

# ANNUAL EEO PUBLIC FILE REPORT

For the period beginning 12/1/22 and ending 11/30/23

## 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

Date: November 30<sup>th</sup>, 2023

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 2 full – time job vacancies were filled by the employment unit

A total number of 7 people were interviewed for all of the full – time vacancies

# PART 2

Page 1 of 7

FULL TIME HIRES (Job# 1 of 1)

Job Title: Sales Executive

Dates Filled: 10/18/23 & 11/16/23

Total Number of Interviewees: 7

<u>NAME AND ADDRESS</u>	<u>NUMBER OF REFERRALS</u>
<a href="http://www.ctba.org/cgi-bin/HRWorx.pl">www.ctba.org/cgi-bin/HRWorx.pl</a> (Connecticut Broadcaster's Assoc Website)	0
<a href="http://www.careerpage.org/cgi-bin/jobs">www.careerpage.org/cgi-bin/jobs</a>	0
<a href="http://www.wcty.com">www.wcty.com</a> (WCTY website)	0
<a href="http://www.wich.com">www.wich.com</a> (WICH website)	0
<a href="http://www.wnlc.com">www.wnlc.com</a> (WNLC website)	0
<a href="http://www.bighitsbigfun.com">www.bighitsbigfun.com</a> (WKNL website)	0
<a href="http://www.hallradio.com">www.hallradio.com</a> Job Opportunities/Hallradio.com (Hall Communications Website)	0
<a href="http://www.wili.com">www.wili.com</a> (WILI-AM Website)	0
<a href="http://ww.hitmusici983.com">ww.hitmusici983.com</a> (WILI-FM Website)	0
Station E-Blasts (WCTY, WKNL, WNLC)	1*
351-Hall Communications Radio Ads WCTY-FM	1
351-Hall Communications Radio Ads WKNL-FM	
351-Hall Communications Radio Ads WNLC-FM	1
351-Hall Communications Radio Ads WICH-AM	
351-Hall Communications Radio Ads WILI-AM	1
351-Hall Communications Radio Ads WILI-FM	

<sup>1</sup> 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 <sup>1</sup> / <sub>1</sub> 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 <u>2</u> / 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 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. 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

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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 (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\* 2\*

SOURCE UNKNOWN 0

JOB FAIR 1

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

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## **Part 3**

### **SUPPLEMENTAL RECRUITMENT ACTIVITIES**

#### **UNDERTAKEN BY THE STATION UNIT**

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

**DATE:** December 1, 2022- November 30th, 2023

**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 holds an RMP or CRMC certification. New Sales Executive Melanie Moyers completed her RMP in November 2023.

**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. Some other examples of sales education would include the ongoing training provided by Marketron, Rumble and The Pitch Digital Marketing Systems.

**Part 3 Continued**

**SUPPLEMENTAL RECRUITMENT ACTIVITIES**

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

**DATE:** December 1, 2022 – November 30, 2023

**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 & FM, 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 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 1, 2022 through November 30, 2023.

**SUPPLEMENTAL RECRUITMENT ACTIVITY**

**ACTIVITY #3: PARTICIPATION IN EVENTS PROGRAMS SPONSORED BY ORGANIZATIONS AND EDUCATION INSTITUTIONS TO ENCOURAGE CAREERS.**

**DATES:** 3/30/23 & 9/7/23

**HOST/SPONSOR OF ACTIVITY:** Hall Communications, The Day Newspaper, Chamber of Commerce of Eastern Connecticut.

**DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:**

Our stations ran promotional announcements alerting area residents of Job Fairs taking place at the Mystic Hilton in Mystic, CT on March 30, 2023 and September 7, 2023. Both Job Fairs took place between 10am to 2pm. There were better than 65 businesses and organizations represented at the Job Fairs including Hall Communications Connecticut stations. VP/General Manager Andy Russell and Operations/Public Relations Bob Reed staffed the booth during the Job Fair representing WCTY-FM/WICH AM & FM/WNLC-FM/WKNL-FM/WILI-AM and WILI-FM. Information was handed out for a sales position as well as part-time remote engineers.

**SUPPLEMENTAL RECRUITMENT ACTIVITY**

ACTIVITY #4: Student Intern Program

DATE: May 15, 2023-August 15, 2023      PREPARER: Dave Elder

HOST/SPONSOR OF ACTIVITY: WICH-AM, WCTY-FM, WKNL-FM & WNLC-FM

PARTICIPATING EMPLOYEES: Dave Elder Operations Manager-Program Director

**DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:**

The Internship program, under supervision from Hall Stations Operations Manager-Program Director Dave Elder, recruited a student at Dean College. This program is for college credit only or college experience and is approved by the Ct. Department of Labor. WICH-AM, WCTY-FM, WKNL-FM & WNLC-FM hosted 1 intern during the summer college break in 2023. This intern invested an average of 12 hours per week for a 13 week college summer break. A Junior from North Stonington, CT at Dean College (in Franklin, MA) served as an intern at Hall Communications in Norwich, CT from May until August, 2023 performing more than 130 hours in all aspects of Radio Broadcast. The intern learned radio production, voice tracking, music scheduling, remote broadcast and promotion assistant, marketing and other responsibilities throughout his internship with our radio group. The intern earned college credits in return. At the end of the internship the intern received a written evaluation from his radio station supervisors, which then are sent to the student's respective department head, in this case James Quinn, Adjunct Faculty at Dean College.

Dave Elder, Operations Manager-Program Director, Hall Communications

**SUPPLEMENTAL RECRUITMENT ACTIVITY**

Activity #5: Station E-Blasts looking for Marketing Consultants and Promo Asst.

Date: Once Monthly throughout 2023      Preparer: Dave Elder

Host/Sponsor of Activity: WCTY-FM, WNLC-FM & WKNL-FM

Participating Employees: Dave Elder-Operations Manager-Program Director

**Description of Activity and Station Participation:**

WCTY-FM, WKNL-FM & WNLC-FM send out monthly E-Blasts to thousands of listeners who are registered to receive notifications of station news, contests as well as job opportunities at Hall Communications. As a result one of this year's station hires for a Sales Consultant position was a result of one of these E-Blasts.