

## **ANNUAL EEO PUBLIC FILE REPORT**

For the Period Beginning October 1, 2005 and Ending September 30, 2006\*

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

This Report consist of:

Part 1      Station information  
Part 2      Recruitment sources/interviewees for each full-time vacancy  
Part 3      Recruitment initiatives

Preparer:              Renee Weems

Signature:             Renee Weems

Title:                    Accounting/Office Manager

Date:                    September 30, 2006

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. The initial reporting period is from March 10, 2003, to the station's renewal filing deadline.

## **PART 1**

This Report covers the following employment unit:

<u>Call Sign</u>	<u>AM/FM</u>	<u>Facility ID#</u>	<u>Community of License</u>	<u>State</u>	<u>LMA</u>
WONN	AM	25868	Lakeland	FL	No
WPCV	FM	25872	Winter Haven	FL	No
WLKF	AM	10341	Lakeland	FL	No
WWRZ	FM	72667	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 two full-time job vacancies were filled by the employment unit.

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

## PART 2

### FULL-TIME VACANCY #1

**Job Title: Assistant Engineer**  
**Date Filled: 10/31/05**  
**Total Number of Interviewees: 5**

#### Recruitment Sources:<sup>1</sup>

The following recruitment sources were utilized to fill this vacancy:

- 1) x Radio & Records 10100 Santa Monica Blvd, Los Angeles, CA 90067-4004  
Opportunities Dept. (310) 550-4330.
- 2) x Urban League of Tampa 1405 Tampa Park Plaza, Tampa, FL 33605  
Sharrel Carter (813) 229-8117.
- 3) x Florida Technical College 298 Havendale Blvd, Auburndale, FL 33823  
Gregory Llana (863) 967-8622.
- 4) x Doris Moore-Balley 7938 Benjamin Drive, Lakeland, FL 33810  
(863) 688-7648 ext. 16
- 5) x Urban League of Pinellas 333 31<sup>st</sup> Street North, St. Petersburg, FL 33713  
Sharon Melville (727) 327-2081.
- 6) x Connecticut School of Broadcasting 525 Northlake Blvd. North Palm Beach, FL 33408  
Jim York (561) 842-2000.
- 7) x Florida Memorial College 15800 NW 42<sup>nd</sup> Ave, Miami, FL 33054  
Athena Jackson (305) 626-3782.
- 8) x Central Fla Employment Council 450 Seminola Blvd, Casselberry, FL 32707  
Paula Weir (407) 834-4223.
- 9) x FAB Job Line 800 N. Calhoun Street Tallahassee, FL 32301  
Karen Hickey (800) 825-5322. (source of two interviewees)
- 10) x Barry University School of Law 6441 E. Colonial Drive Orlando, FL 32807  
Denise Chancey (321) 206-5628.
- 11) x Metro Orlando Urban League 2804 Belco Drive Orlando, FL 32808-3557  
Loretta Morgan (407) 841-7654.
- 12) x Art Institute of Ft. Lauderdale 1799 SE 17<sup>th</sup> Street, Ft. Lauderdale, FL 33316  
Luwin Sanchez (800) 275-7603 ext. 469.

(Use Additional pages if needed)

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<sup>1</sup> 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: Assistant Engineer**

**Date Filled: 10/31/05**

**Total Number of Interviewees: 5**

#### Recruitment Sources:<sup>1</sup>

The following recruitment sources were utilized to fill this vacancy:

- 13) x University of South Florida 3433 Winter Lake Road, Lakeland, FL 33803  
Mary Millag (863) 667-7063.
- 14) x Lakeland Branch NAACP P.O. Box 91236, Lakeland, FL 33804  
Don Brown (863) 682-3026.
- 15) x Polk Works One Stop Center 936 E. Parker Street, Lakeland, FL 33801  
Employer Services Unit (863) 663-5627.
- 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 Costline (407) 823-2681.
- 19) x LDS Employment Services 9000 106 Ave N, Largo, FL 33777  
Bates & Drescher (727) 398-0721.
- 20) x Belhune-Cookman College 640 Mary McLeod Blvd Daytona Beach, FL 32015  
Claudine McKee (386) 481-2140.
- 21) x PCC Placement Center 999 Ave H NE, Winter Haven, FL 33881  
Oscar Ramer (863) 297-1010 ext. 5231.
- 22) x National Organization for Women 655 E. Pierce Street Lake Alfred, FL 33850  
Jane Brumbaugh (863) 956-2430.
- 23) x Barry University 11300 NE 2<sup>nd</sup> Ave, Miami, FL 33161  
Ronnie Gabi (305) 899-3950.

(Use Additional pages if needed)

<sup>1</sup> 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: Assistant Engineer**  
**Date Filled: 10/31/05**  
**Total Number of Interviewees: 5**

#### Recruitment Sources:<sup>1</sup>

The following recruitment sources were utilized to fill this vacancy:

- 24) x Florida A&M University 428 Tucker Hall, Tallahassee, FL 32307  
Mr. Hawkins (905) 589-3718.
- 25) x LDS Employment Services 10502 Satellite Blvd Orlando, FL 32837  
Randy Isley (407) 826-9375.
- 26) x Imperial Polk Ad Fed P.O. Box 24201, Lakeland, FL 33802  
Leroy Bradley (863) 858-3736.
- 27) x American Women in Radio & Television 8405 Greensboro Dr Ste 800 McLean, VA 22102  
Melissa Lowe (703) 506-3290.
- 28) x Coleman/Bush Community Center 1104 Martin Luther King Blvd Lakeland, FL 33805  
Albertha Tabron (863) 688-8446.
- 29) x National Organization for Women 311 Hillside Drive Lakeland, FL 33803  
Ann Kearton (863) 646-1972.
- 30) x Univ. of Fla. Career Resource Center P.O. Box 118507, Gainesville, FL 32611-8507  
Linda Adams (352) 392-1601 ext. 270
- 31) x Orange County NAACP P.O. Box 55643, Orlando, FL 32805  
Rufus Brooks (407) 425-9811.
- 32) x WLKF Radio 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184.
- 33) x Florida Southern College Career Center 111 Lk Hollingsworth Dr, Lakeland, FL 33001  
Marge Colton (863) 680-4390.
- 34) x Florida Metropolitan University 5421 Diplomat Circle, Orlando, FL 32810  
Christine Moran (800) 628-5870.

(Use Additional pages if needed)

<sup>1</sup> 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: Assistant Engineer**

**Date Filled: 10/31/05**

**Total Number of Interviewees: 5**

#### Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

- 35) x Florida Metropolitan University 995 E. Memorial Blvd #110, Lakeland, FL 33801  
Cindy Herrick (863) 686-1444.
- 36) x One-Stop Career Center 500 E. Lake Howard Drive, Winter Haven, FL 33881  
Employee Service Unit (863) 291-5292.
- 37) x WWRZ Radio 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184.
- 38) x Int'l Academy of Design & Technology 5511 Executive Square Dr #100 Tampa, FL 33609  
Victoria Snabon (813) 889-3404.
- 39) x Polk County NAACP P.O. Box 1442 Auburndale, FL 33823  
Harold Bennett (863) 325-8093.
- 40) x Experience Works 109 W. Park Street Auburndale, FL 33823  
Don Sherbert (863) 967-9831.
- 41) \* The Ledger 300 W. Lime Street Lakeland, FL 33815  
Classified Advertising (863) 802-7355. (source of two interviewees)
- 42) x South Florida Community College 600 West College Drive Avon Park, FL 33825  
Sureka Flemming (863) 463-6661 ext. 7411
- 43) x Brown College 1440 Northland Drive Mendota Heights, MN 55120  
Karol Baumelster (800) 627-6066 ext. 499
- 44) Internet – (source of one interviewee)

(Use Additional pages if needed)

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

## PART 2

### FULL-TIME VACANCY #2

**Job Title: Sales Executive**

**Date Filled: 12/16/05**

**Total Number of Interviewees: 5**

#### Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

- 1) x Radio & Records 10100 Santa Monica Blvd, Los Angeles, CA 90067-4004  
Opportunities Dept. (310) 653-4330.
- 2) x Urban League of Tampa 1405 Tampa Park Plaza, Tampa, FL 33605  
Sharrel Carter (813) 229-8117.
- 3) x Florida Technical College 298 Havendale Blvd, Auburndale, FL 33823  
Gregory Liana (883) 967-8822.
- 4) x Doris Moore-Bailey 7938 Benjamin Drive, Lakeland, FL 33810  
(883) 688-7648 ext. 16
- 5) x Urban League of Pinellas 333 31<sup>st</sup> Street North, St. Petersburg, FL 33713  
Sharon Melville (727) 327-2081.
- 6) x Connecticut School of Broadcasting 525 Northlake Blvd, North Palm Beach, FL 33408  
Jim York (561) 842-2000.
- 7) x Florida Memorial College 15900 NW 42<sup>nd</sup> Ave, Miami, FL 33054  
Athena Jackson (305) 626-3762.
- 8) x Central Fla Employment Council 450 Seminola Blvd, Casselberry, FL 32707  
Paulette Weir (407) 834-4223.
- 9) x FAB Job Line 800 N. Calhoun Street Tallahassee, FL 32301  
Karan Hickey (800) 825-5322.
- 10) x Barry University School of Law 6441 E. Colonial Drive Orlando, FL 32807  
Denise Chancey (321) 206-5628.
- 11) x Metro Orlando Urban League 2804 Balco Drive Orlando, FL 32808-3557  
Loretta Morgan (407) 841-7654.
- 12) x Art Institute of Ft. Lauderdale 1799 SE 17<sup>th</sup> Street, Ft. Lauderdale, FL 33318  
Luwin Sanchez (800) 276-7603 ext. 480.

(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 #2**

**Job Title: Sales Executive**  
**Date Filled: 12/16/05**  
**Total Number of Interviewees: 5**

#### **Recruitment Sources:**

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

- 13) x University of South Florida 3433 Winter Lake Road, Lakeland, FL 33803  
Mary Millag (863) 667-7063.
- 14) x Lakeland Branch NAACP P.O. Box 91236, Lakeland, FL 33804  
Dan Brown (863) 682-3026.
- 16) x Polk Works One Stop Center 936 E. Parker Street, Lakeland, FL 33801  
Employer Services Unit (863) 683-5627.
- 16) x WQNN 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 Services 9000 106 Ave N, Largo, FL 33777  
Bales & Drascher (727) 398-0721.
- 20) x Bethune-Cookman College 640 Mary McLeod Blvd Daytona Beach, FL 32015  
Claudine McKee (386) 481-2140.
- 21) x PCC Placement Center 999 Ave H NE, Winter Haven, FL 33881  
Oscar Ramer (863) 297-1010 ext. 5231.
- 22) x National Organization for Women 655 E. Pierce Street Lake Alfred, FL 33850  
Jane Brumbaugh (863) 956-2430.
- 23) x Barry University 11300 NE 2<sup>nd</sup> Ave. Miami, FL 33161  
Ronnie Galli (305) 899-3950.

**(Use Additional pages if needed)**

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## PART 2

### FULL -TIME VACANCY #2

**Job Title: *Sales Executive***

**Date Filled: 12/16/05**

**Total Number of Interviewees: 5**

#### Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

- 24) x Florida A&M University 428 Tucker Hall, Tallahassee, FL 32307  
Mr. Hawkins (850) 509-3710.
- 25) x LDS Employment Services 10502 Satellite Blvd Orlando, FL 32837  
Randy Isley (407) 828-9375.
- 26) x Imperial Polk Ad Fed P.O. Box 24201, Lakeland, FL 33802  
Leroy Bradley (863) 858-3736.
- 27) x American Women in Radio & Television 8405 Greensboro Dr Ste 800 McLean, VA 22102  
Malissa Lowe (703) 506-3200.
- 28) x Coleman/Bush Community Center 1104 Martin Luther King Blvd Lakeland, FL 33805  
Albertha Tabron (863) 688-8446.
- 29) x National Organization for Women 311 Hillside Drive Lakeland, FL 33803  
Ann Kearlon (863) 648-1972.
- 30) x Univ. of Fla. Career Resource Center P.O. Box 119507, Gainesville, FL 32611-8507  
Linda Adams (352) 392-1601 ext. 270
- 31) x Orange County NAACP P.O. Box 55643, Orlando, FL 32805  
Rufus Brooks (407) 425-9811.
- 32) x WLKF Radio 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184
- 33) x Florida Southern College Career Center 111 Lk Hollingsworth Dr, Lakeland, FL 33801  
Marge Collon (863) 680-4390.
- 34) x Florida Metropolitan University 6421 Diplomat Circle, Orlando, FL 32810  
Christine Moran (800) 628-5870.

(Use Additional pages if needed)

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**PART 2**

**FULL-TIME VACANCY #2**

**Job Title: Sales Executive**  
**Date Filled: 12/16/05**  
**Total Number of Interviewee: 5**

**Recruitment Sources:**1

The following recruitment sources were utilized to fill this vacancy:

- 35) x Florida Metropolitan University 995 E. Memorial Blvd #110, Lakeland, FL 33801  
Cindy Herrick (863) 606-1444.
- 36) x One-Stop Career Center 600 E. Lake Howard Drive, Winter Haven, FL 33981  
Employee Service Unit (863) 291-5292.
- 37) x WWRZ Radio 404 W. Lime Street Lakeland, FL 33815  
Renee Weems (863) 682-8184.
- 38) x Int'l Academy of Design & Technology 5511 Executive Square Dr #100 Tampa, FL 33609  
Victoria Snabon (813) 889-3404.
- 39) x Polk County NAACP P.O. Box 1442 Auburndale, FL 33823  
Harold Bennett (863) 325-8993.
- 40) x Experience Works 109 W. Park Street Auburndale, FL 33823  
Don Sherben (863) 987-9601.
- 41) x The Ledger 300 W. Lime Street Lakeland, FL 33815  
Classified Advertising (863) 602-7355. (source of two interviewees)
- 42) x South Florida Community College 600 West College Drive Avon Park, FL 33825  
Sureka Flemming (863) 453-6661 ext. 7411
- 43) x Brown College 1440 Northland Drive Mendota Heights, MN 55120  
Karol Baumeister (800) 627-0968 ext. 499
- 44) x Walk In – (source of one interviewee)
- 45) x Hall employee– (source of two interviewees)

(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 3

## SUPPLEMENTAL RECRUITMENT INITIATIVES

### ACTIVITY #1

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

**Date:** May 2006      **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 Dave Bodwell, Director of Financial Aid at Florida Southern College.

**Description of activity and scope of station participation:** Attachment C 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 2006 at Florida Southern College and awarded a \$1000 scholarship to Kristina Sears of Merritt Island, Florida.

**Part 3**

**SUPPLEMENTAL RECRUITMENT INITIATIVES**

**ACTIVITY #2**

**Activity:** Radio Job Fair

**Date:** March 29, 2006      **Preparer:** Arthur J. Rowbotham, President and General Manager

**Host/Sponsor of Activity:** Radio Alliance of Tampa Bay – conducted by George Hyde, Executive Vice President of the Radio Advertising Bureau

**Participating Station Personnel:** Andrea Oliver, WONN/WPCV/WLKF/WWRZ News Director, was a speaker. Art Rowbotham, President and General Manager, and Nancy Cattarius, General Sales Manager of WONN/WPCV/WLKF/WWRZ also participated in interviews and question and answer sessions.

**Description of Activity and Scope of Station Participation:** This is an annual job fair which the Tampa Bay area stations sponsor. At the fair, attendees speak with minority and female employees of local stations about careers in broadcasting. All member stations advertise the event. The purpose of the program is to increase the size and diversity of the pool of qualified applicants for employment in the Radio industry. Typical broadcast position responsibilities and qualifications are defined. In conjunction with the Fair a radio career workshop is conducted by local radio broadcasters. The workshop is also promoted through on-air announcements by local radio stations and through other publicity channels with particular impact in the minority community.

## Part 3

### SUPPLEMENTAL RECRUITMENT INITIATIVES

#### ACTIVITY #3

**Activity:** Sexual Harassment/EEO Training Program

**Date:** August 3, 2006      **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.

**2006 Public File Report  
Stations WQNN/WPCV/WLKF/WRZ  
Lakeland/Winter Haven/Fort Meade, Florida  
Attachment B**

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.

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### **Job Bank**

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

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(No positions are currently available)

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Experience the fun and the real benefits of working for **Hall Communications**, a privately owned radio group. Plus, you'll also be working for the **Number One radio station** in the market!

Send your aircheck and résumé to:

Renee Weems  
Human Resources  
Director  
WPCV FM  
404 W. Lime St.  
Lakeland, FL  
33815

**No phone calls or emails please.** **Hall Communications, Inc.** is an Equal Opportunity Employer. Females and minorities are encouraged to apply.

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An Independent Family Business Since 1964

*Click on any set of call letters to visit that station's website.*

WPCV-Lakeland, FL    WLKF-Lakeland, FL    WWRZ-Fort Meade, FL    WONN-Lakeland, FL

WLPA-Lancaster, PA    WROZ-Lancaster, PA    WSJW-York, PA

WICH-Norwich, CT    WCTY-Norwich, CT    WKNL-New London, CT    WNLC-New London, CT

WJOY-Burlington, VT    WOKO-Burlington, VT    WBTZ-Plattsburgh, NY    WKOL-Plattsburgh, NY    WIZN-Vergennes, VT

WNBH-New Bedford, MA    WCTK-Providence, RI    WLKW-Providence, RI

WILI-AM-Willimantic, CT    WILI-FM-Willimantic, CT

**Address Page**

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

Be sure to check out the Job Openings page. It is updated often and reflects all job openings in Hall Communication's twenty one radio stations.

Copyright 2005 Hall Communications, Inc.

**2006 Public File Report  
Stations WQNN/WPCV/WLKF/WRZ  
Lakeland/Winter Haven/Fort Meade, Florida  
Attachment C**

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 WQNN(AM), Lakeland, Florida; WPCV(FM), Winter Haven, Florida; WWRZ(FM), Fort Meade, Florida; and WLXF(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