1230</u>

*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 four full-time job vacancies were posted but one vacancy is not yet filled by the employment unit.

A total number of 10 persons were interviewed for the full-time vacancies.



FULL-TIME VACANCY #1

Job Title: Marketing Consultant
Date Filled: April 1, 2024
Total Number of Interviewees: One

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				Updated 02/19/2024
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	
Husson University Career Services		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	
State University of New York at Plattsburgh	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	
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		
Community College of Vermont		1 Abenaki Way Winooski, VT 05404	802-654-0505	
Vermont State University		575 Stone Cutters Way Montpelier, VT 05602	802-728-1100	
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.				



FULL-TIME VACANCY #2

Job Title: Office Manager
Date Filled: October 8, 2024
Total Number of Interviewees: Seven

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				Updated 02/19/2024
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	* 5
Champlain College	Patricia Boera	Career Planning Office 163 So Willard Street Burlington, VT 05401	860-2720	
Husson University Career Services		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	
State University of New York at Plattsburgh	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	
Seven Days	Michelle Brown	P O Box 1164 Burlington, VT 05402	802-864-5684	1
Vermont Employment & Training Department		59 Pearl Street #63 Burlington, VT 05401	652-0311 652-0363	
VAB	Wendy Mays	4 Carmichael Street, Suite 111-106 Essex Jct, VT 05452		
Community College of Vermont		1 Abenaki Way Winooski, VT 05404	802-654-0505	
Vermont State University		575 Stone Cutters Way Montpelier, VT 05602	802-728-1100	
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	
Linked In				
Indeed.com				1
X-Requested to be notified.				



FULL-TIME VACANCY #3

Job Title: Sales Representative
Date Filled: Position not filled; closed search effective 1/15/25.*
Total Number of Interviewees:

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.				
2.				
3.				
4.				
5.				
6.				
7.				

*Recruitment ad was posted on November 11, 2024. Further Recruitment efforts were conducted after December 1, 2024 but were closed effective 1/15/25.

(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 02/19/2024
These companies/organizations are the sources our companies utilizes whenever we have employment opportunities.				
ORGANIZATION	CONTACT PERSON	ADDRESS	PHONE NO.	INTERVIEWEES REFFERED
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	
Husson University Career Services		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	
State University of New York at Plattsburgh	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	
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		
Community College of Vermont		1 Abenaki Way Winooski, VT 05404	802-654-0505	
Vermont State University		575 Stone Cutters Way Montpelier, VT 05602	802-728-1100	
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.				



FULL-TIME VACANCY #4

Job Title: Business Manager
Date Filled: January 20, 2025
Total Number of Interviewees: Two

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				Updated 02/19/2024
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/on air ads	70 Joy Drive So Burlington, VT 05403	658-1230	1
VAB	Wendy Mays	4 Carmichael Street, Suite 111-106 Essex Jct, VT 05452		
LinkedIn				
Spherion Staffing & Recruiting		110 Kimball Avenue #25 So Burlington, VT 05403	802-864-5900	* 1



PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #1*

Activity: Boy Scout Troop #42 Station

Date: March 30, 2024

Preparer: Andrea Lammly

Host/Sponsor of Activity: Hall Communications

Participating Station Personnel: Mark Knight, Operations Manager

Description of activity and scope of station participation:

Event: Building Tour

Hall Communications hosted a group of 11 high school students from Boy Scout Troop #42 in Georgia, 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. These students were working on their Journalism badge for the Boy Scouts.

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: Northwestern Technical Career Center-St Albans

Date: April 11, 2024

Preparer: Andrea Lammy

Host/Sponsor of Activity: Hall Communications

Participating Station Personnel: Mark Knight, Operations

Description of activity and scope of station participation:

Event: Building Tour

Hall Communications hosted a group of 30 high school students from the Northwestern Technical Career Center in St. Albans. 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 #3

Activity: University of Vermont Job & Internship Fair

Date: October 9, 2024 **Preparer:** Andrea Lammly

Host/Sponsor of Activity: University of Vermont

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 Fall Job and internship Fair on the University of Vermont campus in Burlington, Vermont on October 9, 2024. Students were majoring in subjects such as Business Management, 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 2024

Date: October 2, 2024 **Preparer:** Andrea Lammly

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

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 October 2, 2024. 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 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: February 1, 2024 – January 31, 2025 **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 February 1, 2024 to January 31, 2025.

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: Vermont Association of Broadcasters Social Media Seminar

Date: June 12, 2024 **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, WBTZ Program Director, Kevin Mays, Engineering Intern, Amelia Vlahogiannis

Description of activity and scope of station participation:

"First Period" 9:50 AM - 11:10 AM:

Class For TV & Radio Advertising Sellers & Content Creators:

Instructor: Ryan Dohrn, Brain Swell Media

"Winning the Tug of War With Time

- How to Do More With Less." Learn

10 ways to re-claim your day and your life. This is a fun talk about reconfiguring your day for time management success.

Class For Station Owners, GMs, Brand Managers, Operations Directors, News Directors

Instructor: Andrew Finlayson, SmithGeiger

"Executive Level Overview of AI for Station Leaders" Learn what AI should be

used for and what AI cannot replace.

Class For Broadcast Engineers:

Emergency Alert System update. Learn about upcoming changes to Vermont's EAS plan as well as FCC proposed rulemaking.

If you have another engineering topic you would like covered, email vab@vab.org

"Second Period" 11:15 AM - 12:25 PM:

Class For Advertising Sellers:

Instructor: Ryan Dohrn, Brain Swell Media

"Flipping Objections On

The Spot" Learn how to flip modern objections like "I'm moving all my advertising to social media/digital" & "Radio/TV is dead"

Class For TV Creative Services, Radio Air Personalities, MDs, PDs:

Instructor: Andrew Finlayson, SmithGeiger

"Using AI Tools to Get More Done in Less Time"

Learn how AI tools can ease your workload as well as responsible use

Class For Radio Station Owners, GMs, Operations & Engineers:

Instructor: David Layer, NAB

"Digital Dashboard Best

Practices" With so much listening happening in the car, learn why stations need to look their best to get noticed on the car dashboard and how to do it.

Class For TV Station GMs & Engineers:

Instructor: Pete Van Pennen, Pearl TV

"What You Need to Know About ATSC 3.0"

Transition/Deployment/Receiver Status, Consumer Facing Features/Functionality, Standards Overview, Technology Overview and Implementation Anecdotes.

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: Marketron Digital Training Sessions

Date: August 2024 **Preparer:** Andrea Lammlly

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:

NXT DIGITAL TRAINING-Marketron

August 7. 10:30-11:30- Security settings- ADMIN- Dan and Rod VT
August 12. 9-10am- Initial overview Kate L and Dan VT
August 13 9-10am Full sales all markets training session #1
August 20. 9-10am Full sales training session- proposals -orders all markets #2
August 27 12:00- 1pm Full training review all markets
August 29. 11-12 Full training for traffic/Business Managers ALL markets
August 13. 12-1pm- Question and Answer session. Training review VT only

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).



PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity #8

Activity: SPRING INTERNSHIP PROGRAM

Date: February - May 2024 **Preparer:** Andrea Lammly

Host/Sponsor of Activity: Hall Communications, Inc.

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

Description of activity and scope of station participation:

2024 SPRING INTERNSHIP PROGRAM
HALL COMMUNICATIONS, BURLINGTON VT

During the spring of 2024, Hall Communications welcomed an intern from Champlain College into our company. This student is a senior pursuing a Bachelor of Science Degree in Broadcast Media Production.

The student worked on a number of different projects since joining us in January of 2024, including learning the on-air aspect of our operations, traveling throughout the region to help staff events we're staffing, working in our production department on several on-air and behind-the-scenes projects, and shadowing our sales and marketing personnel.

The internship program concluded upon the end of the spring semester and graduation in May 2024.

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 #9

Activity: 2024 SUMMER INTERNSHIP PROGRAM

Date: May - August 2024 **Preparer:** Andrea Lammly

Host/Sponsor of Activity: Hall Communications, Inc.

Participating Station Personnel: Mark Knight, Operations Manager

Description of activity and scope of station participation:

2024 SUMMER INTERNSHIP PROGRAM
HALL COMMUNICATIONS, BURLINGTON VT

During the summer of 2024, Hall Communications welcomed an intern from Husson University, in Bangor, Maine, into our company. This student is pursuing a Bachelor of Science Degree in Business Administration, with certificates in Leadership, Small Business Management, and Hospitality.

This student worked on a number of different projects, including learning the on-air aspect of our operations, traveling throughout the region to help staff events we're staffing, working in our production department on several on-air and behind-the-scenes projects, and shadowing our sales and marketing personnel.

Their internship program ran from May 2024 to August 2024.

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 #10

Activity: 2024 Summer Internship Program

Date: May - August 2024 **Preparer:** Andrea Lammly

Host/Sponsor of Activity: Hall Communications, Inc.

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

Description of activity and scope of station participation:

2024 SUMMER INTERNSHIP PROGRAM
HALL COMMUNICATIONS, BURLINGTON VT

During the summer of 2024, Hall Communications welcomed an intern from St. Michael's College, in Colchester, Vermont, into our company. This student is pursuing a Bachelor of Science Degree in Business Management, with a minor in Peace and Justice.

This student worked on a number of different projects, including learning the on-air aspect of our operations, traveling throughout the region to help staff events we're staffing, working in our production department on several on-air and behind-the-scenes projects, and shadowing our sales and marketing personnel.

The internship program ran from May 2024 to August 2024.

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 #11

Activity: 2024 SUMMER INTERNSHIP PROGRAM

Date: May - August 2024

Preparer: Andrea Lammly

Host/Sponsor of Activity: Hall Communications, Inc.

Participating Station Personnel: Rod Hill, Engineering; Mark Knight, Operations Manager

Description of activity and scope of station participation:

2024 SUMMER INTERNSHIP PROGRAM:
HALL COMMUNICATIONS, BURLINGTON VT

During the summer of 2024, Hall Communications welcomed an intern from the Vermont Technical College campus of Vermont State University into our company. This student is pursuing a BS degree in Electrical Engineering Technology.

This student worked on a number of different projects with our engineering staff, including FM transmitter maintenance at all four of our FM Transmitter sites; troubleshooting and repair of high-power FM transmitters; and repair and tuning of 1 kilowatt AM Transmitters. The intern also worked on tower inspections, studio equipment, computer servers, audio computers and backup servers. The intern also worked with our contract engineer on a project in Southern Vermont.

The internship program ran from May 2024 to August 2024.

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 #12

Activity: Marketron Digital Training Sessions

Date: November 2024 **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:

Hall Digital Sales Trainings

Tuesdays at 12pm – NXT Training / Experienced	Thursdays at 2pm- Digital Tactics / Beginners
Tues 11/5: Creating proposals	Thurs 11/7: Display and Pre-roll as tactics: what are they?
Tues 11/12: Order Generation	Thurs 11/14: Geo-fence / Geo-video
Tues 11/19: Creative Requests	Thurs 11/21: OTT / CTV

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).