

Hall Communications Inc.

WILI-AM & WILI-FM


ANNUAL EEO PUBLIC FILE REPORT

For the Period Beginning December 1, 2018 and Ending November 30, 2019

This Report is Not Required if the Unit has fewer than five Full-time Employees.

This Report consists of:

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

Preparer: Colin K. Rice
Signature 
Title: Executive Vice President
Date: November 30, 2019
Telephone: (860) 456-1111 ext. 108

*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 stations renewal application. The reporting period is from December 1, 2018 to November 30, 2019

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>
WILI	AM	66180	Willimantic	Ct.	No
WILI	FM	66179	Willimantic	Ct.	No

PART 2

NEW JOB OPENING REPORT

[This report does NOT go in the public file]

A total of 0 full-time job vacancies were filled by the employment unit.

A total number of 0 persons were interviewed for these vacancies.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

UNDERTAKEN BY THE STATION UNIT

Activity No. 1

ACTIVITY: Activity designed by the station to further job dissemination

DATE: December 1st, 2018 – November 30th, 2019

PREPARER: Colin Rice

HOST/SPONSOR OF ACTIVITY: Hall Communications

PARTICIPATING EMPLOYEES:

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

In an effort to widely recruit resources for obtaining personnel, stations WILI-AM, WILI-FM each aired an announcement asking groups or organizations that wish to be notified of any or all openings, to call the station, ask for Colin Rice and their name will be placed on the Employment Notification List. It was noted in the announcement that Hall Communications is an equal opportunity employer and encourages minority and female applicants. Announcements were aired at least once per day on all days of the week, in all dayparts from December 1st, 2018 through November 30th, 2019

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

UNDERTAKEN BY THE STATION UNIT

Activity No. 2

ACTIVITY: Extraordinary training programs to enable station personnel to improve their positions.

DATE: December 1st, 2018 – November 30th, 2019

PREPARER: Colin Rice

HOST/SPONSOR OF ACTIVITY: Members of the Sales Department, Andy Russell, General Manager

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Hall Communications offers and provides for the following in training programs for current employees:

Account Executives: The Radio Advertising Bureau Certified Radio Marketing Consultant Program was created and maintained by the Bureau to educate Account Executives in advertising, marketing and sales. Successful completion of an industry examination under the RAB auspices provides the Executive with documentation of furthering his/her skills to a higher level of excellence in the radio profession, not only for the company but for the clients serviced, but also to qualify for the higher-level executive positions. Only 5% of radio sales people nationwide have this certification. To date, every member of the sales department of this station group now hold a RMP and CRMC certification.

Training Workshops: Account Executives are also exposed to ongoing sales training and motivation through various seminars and workshops held throughout the year. A few examples include video sessions from Local Broadcast Sales that touch on a variety of topics to educate our sellers. These are part of the weekly sales meetings. Another example would include the ongoing training provided by Advantage Systems Training. These sessions started in July 2019 and take place every three weeks with a live g-to meeting with all sellers. Michael Pallini covers a variety of topics directly related to increasing sellers ability to be more efficient and techniques to better work with their clients

ACTIVITY No. 3, Continued

Connecticut Broadcasters Association Annual Convention: The CBA for programming personnel on working and developing talent. This was a one day session in Middletown. Kevin Pilz, Operations Manager for WILI AM\FM participated in this session.

Promotional Assistants: With PR skills, electronic background and/or audiovisual experience are specifically trained by the stations to set up and facilitate station remote broadcasts and other skills to qualify them for higher level positions. During the report period, two new part time employees were trained.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

UNDERTAKEN BY THE STATION UNIT

Activity No. 3

ACTIVITY: Participation in events programs sponsored by organizations and education institutions to encourage student careers in broadcasting.

DATE: April 22, 2019

PREPARER: Joshua Kaplan

HOST/SPONSOR OF ACTIVITY: Hall Communications, The Day, Chamber of Commerce of Eastern CT

PARTICIPATING EMPLOYEES: Andy Russell, Hall Communications, Inc. VP/General Manager

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Our stations ran promotional announcement alerting area residents of the Job Fair taking place in Groton, CT on Monday April 22 from 10am-2pm. There were 65 businesses and organizations represented at the Job Fair including Hall Communications. Andy Russell staffed the booth during the Job Fair Representing the radio stations WILI AM\FM, while there were no full time openings at the time, information was handed out about the types of positions people would find in the radio station and the qualifications we would look for when filling those positions.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

UNDERTAKEN BY THE STATION UNIT

Activity No. 4

ACTIVITY: Participation in events programs sponsored by organizations and education institutions to encourage student careers in broadcasting.

DATE: October 28, 2019

PREPARER: Joshua Kaplan

HOST/SPONSOR OF ACTIVITY: Hall Communications, The Day, Chamber of Commerce of Eastern CT

PARTICIPATING EMPLOYEES: Andy Russel, Hall Communications, Inc. VP/General Manager

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Our stations ran promotional announcement alerting area residents of the Job Fair taking place in Groton, CT on Monday October 28th from 10am-2pm. There were 67 businesses and organizations represented at the Job Fair including Hall Communications. Andy Russell staffed the booth during the Job Fair representing the radio stations WILI AM\FM. We had a full time Sales position open at the time and handed out literature about the types of positions people would find in the radio station and the qualifications we would look for when filling those positions. In addition to the Sales position in Norwich\Willimantic, there were some part time positions available at the Norwich stations, and applications were collected.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

UNDERTAKEN BY THE STATION UNIT

Activity No. 5

ACTIVITY: Manchester H.S. Outreach Event

DATE: January 11, 2019

PREPARER: Colin K. Rice / Kevin Pilz

HOST/SPONSOR OF ACTIVITY: Manchester High School, Manchester, Ct.

PARTICIPATING EMPLOYEES: Kevin Pilz, Hall Communications, Inc. WILI AM/FM Operations Manager

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

On Friday January 11th 2019 , Kevin Pilz, Operations Manager for WILI-FM , and WILI-AM visited Manchester High School for a community out-reach event. Kevin spoke to students who were taking a Radio & Podcasting class. Manchester High School's Will Plein invited Kevin to speak to his students, and during the presentation Kevin talked about radio's evolution and why it is such a successful medium. Kevin explained the software program Adobe Audition.

Colin K Rice Hall Communications, Eastern CT. Group V.P. Manager

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

UNDERTAKEN BY THE STATION UNIT

Activity No. 6

ACTIVITY: Student Intern Program

DATES: January 21-May 5: May 31 – August 15: September 4 – December 13, 2019

PREPARER: Colin K. Rice

HOST/SPONSOR OF ACTIVITY: WILI Am & FM Radio

PARTICIPATING EMPLOYEES: Colin K. Rice & WILI AM/FM staff

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION: Student Intern Program

Each college semester, the Internship program under supervision of Hall Eastern CT. Group VP, Colin K. Rice, notifies area colleges about the WILI AM & FM college internship program, using local college media department bulletin boards, and e-mails to communication department heads at the University of Connecticut and Eastern Connecticut State University.

Administrators, professors and student word of mouth is also extensive because the program has been active for 36 years. This program is for college credit or college experience with school approval and is approved by the Ct. State Department of Labor. WILI-AM & I-98.3 FM (WILI-FM) hosted 10 interns during 3 college terms of 2019. They invest an average of 12 hours per week for a 13 week college semester. Interns learn about and participate in copy writing, on air experience, promotional events, telemarketing, writing, voicing, scheduling, and sales assisting. They receive direction from department heads and staff in every department except engineering. All internships are sanctioned by their respective colleges. At the end of each internship, students receive a written evaluation from their radio station supervisor, which then are sent to the student's respective department head or advisor.

Colin K Rice Hall Communications, Eastern CT. Group V.P. Manager