


ANNUAL EEO PUBLIC FILE REPORT

For the Period Beginning 12/1/10 and Ending 11/30/11 *

This Report Consists of:

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

Preparer: Kelley A. Finlan
Signature: 
Title: Operations Director
Date: December 1, 2011
Telephone: (860) 887-3511

*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.

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

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 2 full-time job vacancies were filled by the employment unit.

A total number of 15 persons were interviewed for all of the full-time vacancies.

PART 2

FULL-TIME HIRES (Job# 1 of 2)

Job Title: Account Executive

Date Filled: August 26th, 2011

Total Number of Interviewees: 6

Recruitment Sources: All of the recruitment sources listed below this particular position¹

NAME & ADDRESS	NUMBER OF REFERRALS
<u>www.ctba.org/cgi-bin/HRWorx.pl</u> (Connecticut Broadcaster's Assoc. Website)	0
<u>www.careerpage.org/</u>	0
<u>www.ctjobs.com</u>	1 *
<u>www.monster.com</u>	0
<u>www.wcty.com/jobs.htm</u> (WCTY Website)	0
<u>www.wich.com/job.htm</u> (WICH Website)	0
<u>www.wnlc.com/job.htm</u> (WNLC Website)	0
<u>www.kool101fm.com/job.htm</u> (WKNL Website)	0
NORWICH BULLETIN 66 Franklin Street Norwich, CT 06360	0
THE NEW LONDON DAY 37 Eugene O'Neill Drive New London, CT 06320	0
Connecticut Broadcaster's Association Job Fair	0

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

Mr. Alan Johnson 860-447-0884 0
ALLIANCE FOR LIVING
154 Broad Street
New London, CT 06320

Ms. Amelia Ruiz 860-442-4463 0
CENTRO DE LA COMUNIDAD 4/
109 Blinman Street
New London, CT 06320

Mr. Jack Tinker 860-447-1911 0
CONNECTICUT COLLEGE
270 Mohegan Avenue
New London, CT 06320

Mr. Gottfreid Beisel 860-859-5600 0
CONNECTICUT JOB SERVICE
113 Salem Turnpike
Norwich, CT 06360

Ms. Rhea Joseph 0
CREATIVE CONNECTIONS
5 Carlisle Lane
Niantic, CT 06357

Mr. Hank Tenny 860-677-7577 0
CT SCHOOL OF BROADCASTING
130 Birdseye Road
Farmington, CT 06032

Ms. Meesoon Joo 860-754-5000 0
CT STATE LABOR DEPARTMENT
645 South Main Street
Middletown, CT 06457

Ms. Nancy Albert 860-441-6760 0
GROTON HUMAN SERVICES
2 Fort Hill Road
Groton, CT 06340

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Ms. Kathy Chartier 860-859-4100 0
EASTERN CT WORKFORCE INVESTMENT BOARD
108 New Park Avenue
Franklin, CT 06254

Ms. Marcia Flowers 860-535-1868 0
EASTERN PEQUOT TRIBAL NATION 2/
391 Norwich-Westerly Road
North Stonington, CT 06359

Ms. Arlethia Monroe 0
EEOC RESOURCE CENTER
1801L Street NW
Washington, DC 20507

Mr. Samuel Hall 202-806-7513 0
HOWARD UNIVERSITY 1/
525 Bryant Street NW
Washington, DC 20059

Ms. Barbara Benson 860-464-7221 0
ICE EMPLOY AND TRAINING SERVICE
PO Box 356
Gales Ferry, CT 06335

Ms. Christine Johnson 860-886-6600 0
MADONNA PLACE 3/
240 Main Street
Norwich, CT 06360

Mr. Garfield Rucker 0
MARTIN LUTHER KING CENTER 1/
21 Fairmont Street
Norwich, CT 06360

Mr. Arthur Henick 860-312-3000 0
MASHANTUCKET PEQUOT TRIBAL NATION 2/
PO Box 3130
Mashantucket, CT 06339

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Ms. Sherri Tanguay 860-204-6100 MOHEGAN TRIBAL NATION <u>2/</u> 1 Mohegan Boulevard Uncasville, CT 06382	0
Ms. Susan Trombly 401-739-5000 NE INSTITUTE OF TECHNOLOGY 2500 Post Road Warwick, RI 02886	0
Ms. Jacqueline Owens 860-886-1686 NAACP <u>1/</u> 262 Main Street Norwich, CT 06360	0
Ms. Karen Hunter 202-429-5300 NAB CLEARING HOUSE 1771 North Street NW Washington, DC 20046	0
Ms. Maria Pukas 860-439-2385 NEW LONDON ADULT EDUCATION 3 Shaws Cove #100 New London, CT 06320	0
Ms. Linda Misarski 860-889-7444 NORWICH BUSINESS AND PROF. WOMEN'S CLUB <u>3/</u> 147 Wawecus Hill Road Bozrah, CT 06334	0
Ms. Lisa Russ 860-447-1730 OIC OF NEW LONDON COUNTY <u>1/</u> 105 Truman Street New London, CT 06320	0
Ms. Maria Ricci 401-865-1000 PROVIDENCE COLLEGE 1 Cummingham Square Providence, RI 02198	0

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Mr. Vic Jensen	860-443-7441	0
RIDLEY LOWELL BUS & TECH INSTITUTE		
470 Bank Street		
New London, CT 06360		
Ms. Louise Summa	860-886-0177	0
THREE RIVERS COMMUNITY COLLEGE		
New London Turnpike		
Norwich, CT 06360		
Ms. Elsie Spoust	860-486-2000	0
UCONN		
4 Waiters Avenue		
Storrs, CT 06269		
Ms. Janene Vandi	860-405-9000	0
UCONN AT AVERY POINT		
1084 Shennecossett Road		
Groton, CT 06340		
Ms. Laura Hall		0
UCONN COMMUNICATION CLUB		
2110 Hill side Road U-3061		
Storrs, CT 06269		
Ms. Catherine Link		0
UNIV. OF NEW HAVEN-CAREER DEVELOPMENT		
300 Orange Avenue		
West Haven, CT 06516		
Mr. Steven Raucher		0
UNIV. OF NEW HAVEN- PROF. OF COMMUNICATIONS		
300 Orange Avenue		
West Haven, CT 06516		
Ms. Peggy Ferguson		0
UNIVERSITY OF RHODE ISLAND		
221 Roosevelt Hall		
Kingston, RI 02887		

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Mr. David Grindel 0
 VETERANS CENTER
 2 Cliff Street
 Norwich, CT 06360

Ms. Carmen Bruno 0
 WOMEN'S CENTER OF SE CT 3/
 16 Jay Street
 New London, CT 06320

Ms. Danielle Woody 0
 CT SCHOOL OF BROADCASTING
 80 Ferry Boulevard
 Stratford, CT 06615

WALK-INS 0

EMPLOYEE REFERRALS 5

SOURCE UNKNOWN 0

1 / A predominantly African-American School/Organization

2 / A predominantly Native American Organization

3 / A predominantly female Organization

4 / A predominantly Hispanic Organization

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PART 2

FULL-TIME HIRES (Job# 2 of 2)

Job Title: Sales Manager

Date Filled: (not yet filled)

Total Number of Interviewees: 9

Recruitment Sources: All of the recruitment sources listed below were utilized to fill this particular position.¹

NAME & ADDRESS	NUMBER OF REFERRALS
<u>www.ctba.org/cgi-bin/HRWorx.pl</u> (Connecticut Broadcaster's Assoc. Website)	0
<u>www.careerpage.org/</u>	0
<u>www.ctjobs.com</u>	1
<u>www.monster.com</u>	2
<u>www.wcty.com/jobs.htm</u> (WCTY Website)	0
<u>www.wich.com/job.htm</u> (WICH Website)	0
<u>www.wnlc.com/job.htm</u> (WNLC Website)	0
<u>www.kool101fm.com/job.htm</u> (WKNL Website)	0
NORWICH BULLETIN 66 Franklin Street Norwich, CT 06360	0
THE NEW LONDON DAY 37 Eugene O'Neill Drive New London, CT 06320	1
Connecticut Broadcaster's Association Job Fair	0

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Mr. Alan Johnson	860-447-0884	0
ALLIANCE FOR LIVING		
154 Broad Street		
New London, CT 06320		
Ms. Amelia Ruiz	860-442-4463	0
CENTRO DE LA COMUNIDAD <u>4/</u>		
109 Blinman Street		
New London, CT 06320		
Mr. Jack Tinker	860-447-1911	0
CONNECTICUT COLLEGE		
270 Mohegan Avenue		
New London, CT 06320		
Mr. Gottfreid Beisel	860-859-5600	0
CONNECTICUT JOB SERVICE		
113 Salem Turnpike		
Norwich, CT 06360		
Ms. Rhea Joseph		0
CREATIVE CONNECTIONS		
5 Carlisle Lane		
Niantic, CT 06357		
Mr. Hank Tenny	860-677-7577	0
CT SCHOOL OF BROADCASTING		
130 Birdseye Road		
Farmington, CT 06032		
Ms. Meesoon Joo	860-754-5000	0
CT STATE LABOR DEPARTMENT		
645 South Main Street		
Middletown, CT 06457		
Ms. Nancy Albert	860-441-6760	0
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EASTERN PEQUOT TRIBAL NATION 2/
391 Norwich-Westerly Road
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HOWARD UNIVERSITY 1/
525 Bryant Street NW
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Ms. Barbara Benson 860-464-7221 0
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Gales Ferry, CT 06335

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MADONNA PLACE 3/
240 Main Street
Norwich, CT 06360

Mr. Garfield Rucker 0
MARTIN LUTHER KING CENTER 1/
21 Fairmont Street
Norwich, CT 06360

Mr. Arthur Henick 860-312-3000 0
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Ms. Jacqueline Owens 860-886-1686 NAACP <u>1/</u> 262 Main Street Norwich, CT 06360	0
Ms. Karen Hunter 202-429-5300 NAB CLEARING HOUSE 1771 North Street NW Washington, DC 20046	0
Ms. Maria Pukas 860-439-2385 NEW LONDON ADULT EDUCATION 3 Shaws Cove #100 New London, CT 06320	0
Ms. Linda Misarski 860-889-7444 NORWICH BUSINESS AND PROF. WOMEN'S CLUB <u>3/</u> 147 Wawecus Hill Road Bozrah, CT 06334	0
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Ms. Carmen Bruno WOMEN'S CENTER OF SE CT <u>3/</u> 16 Jay Street New London, CT 06320	0
Ms. Danielle Woody CT SCHOOL OF BROADCASTING 80 Ferry Boulevard Stratford, CT 06615	0
WALK-INS	0
EMPLOYEE REFERRALS	4
SOURCE UNKNOWN	1

1 / A predominantly African-American School/Organization

2 / A predominantly Native American Organization

3 / A predominantly female Organization

4 / A predominantly Hispanic Organization

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PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 1

ACTIVITY:

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

DATE: December 2009-November 2010 PREPARER: Kelley A. Finlan

HOST/SPONSOR OF ACTIVITY: Hall Communications

PARTICIPATING EMPLOYEES:

Andy Russell, General Manager, Morning Show Host Jimmy Lane, Newsperson Marty Hausberger, Program Director Dave Elder, On-air Personalities Shelley Martinez and Christie Frechette, and Roger Arnold, Chief Engineer,

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Hall Communications Stations WICH-AM, WCTY-FM, WKNL-FM and WNLC-FM participate via personal visitations to various local educational institution programs featuring career days, outreach and job shadowing. These visits are designed to encourage and educate interested participants and students to the various opportunities in the radio profession including sales, on-air, programming and engineering.

Specifically during the period covered by this report between December 1st, 2010 and ongoing to the present, Andy Russell is serving as Chairperson of the Connecticut Broadcasting Association's Scholarship Committee. The Committee serves the broadcast community in the State of Connecticut by awarding scholarships to college students pursuing a communications major at a four year or community college. This past year the Committee reviewed 78 applications and awarded scholarships, valued at a total of \$100,000.

Activity #1 Continued

In addition, on March 18th, 2011, Jimmy Lane, Dave Elder and Shelley Martinez participated in the Huntington Elementary School in Norwich for a Career Day by visiting a class to discuss the workings of radio as well as giving an overview of the skills and experience necessary to work the various job descriptions in this media.

On April 8th, 2011, Shelley Martinez visited Preston Veteran's Memorial School for a Read-Aloud Day for one of the classrooms. At the conclusion she visited various other classrooms in the school discussing careers in radio.

On May 29th, 2011, Christie Frechette visited the sixth grade class at St. Bernard School in Uncasville with a presentation regarding a career as a radio DJ.

The Hall Communications Chief Engineer is a member of the Norwich Technical High School's Trade Advisory Committee representing a part of the electronics trade via radio. The School's Department Heads meet two to three times per school year with Committee members to review curriculum and offer suggestions and advice on the most desirable skills and education required or requested for employability within their respective industries. Committee members also address classes and provide tours of their facilities for students in encouragement of their seeking jobs within the industry. Specifically during the period covered by this report, the Committee met Thursday, May 26th, 2011. Additionally, the Chief Engineer works periodically with Electronics students from the United States Coast Guard Academy, providing input, guidance and direction concerning the electronics trade.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2

ACTIVITY:

Activity designed by the station to further job dissemination

DATE: Dec. 1, 2010-Nov. 30, 2011 PREPARER: Kelley A. Finlan

HOST/SPONSOR OF ACTIVITY: Hall Communications

PARTICIPATING EMPLOYEES: Ashley Cormier, Receptionist/Sales
Assistant

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

In an effort to widely recruit resources for obtaining personnel, stations WICH-AM, WCTY-FM, WKNL-FM and WNLC-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 Ashley Cormier 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, 2010 through November 30th, 2011.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 3

ACTIVITY:

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

DATE: Dec. 1, 2010-Nov. 30, 2011

PREPARER: Kelley A. Finlan

HOST/SPONSOR OF ACTIVITY:

Radio Advertising Bureau and in-house Hall Communications

PARTICIPATING EMPLOYEES:

Members of the Sales Department, Andy Russell, General Manager, Karen Dole, Operations Director, Engineering Department.

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 holds a CRMC certification with the exception of one newly hired.

Training Workshops: Account Executives are also exposed to ongoing sales training and motivation through various seminars and workshops held throughout the year. An example would include the Connecticut

ACTIVITY #3, Continued

Broadcasters Association seminar on sales techniques utilizing new technology held October 18th, 2011 at Hilton Hotel in Hartford. Members of the Hall Communications Connecticut stations Sales Department attended.

Hall Sales Seminar: Hall Communications provides a 2 day extensive training seminar for all station Account Executives once a year, hosted by one of the Hall Station facilities. Keynote speakers from the RAB and other electronic media associated groups or organizations address attendees, provide information, motivation, training and new methodology and standards for the profession. This year's Hall Communications Sales Seminar was held in Providence, Rhode Island on June 4th and 5th, 2011.

2011 RAB & NAB Radio Show: The largest radio sales management and leadership conference in the world, held annually for three days, exclusively devoted to radio sales, marketing and management. Workshops and seminars are held specializing in these areas designed to keep attendees updated on the newest tactics and methods to keep current in the radio industry. Materials are also obtained to return to the station and pass on to account executives to further enhance their performance. Andy Russell, General Manager, attended this year's Conference, held September 14-16th, 2011.

Connecticut Broadcasters Association Annual Convention: Seminar presented through the CBA for managerial personnel for an update on broadcast issues under consideration or enacted at the FCC, in congress and the administration. In addition, a separate session was included on legal issues broadcasters and their employees may face when using digital delivery systems. Both programs were presented by a communications attorney on October 18th, 2011 at the Hilton Hotel in Hartford, Connecticut. In attendance was General Manager, Andy Russell.

Remote Engineers: Individuals with 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.

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: December 2010-November 2011 PREPARER: Kelley A. Flnlan

HOST/SPONSOR OF ACTIVITY: Hall Communications

PARTICIPATING EMPLOYEES:

Morning Show Hosts Jimmy Lane and Shelley Martinez, on-air personality Jesse Roche.

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Hall Communications Stations WICH-AM, WCTY-FM, WKNL-FM and WNLC-FM participate via personal visitations from various local educational institution programs featuring career days, outreach and job shadowing. These visits are designed to encourage and educate interested participants and students to the various opportunities in the radio profession including sales, on-air, programming and engineering.

Specifically during the period covered by this report in January and February 2011, one white female participating in the Senior Project from Wheeler High School, acted as job shadow to Morning Show Hosts Jimmy Lane and Shelley Martinez. She was educated as to what happens "behind" the microphone and assisted in station on-line site maintenance as well as other station day-to-day operational activities.

ACTIVITY #4, Continued

Specifically during the period covered by this report, Jesse Roche provided tours and information on the workings of a radio station on December 2, 2010 for the Norwich Boy Scout Den 4, on December 14, 2010 for the Tiger Cubs Pack 17, on January 11, 2011 for the Baltic Tiger Cub Pack 19, on January 13, 2011 for the Voluntown Tiger Cub Pack 74, on January 24, 2011 for the Stonington Tiger Cub Pack 37, on February 9, 2011 for the Montville Tiger Cub Pack 21, March 24, 2011 for the Old Lyme Tiger Cub Pack 27, on April 13, 2011 for the Waterford Tiger Cub Pack 5, and on May 19, 2011 for the Plainfield Tiger Cub Pack 111.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 5

ACTIVITY:

Establishment of an Internship Program.

DATE: December 2010-November 2011

PREPARER: Kelley A. Finlan

HOST/SPONSOR OF ACTIVITY: Hall Communications

PARTICIPATING EMPLOYEES:

Dave Elder, Program Director, News Department and Announcing Staff

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Hall Communications Stations WICH-AM, WCTY-FM, WKNL-FM and WNLC-FM established an intern program to assist students or individuals in making a decision to enter the electronic media and become acquainted with the workings of a commercial radio station.

Openings for interns are posted at career offices in local schools such as Connecticut College, Eastern Connecticut State University, Three Rivers Community College and the Connecticut School of Broadcasting. By their request, social service organizations occasionally participate in the program as well.

Interns are allowed to choose one of more of the fields in which they are interested covering, which include programming, sales, production, news, promotion and on-air. Interns work during regular business hours for a minimum/maximum number of hours each week. They are non-paid, report to a station supervisor and may be hired to work paid part-time and still continue as an unpaid intern at other times. Stations are responsible for completing necessary paperwork as required by the school or organization.

ACTIVITY #5, Continued

Interns specifically covered by this report include a male from Norwich Free Academy in April of 2011 and a male student from Hoffstra University from June 2011 to August 2011.

The male student from Norwich Free Academy is currently taking a communications course and performed more than one hundred hours of work at the radio station. He agreed to continue his internship until he graduates from high school in June of 2012. Some of the tasks performed in his internship were working in production, editing and producing promos, working in studio with personalities and on location at special events and remotes. This allowed him to interact with listeners and the general public. Furthermore, this intern assisted with updating the stations' social media pages and learned how to operate the board. He was supervised primarily by Dave Elder.

The male student from Hoffstra University is majoring in communications and performed approximately one hundred hours of work at the radio station. Some of the tasks performed in his internship included producing and editing promos and announcements using Cool Edit, various projects in the production room and board operator work in the studio. He also worked on Social Media pages for the morning show as well as assisted them in producing their shows. Furthermore, this intern worked on location at special events and remotes, allowing him to interact with listeners and the general public. He was supervised primarily by Dave Elder.