

ANNUAL EEO PUBLIC FILE REPORT

For the period beginning 12/1/20 and ending 11/24/21

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 24, 2021

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:

<u>Call Sign</u>	<u>AM/FM</u>	<u>Facility ID#</u>	<u>Com. Of License</u>	<u>State</u>	<u>LMA</u>
WICH	AM	72347	Norwich	CT	NO
WCTY	FM	72346	Norwich	CT	NO
WKNL	FM	48547	New London	CT	NO
WNLC	FM	25406	East Lyme	CT	NO
WILI	AM	66180	Willimantic	CT	NO
WILI	FM	66179	Willimantic	CT	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 1 full – time job vacancy was filled by the employment unit

A total number of 5 people were interviewed for all of the full – time vacancies

PART 2

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FULL TIME HIRES (Job# 1 of 1)

Job Title: Sales Executive

Date Filled: 9/28/2021

Total Number of Interviewees: 5

<u>NAME AND ADDRESS</u>	<u>NUMBER OF REFERRALS</u>
www.ctba.org/cgi-bin/HRWorx.pl (Connecticut Broadcaster's Assoc Website)	0
www.careerpage.org/cgi-bin/jobs	0
www.wcty.com (WCTY website)	0
www.wich.com (WICH website)	0
www.wnlc.com (WNLC website)	0
www.bighitsbigfun.com (WKNL website)	0
www.hallradio.com Job Opportunities/Hallradio.com (Hall Communications Website)	0
www.wili.com (WILI-AM Website)	0
ww.hitmusici983.com (WILI-FM Website)	0
221-Hall Communications Radio Ads WCTY-FM	1
221-Hall Communications Radio Ads WICH-AM	
221-Hall Communications Radio Ads WKNL-FM	1
221-Hall Communications Radio Ads WNLC-FM	
188-Hall Communications Radio Ads WILI-AM	
221-Hall Communications Radio Ads WILI-FM	

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

Ms. Peggy Ferguson UNIV. OF RHODE ISLAND 221 Roosevelt Hall Kingston, RI 02887	(401) 874-2416	0
Ms. Maria Ricci PROVIDENCE COLLEGE Slavin Center 105 Providence, RI 02198	(401) 865-1000	0
Ms. Susan Trombly N.E. INSTITUTE OF TECHNOLOGY 2500 Post Road Warwick, RI 02886	(401) 739-5000	0
Mr. Steven Raucher Univ. of New Haven - Prof. Of Communications 300 Orange Avenue West Haven, CT 06516	(203) 932-7000	0
Ms. Nancy Gray Eastern CT Workforce Investment Board 113 Salem Turnpike - North Bldg Norwich, CT 06360	(860) 859-5767	0
Ms. Arlethia Monroe EEOC RESOURCE CENTER 1801 L. Street NW Washington, DC 20507	(202) 663-4900	0
Mr. Samuel Hall HOWARD UNIVERSITY ¹ / ₁ PO Box 667, Administration Building Washington, DC 20059	(202) 806-7513	0
Ms. Karen Hunter NAB CLEARING HOUSE 1771 N. Street NW Washington, DC 20046	(202) 429-5300	0
Ms. Catherine Link Univ. of New Haven - Career Development 300 Orange Street West Haven, CT 06516	(203) 932-7334	0

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Ms. Sherri Tanguay MOHEGAN TRIBAL NATION 1 Mohegan Blvd. Uncasville, CT 06382	(860) 204-6100 <u>2</u> /	0
Mr. David Grindel VETERANS CENTER 2 Cliff Street Norwich, CT 06360	(860) 887-1755	0
Mr. Garfield Ruker MARTIN LUTHER KING CENTER 21 Fairmont Street Norwich, CT 06360	(860) 887-6255 <u>1</u> /	0
Ms. Christine Johnson MADONNA PLACE 240 Main Street Norwich, CT 06360	(860) 886-6600 <u>3</u> /	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 <u>1</u> /	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 <u>3</u> /	0

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Ms. Marcia Flowers (860) 535-1868 EASTERN PEQUOT TRIBAL NATION <u>2</u> / 391 Norwich-Westerly Rd. North Stonington, CT 06359	0
Ms. Nancy Albert (860) 441-6760 GROTON HUMAN SERVICES 2 Fort Hill Rd. Groton, CT 06340	0
Ms. Janene Vandi (860) 405-9010 UCONN AT AVERY POINT 1084 Shennecossett Rd. Groton, CT 06340	0
Ms. Peggy Tackett (860) 449-8348 NAVY FAMILY SERVICE CENTER Box 93, Nasubase, NLON Groton, CT 06340	0
Mr. Arthur Henick (860) 312-3000 Mashantucket Pequot Tribal Nation <u>2</u> / PO Box 3130 Mashantucket, CT 06339	0
Ms. Barbara Benson (860) 646-7221 I.C.E. EMPLOY & TRAINING SERVICE PO Box 672 Gales Ferry, CT 06335	0
Ms. Lisa Russ (860) 447-1731 O.I.C. OF NEW LONDON COUNTY <u>1</u> / 106 Truman St. New London, CT 06320	0
Mr. Jack Tinker (860) 447-1911 CONNECTICUT COLLEGE 270 Mohegan Ave. New London, CT 06320	0
Mr. Peter Bowler (860) 447-0884 ALLIANCE FOR LIVING 154 Broad St. (A social services Organization) New London, CT 06320	0

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Ms. Wendy Mathieu MITCHELL COLLEGE 437 Pequot Ave. New London, CT 06320	(860) 701-5000	0
Mr. Vic Jensen Ridley Lowell Bus & Tech Institute 470 Bank St. New London, CT 06320	(860) 433-7441	0
Ms. Rhea Joseph CREATIVE CONNECTIONS 5 Carlisle Lane (A social services Organization) Niantic, CT 06357	(860) 442-7556	0
Ms. Mirriam Lopez Centro de La Comunidad 225 Central Ave. Norwich, CT 06360	(860) 442-4463 <u>4</u> /	0
Mr. Carmen Bruno The Women's Center of SE CT. 16 Jay Street New London, CT 06320	(860) 447-0366 <u>3</u> /	0
Ms. Janice Albert CT STATE LABOR DEPT. 645 South Main St. Middletown, CT 063457	(860) 344-2044	0
Mr. Hank Tenny CT SCHOOL OF BROADCASTING Radio Park Farmington, CT 06032	(860) 887-2346	0
Mr. Dan Gaynor NEW LONDON ADULT EDUCATION Shaws Cove Three New London, CT 06320	(860) 437-2385	0

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Ms. Laura Hall UCONN Communication Club 45 D. Mt. Vernon Dr. Vernon, CT 06066	(860) 871-9908	0
Mr. Tim G. Martelon CT School of Broadcasting 80 Ferry Blvd. Stratford, CT 06615	(203) 378-5155	0
Job Fair at Mystic Marriott 6/30/21		1
* JOB, FAIR at Mystic Marriott - September 15 th 2021		1
EMPLOYEE REFERRALS		1
SOURCE UNKNOWN		0
COMMUNITY MEMBER		0
<u>1</u> / A predominantly African-American School / Organization		
<u>2</u> / A predominantly Native-American Organization		
<u>3</u> / A predominantly female Organization		
<u>4</u> / A predominantly Hispanic Organization		

* source for candidate hired for opening

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

Part 3

SUPPLEMENTAL RECRUITMENT ACTIVITY

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

DATE: December 1st, 2020- November 24, 2021

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, but one, of this station group now holds a RMP or CRMC certification. New Sales Executive as of September 28th Malanie Macierowski is currently training for the RAB CRMC certificate.

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 often part of the weekly sales meetings. Another example would include the ongoing training provided by Advantage Systems Training. These sessions started in July 2020. 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 2021 the focus of this training centered to on our Account Executives that have been with the company for less than 24 months. Account Executives have also received training with Marketron for Digital Advertising.

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, four people were interviewed by Promotions Manager Nichole Breaux.

SUPPLEMENTAL RECRUITMENT ACTIVITY

UNDERTAKEN BY STATION UNIT

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

DATE: December 1st, 2020 –November 24, 2021

HOST/SPONSOR OF ACTIVITY: Hall Communications Radio Stations

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 Bob Reed 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, 2020 through November 24, 2021.

SUPPLEMENTAL RECRUITMENT ACTIVITY

ACTIVITY #3: Student Intern Program

DATE: December 1, 2020 – November 24, 2021

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

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

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

The Internship program under supervision from Hall Eastern CT. Group VP, Colin K. Rice, notifies area colleges about the WILI AM & FM college internship program. Notification is accomplished using local college media department bulletin boards, and e-mails to college 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 38 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 2 interns during 2 college terms of 2021. 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, voicing & audio analysis. 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

SUPPLEMENTAL RECRUITMENT ACTIVITY

ACTIVITY #4 SPEAKING AT MITCHELL COLLEGE COMMUNICATIONS CLASS

DATE: September 30, 2021

HOST/SPONSOR OF ACTIVITY: MITCHELL COLLEGE/HALL COMMUNICATIONS

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Hall Communications VP/General Manager Andy Russell spoke to 14 students (Junior and Senior at Mitchell College) in Professor Irving Steel's Communication Leadership Class for 30 minutes about the radio industry and how we communicate with the community. Subject covered the responsibility we have to be a voice and leader in our community.

SUPPLEMENTAL RECRUITMENT ACTIVITY

ACTIVITY #5 SPEAKING AT NEWINGTON HIGH SCHOOL

DATE: April 7, 2021

HOST/SPONSOR OF ACTIVITY: Newington High School/Hall Communications

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Hall Communications/WILIAM & FM Operations Manager Kevin Pilz lectured students of the Newington High School Media Production/Literacy Class. This class was where Kevin Pilz got his start in radio. Kevin covered topics including what broadcast radio entails and what his job is as Operations Manager. What our job is as broadcaster for the public. How broadcasting has been impacted by the Covid 19 pandemic. What is media's objective? Is it to tell the truth or make money? Social Media and the internet... should they have the same regulations from the FCC as broadcasters.

SUPPLEMENTAL RECRUITMENT ACTIVITY

ACTIVITY #6 PARCPICIPATION IN EVENTS PROGRAMS SPONSORED BY ORGANIZATIONS AND EDUCATION INSTITUTIONS TO ENCOURAGE CAREERS.

DATE: June 30, 2021 SUPPLEMENTAL RECRUITMENT ACTIVITY

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Our stations ran promotional announcements alerting area residents of the Job Fair taking place at the Mystic Marriott in Groton, CT on June 30th from 10am to 2pm. There were 58 businesses and organizations represented at the Job Fair including Hall Communications Connecticut stations. Program Director Dave Elder and Promotions Director Nichole Breau staffed the booth during the Job Fair representing WCTY/WICH/WNLC/WKNL/WILI-AM and WILI-FM. Information was handed out for an opening the Hall Communications stations had for a full time sales position as well as part-time remote set-up engineers.

ACTIVITY #7 PARCPICIPATION IN EVENTS PROGRAMS SPONSORED BY ORGANIZATIONS AND EDUCATION INSTITUTIONS TO ENCOURAGE CAREERS.

DATE: September 15, 2021 HOST/SPONSOR OF ACTIVITY: Hall Communications, The Day, Chamber of Commerce of Eastern Connecticut.

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Our stations ran promotional announcements alerting area residents of the Job Fair taking place at the Mystic Marriott in Groton, CT on September 15th from 10am to 2pm. There were 60 businesses and organizations represented at the Job Fair including Hall Communications Connecticut stations. VP/General Manager Andy Russell and Operations Manager Bob Reed staffed the booth during the Job Fair representing WCTY/WICH/WNLC/WKNL/WILI-AM and WILI-FM. Information was handed out for an opening the Hall Communications stations had for a full time sales position as well as part-time remote set-up engineers.