


ANNUAL EEO PUBLIC FILE REPORT

For the Period Beginning 12/1/15 and Ending 11/30/16*

This Report Consists of:

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

Preparer: Ellen Delaney Llano
Signature: 
Title: Operations Director
Date: November 30, 2016
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: PROMOTIONS MANAGER
Date Filled: 4/12/16
Total Number of Interviewees: 9
New hire was an employee referral

Recruitment Sources:

| <u>NAME & ADDRESS</u> | <u>NUMBER OF REFERRALS</u> |
|--|----------------------------|
| <u>www.ctba.org/cgi-bin/HRWorx.pl</u> (Connecticut Broadcaster's Assoc Website) | 0 |
| <u>www.careerpage.org/cgi-bin/jobs</u> | 0 |
| <u>www.wcty.com</u> (WCTY website) | 0 |
| <u>www.wich.com</u> (WICH website) | 0 |
| <u>www.wnlc.com</u> (WNLC website) | 0 |
| <u>www.radiorox.com</u> (WKNL website) | 0 |
| <u>www.hotjobs.yahoo.com</u> (In association with the New London Day) | 0 |
| <u>http://www.hallradio.com/</u> | 1 |
| <u>www.ctjobcentral.org</u> | 0 |
| NORWICH BULLETIN 66 Franklin St. Norwich, CT 06360 | 0 |
| THE NEW LONDON DAY 37 Eugene O'Neill Drive New London, CT 06320 | 1 |

| | | |
|---|----------------|---|
| 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 |

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 <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 |

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

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

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

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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 |

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 7 *

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

- New hire was employee referral

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

PART 2

FULL TIME HIRES (Job# 2 of 2)

Job Title: RECEPTIONIST/SALES ASSISTANT

Date Filled: 5/13/16

Total Number of Interviewees: 6

New hire was an employee referral

Recruitment Sources:

| <u>NAME & ADDRESS</u> | <u>NUMBER OF REFERRALS</u> |
|--|----------------------------|
| <u>www.ctba.org/cgi-bin/HRWorx.pl</u> (Connecticut Broadcaster's Assoc Website) | 0 |
| <u>www.careerpage.org/cgi-bin/jobs</u> | 0 |
| <u>www.wcty.com</u> (WCTY website) | 0 |
| <u>www.wich.com</u> (WICH website) | 0 |
| <u>www.wnlc.com</u> (WNLC website) | 0 |
| <u>www.radoroxy.com</u> (WKNL website) | 0 |
| <u>www.hotjobs.yahoo.com</u> (In association with the New London Day) | 0 |
| <u>www.monster.com</u> | 1 |
| <u>www.ctjobcentral.org</u> | 0 |
| NORWICH BULLETIN 66 Franklin St. Norwich, CT 06360 | 0 |
| THE NEW LONDON DAY 37 Eugene O'Neill Drive New London, CT 06320 | 4 |

| | | |
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| 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 |
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| Mr. Samuel Hall HOWARD UNIVERSITY PO Box 667, Administration Building Washington, DC 20059 | (202) 806-7513 <u>1</u> / | 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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| Mr. David Grindel VETERANS CENTER 2 Cliff Street Norwich, CT 06360 | (860) 887-1755 | 0 |
| Mr. Garfield Ruker MARTIN LUTHER KING CENTER <u>1</u> / 21 Fairmont Street Norwich, CT 06360 | (860) 887-6255 | 0 |
| Ms. Christine Johnson MADONNA PLACE <u>3</u> / 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 <u>1</u> / 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 <u>3</u> / 147 Wawecus Hill Rd. Bozrah, CT 06334 | (860) 889-7444 | 0 |

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| Ms. Nancy Albert GROTON HUMAN SERVICES 2 Fort Hill Rd. Groton, CT 06340 | (860) 441-6760 | 0 |
| Ms. Janene Vandi UCONN AT AVERY POINT 1084 Shennecossett Rd. Groton, CT 06340 | (860) 405-9010 | 0 |
| Ms. Peggy Tackett NAVY FAMILY SERVICE CENTER Box 93, Nasubase, NLON Groton, CT 06340 | (860) 449-8348 | 0 |
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| Ms. Barbara Benson I.C.E. EMPLOY & TRAINING SERVICE PO Box 672 Gales Ferry, CT 06335 | (860) 646-7221 | 0 |
| Ms. Lisa Russ O.I.C. OF NEW LONDON COUNTY <u>1</u> / 106 Truman St. New London, CT 06320 | (860) 447-1731 | 0 |
| Mr. Jack Tinker CONNECTICUT COLLEGE 270 Mohegan Ave. New London, CT 06320 | (860) 447-1911 | 0 |
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| 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 |
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| Mr. Dan Gaynor NEW LONDON ADULT EDUCATION Shaws Cove Three New London, CT 06320 | (860) 437-2385 | 0 |

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 45 D. Mt. Vernon Dr.
 Vernon, CT 06066
- x Mr. Tim G. Martelon (203) 378-5155 0
 CT School of Broadcasting
 80 Ferry Blvd.
 Stratford, CT 06615

EMPLOYEE REFERRALS 1 *

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

- New hire was employee referral

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

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: Dec. 1, 2015-Nov. 30, 2016 PREPARER: Ellen Delaney Llano

HOST/SPONSOR OF ACTIVITY: Hall Communications

PARTICIPATING EMPLOYEES:

Roger Arnold, Chief Engineer.

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Roger Arnold, 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 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. Roger attended the meeting on October 17, 2016. Committee members also address classes and provide tours of their facilities for students in encouragement of their seeking jobs within the industry.

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, 2015-Nov. 30, 2016 PREPARER: Ellen Delaney Llano

HOST/SPONSOR OF ACTIVITY: Hall Communications

PARTICIPATING EMPLOYEES: Ashley Pelletier, Promotions
Manager

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 Pelletier 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, 2015 through November 30th, 2016.

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, 2015-Nov. 30, 2016 PREPARER: Ellen Delaney Llano

HOST/SPONSOR OF ACTIVITY:

Radio Advertising Bureau and in-house Hall Communications

PARTICIPATING EMPLOYEES:

Members of the Sales Department, Andy Russell, General Manager, 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 an RMP and/or CRMC certification. Robert Rhoades and Noelle Hale received their CRMC on May 11, 2016.

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 copy writing held October 17th, 2016 at Quinnipiac University in Hamden. Members of the Hall Communications Connecticut stations Sales Department attended.

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 new Department of Labor pay categories and classifications. Programs were presented by a communications attorney and labor attorney on October 17th, 2016 at Quinnipiac University in Hamden, 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. During the report period, three new employees were trained.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 4

ACTIVITY:

Continued Participation in an Internship Program.

DATE: Dec. 1, 2015-Nov. 30, 2016 PREPARER: Ellen Delaney Llano

HOST/SPONSOR OF ACTIVITY: Hall Communications

PARTICIPATING EMPLOYEES:

Dave Elder, Program Director, News Department, Announcing Staff and
Ashley Pelletier, Promotions Manager

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.

In the period covered by this report, Hall Communications continued its internship program with outreach efforts to a number of colleges and high schools. Openings were posted at career offices in local high schools such as East Lyme High School, Waterford High School, and the Norwich Free Academy. Further, openings were posted at universities such as Connecticut College, Mitchell College, Eastern CT State University, Quinnipiac, Colby Sawyer College, and Syracuse University.

Interns specifically covered by this report include 2 students, one from Valley Regional High School and one student from Western Connecticut State University.

The interns gained experience with audio (Cool Edit) and video editing (Movie Maker) and writing promotional copy. They all also learned how to produce promos and station imaging. Our interns also spent time working in the studio with personalities, producing information for the news department and humorous bits for the on-air personalities.

Activity No. 4 cont'd

Each of the interns spent a minimum of 100 hours at our facilities during their respective semesters. The first being January 11, 2016 thru May 20, 2016 and the second being June 6, 2016 thru August 19, 2016. Hall employees who supervised and trained the interns were:

WCTY Morning show hosts, Jimmy Lane and Shelly Martinez, WNLC
Morning show host Chris Dillon and WCTY Program Director Dave Elder.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 5

ACTIVITY:

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

DATE: October 17, 2016 PREPARER: Ellen Delaney Llano

HOST/SPONSOR OF ACTIVITY: Hall Communications\The Day newspaper

PARTICIPATING EMPLOYEES:

Jim Reed, Senior VP of programing, Dave Elder, WCTY Program Director WCTY, Ashley Pelletier, Promotions Director

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION

A job fair was co-sponsored by Hall Communications station WCTY, WICH, WKNL AND WNLC on October 17TH, 2016 at the Hilton Mystic. The radio station pre-promoted the event two weeks prior to the event. We had a booth at the job fair and talked with participants about the job possibilities at our stations and in the broadcast industry.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 6

DATE: September 27, 016 PREPARER: Ellen Delaney Llano

HOST/SPONSOR OF ACTIVITY: Hall Communications

PARTICIPATING EMPLOYEES:

Andy Russell, VP\General Manager

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION

On September 27, 2016 Andy Russell spoke to a group of Greater Norwich Area Chamber of Commerce Leadership Program participants. These young business people are in a 9 month chamber program that gives them exposure to the different business opportunities in our region. The program lasted 30 minutes and included information about radio in general, Hall Communications station in the region and the employment opportunities available in our industry. There were 15 participants from the Chamber in the audience.