ANNUAL EEO PUBLIC FILE REPORT

For the period beginning _12/1/19_ and ending _11/30/20_

This report consists of:

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

Preparer:  Bob Reed
Signature:  
Title:  Operations Manager
Date:  November 30th, 2020
Telephone:  860-887-3511

*This reports, which usually covers the prior 12 – month period, is to be placed in each station’s public file and website (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:

<table>
<thead>
<tr>
<th>Call Sign</th>
<th>AM/FM</th>
<th>Facility ID#</th>
<th>Com. Of License</th>
<th>State</th>
<th>LMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>WICH</td>
<td>AM</td>
<td>72347</td>
<td>Norwich</td>
<td>CT</td>
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<tr>
<td>WCTY</td>
<td>FM</td>
<td>72346</td>
<td>Norwich</td>
<td>CT</td>
<td>NO</td>
</tr>
<tr>
<td>WKNL</td>
<td>FM</td>
<td>48547</td>
<td>New London</td>
<td>CT</td>
<td>NO</td>
</tr>
<tr>
<td>WNLC</td>
<td>FM</td>
<td>25406</td>
<td>East Lyme</td>
<td>CT</td>
<td>NO</td>
</tr>
<tr>
<td>WILI</td>
<td>AM</td>
<td>66180</td>
<td>Willimantic</td>
<td>CT</td>
<td>NO</td>
</tr>
<tr>
<td>WILI</td>
<td>FM</td>
<td>66179</td>
<td>Willimantic</td>
<td>CT</td>
<td>NO</td>
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</table>

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 1 full – time job vacancy was filled by the employment unit.

A total number of 3 people were interviewed for all of the full – time vacancies.
FULL TIME HIRES (Job# 1of 1)

Job Title: Regional Sales Manager
Date Filled: 11-5-2020
Total Number of Interviewees: 3
<table>
<thead>
<tr>
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<th>NUMBER OF REFERRALS</th>
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<td><a href="http://www.careerpage.org/cgi-bin/jobs">www.careerpage.org/cgi-bin/jobs</a></td>
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<tr>
<td><a href="http://www.wctv.com">www.wctv.com</a></td>
<td>0</td>
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<td><a href="http://www.bighitsbigfun.com">www.bighitsbigfun.com</a></td>
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<tr>
<td>(WKNL website)</td>
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<td>Job Opportunities/Hallradio.com</td>
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<td><a href="http://www.wili.com">www.wili.com</a></td>
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<tr>
<td>(WILI-FM Website)</td>
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176-Hall Communications Radio Ads WCTY-FM
171-Hall Communications Radio Ads WICH-AM
177-Hall Communications Radio Ads WKNL-FM
176-Hall Communications Radio Ads WNLC-FM
228-Hall Communications Radio Ads WILI-AM
227-Hall Communications Radio Ads WILI-FM
80- Hall Communications Radio Ads WCTK-FM*  
111-Hall Communications Radio Ads WOKO-FM
112-Hall Communications Radio Ads WJOY-AM
79- Hall Communications Radio AdsWKOL-FM
211-Hall Communications Radio Ads WBTZ-FM
207-Hall Communications Radio Ads WIZN-FM
75- Hall Communications Radio Ads WNBH-AM

*1 Hired from WCTK source

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1 A source with an (x) was a source that requested to be contacted as job openings occur.
These organizations were contacted for this job opening.

Ms. Peggy Ferguson  
UNIV. OF RHODE ISLAND  
221 Roosevelt Hall  
Kingston, RI 02887  
(401) 874-2416  

Ms. Maria Ricci  
PROVIDENCE COLLEGE  
Slavin Center 105  
Providence, RI 02198  
(401) 865-1000  

Ms. Susan Trombly  
N.E. INSTITUTE OF TECHNOLOGY  
2500 Post Road  
Warwick, RI 02886  
(401) 739-5000  

Mr. Steven Raucher  
Univ. of New Haven - Prof. Of Communications  
300 Orange Avenue  
West Haven, CT 06516  
(203) 932-7000  

Ms. Nancy Gray  
Eastern CT Workforce Investment Board  
113 Salem Turnpike - North Bldg  
Norwich, CT 06360  
(860) 859-5767  

Ms. Arlethia Monroe  
EEOC RESOURCE CENTER  
1801 L. Street NW  
Washington, DC 20507  
(202) 663-4900  

Mr. Samuel Hall  
HOWARD UNIVERSITY  
1/  
PO Box 667, Administration Building  
Washington, DC 20059  
(202) 806-7513  

Ms. Karen Hunter  
NAB CLEARING HOUSE  
1771 N. Street NW  
Washington, DC 20046  
(202) 429-5300  

Ms. Catherine Link  
Univ. of New Haven - Career Development  
300 Orange Street  
West Haven, CT 06516  
(203) 932-7334  

1 A source with an (x) was a source that requested to be contacted as job openings occur.
Ms. Sherri Tanguay  
MOHEGAN TRIBAL NATION  
1 Mohegan Blvd.  
Uncasville, CT 06382

(860) 204-6100  
0

Mr. David Grindel  
VETERANS CENTER  
2 Cliff Street  
Norwich, CT 06360

(860) 887-1755  
0

Mr. Garfield Rucker  
MARTIN LUTHER KING CENTER  
21 Fairmont Street  
Norwich, CT 06360

(860) 887-6255  
0

Ms. Christine Johnson  
MADONNA PLACE  
240 Main Street  
Norwich, CT 06360

(860) 886-6600  
0

Ms. Elsie Spoust  
UCONN  
562 N.L. Turnpike  
Norwich, CT 06360

(860) 887-1608  
0

Mr. Gottfried Beisel  
CONNECTICUT JOB SERVICE  
113 Salem Turnpike  
Norwich, CT 06360

(860) 859-5604  
0

Ms. Jacqueline Owens  
NAACP  
PO Box 24  
Norwich, CT 06360

(860) 886-5529  
0

Ms. Loise Summa  
THREE RIVERS COM. COLLEGE  
Mahan Drive  
Norwich, CT 06360

(860) 886-1931  
0

Ms. Linda Misarski  
Norwich Business & Prof. Women’s Club  
147 Wawecus Hill Rd.  
Bozrah, CT 06334

(860) 889-7444  
0

1 A source with an (x) was a source that requested to be contacted as job openings occur.
Ms. Marcia Flowers  (860) 535-1868
EASTERN PEQUOT TRIBAL NATION  2 /
391 Norwich-Westerly Rd.
North Stonington, CT  06359

Ms. Nancy Albert  (860) 441-6760
GROTON HUMAN SERVICES
2 Fort Hill Rd.
Groton, CT  06340

Ms. Janene Vandi  (860) 405-9010
UCONN AT AVERY POINT
1084 Shennecossett Rd.
Groton, CT  06340

Ms. Peggy Tackett  (860) 449-8348
NAVY FAMILY SERVICE CENTER
Box 93, Nasubase, NLON
Groton, CT  06340

Mr. Arthur Henick  (860) 312-3000
Mashantucket Pequot Tribal Nation  2 /
PO Box 3130
Mashantucket, CT  06339

Ms. Barbara Benson  (860) 646-7221
I.C.E. EMPLOY & TRAINING SERVICE
PO Box 672
Gales Ferry, CT  06335

Ms. Lisa Russ  (860) 447-1731
O.I.C. OF NEW LONDON COUNTY  1 /
106 Truman St.
New London, CT  06320

Mr. Jack Tinker  (860) 447-1911
CONNECTICUT COLLEGE
270 Mohegan Ave.
New London, CT  06320

Mr. Peter Bowler  (860) 447-0884
ALLIANCE FOR LIVING
154 Broad St. (A social services Organization)
New London, CT  06320

¹ A source with an (x) was a source that requested to be contacted as job openings occur.
Ms. Wendy Mathieu  (860) 701-5000  0
MITCHELL COLLEGE
437 Pequot Ave.
New London, CT  06320

Mr. Vic Jensen  (860) 433-7441  0
Ridley Lowell Bus & Tech Institute
470 Bank St.
New London, CT  06320

Ms. Rhea Joseph  (860) 442-7556  0
CREATIVE CONNECTIONS
5 Carlisle Lane  (A social services Organization)
Niantic, CT  06357

Ms. Mirrim Lopez  (860) 442-4463  0
Centro de La Comunidad
225 Central Ave.
Norwich, CT  06360

Mr. Carmen Bruno  (860) 447-0366  0
The Women’s Center of SE CT.  3 /
16 Jay Street
New London, CT  06320

Ms. Janice Albert  (860) 344-2044  0
CT STATE LABOR DEPT,
645 South Main St.
Middletown, CT  063457

Mr. Hank Tenny  (860) 887-2346  0
CT SCHOOL OF BROADCASTING
Radio Park
Farmington, CT  06032

Mr. Dan Gaynor  (860) 437-2385  0
NEW LONDON ADULT EDUCATION
Shaws Cove Three
New London, CT  06320

1 A source with an (x) was a source that requested to be contacted as job openings occur.
Ms. Laura Hall                      (860) 871-9908       0
UCONN Communication Club
45 D. Mt. Vernon Dr.
Vernon, CT 06066

Mr. Tim G. Martelon               (203) 378-5155       0
CT School of Broadcasting
80 Ferry Blvd.
Stratford, CT 06615

☐ EMPLOYEE REFERRALS 0

SOURCE UNKNOWN 0

COMMUNITY MEMBER 0

1 / A predominantly African-American School / Organization

2 / A predominantly Native-American Organization

3 / A predominantly female Organization

4 / A predominantly Hispanic Organization

1 A source with an (x) was a source that requested to be contacted as job openings occur.
Part 3

SUPPLEMENTAL RECRUITMENT ACTIVATES

UNDERTAKEN BY THE STATION UNIT

ACTIVITY #1 Extraordinary training programs to enable station personnel to improve their positions.

DATE: December 1st, 2019- November 30th, 2020

PREPARER: Bob Reed

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 or CRMC certification. Courtney Regan was hired in January 2020 and achieved her RMP certification in March 2020. Melissa Colli Account Executive continued her RAB Education by earning her CRMC certification in May 2020.

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 went through January 2020 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 seller’s ability to be more efficient and techniques to better work with their clients. In January 2020 we changed the format to focus of this training to focus on our Account Executives that have been with the company for less than 12 months. In the Connecticut cluster of stations Courtney Regan participated in these twice per month training sessions through August 2020.

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 by Promotions Manager Nichole Breau.
SUPPLEMENTAL RECRUITMENT ACTIVITIES

UNDERTAKEN BY STATION UNIT

ACTIVITY #2 - Activity designed by station to further job dissemination

DATE: December 1st, 2019 – November 30th, 2020

HOST/SPONSOR OF ACTIVITY: Hall Communications

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

In an effort to widely recruit resources for obtaining personnel, stations WCTY-FM, WICH-AM, WKNL-FM, WNLC-FM, 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 Joshua Kaplan 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, 2019 through November 30th, 2020.

SUPPLEMENTAL RECRUITMENT ACTIVITY

ACTIVITY #3: Student Intern Program

DATE: December 1, 2019-November 30th, 2020

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEES: Colin K. Rice, programming & sales departments

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Each college semester, WILI AM & FM internship program under supervision from Hall Eastern CT. Group VP, Colin K. Rice, notifies area colleges about the WILI AM & FM college internship program. We notify local college media departments, student bulletin boards, and e-mails to communication department heads at the University of Connecticut and Eastern Connecticut State University and other local colleges. Administrators, professors and student word of mouth are also extensive because the program has been active for 36 years. This program is for college credit only or college experience and is approved by the Ct. Department of Labor. WILI-AM & I-98.3 (Wili-FM) hosted 4 interns during spring semester 2020. Although it was cut short due to Covid-19, one intern continued to work from home with on-line projects. Interns average 12 hours per week, and 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 supervisors, which then are sent to the student's respective department head or advisor.

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