

ANNUAL EEO PUBLIC FILE REPORT

For the Period Beginning December 1, 2017 and Ending November 30, 2018

This Report is Not Required if the Unit has fewer than five Full-time Employees.

This Report consists of:

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

Preparer: Colin K. Rice

Signature 

Title: Executive Vice President

Date: November 30, 2018

Telephone: (860) 456-1111 ext. 108

*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 stations renewal application. The reporting period is from December 1, 2017 to November 30, 2018

PART 1

This Report covers the following employment unit:

<u>Call Sign</u>	<u>AM/FM</u>	<u>Facility ID</u>	<u>Community of License</u>	<u>State</u>	<u>LMA</u>
<u>WILI</u>	AM	66180	Willimantic	Ct.	No
<u>WILI</u>	FM	66179	Willimantic	Ct.	No

Hall Communications Inc.

WILI-AM & WILI-FM

NEW JOB OPENING REPORT

[This report does NOT go in the public file]

A total of 0 full-time job vacancies were filled by the employment unit.

A total number of 0 persons were interviewed for these vacancies.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity No. 2018-1

ACTIVITY: EASTCONN Student Tour

DATE: December 8th, 2017

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM in agreement with EASTCONN Student Career program, Columbia Ct.

PARTICIPATING EMPLOYEES: Colin K. Rice, Executive VP, Hall Communications, Wayne Norman, AM PD and WILI morning host, Pete Nichols, FM morning show host.

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Colin K Rice spoke with student from Eastconn in WILI conference rooms about radio as a communications medium and a business. He fielded about 10 very good questions for about 15 minutes. Wayne Norman hosted the group for about 10 minutes give them an idea about his tasks and about how his 47 year broadcast career developed.

Pete Nichols also hosted the group for about 10 minutes in the WILI-FM studio, answering questions and giving them a live holiday greeting shout out.

Colin K Rice Hall Communications Inc., Executive V.P.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2018-2

ACTIVITY: Career / Awareness Day at Westbrook High School

DATE: May 4th 2018

PREPARER: Lori McDougal

HOST / SPONSOR OF ACTIVITY: WILI FM i98.3

PARTICIPATING EMPLOYEE: Lori McDougal, FM personality

**DESCRIPTION OF ACTIVITY AND STATION
PARTICIPATION**

Lori McDougal, On-Air Personality “Miss L.” Spoke to students at Westbrook High School in Westbrook CT. on Friday May 4th 2018. The School was hosting a Career/ Awareness Day for students in 9th-12th Grades. The topics discussed included all aspects of Radio as a career, as well as finding a career that you are passionate about. Lori used visual components for the students to see firsthand how music is programmed how Marketing and Promotions are a big part of radio field.

Social Media, Sales, On-air Personalities and more were touched upon. The discussion also included; how to obtain an internship for a closer look at radio as a career. Students were also encouraged to look into Communications at the college level, as a possible path into the field of Radio. Students asked questions, shown pictures and websites that helped to give a clear look into the radio industry.

Colin K Rice Hall Communications Inc., Executive V.P.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2018-3

ACTIVITY: EEO Notification Announcement

DATE: January 2, 2018

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEE: Colin K. Rice,

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

The following message is played once a day January thru November 2018, on each of these radio stations, licensed by Nutmeg Broadcasting Company.



Willimantic, Ct
860-456-1111 ext. 108

CLIENT: EEO NOTIFICATION

ID/CART#: WILI AM & FM

SALESPERSON: COLIN RICE

LENGTH: :60

WILI AM & FM IS OWNED AND OPERATED BY THE HALL COMMUNICATIONS INC.
FROM TIME TO TIME, WILI AM & FM HAVE STAFF OPENINGS IN VARIOUS
DEPARTMENTS SUCH AS SALES, PROGRAMMING, PROMOTIONS, NEWS,
ENGINEERING AND OUR BUSINESS OFFICE. WHEN POSTIONS DO BECOME

AVAILABLE, IT IS OUR POLICY TO NOTIFY VARIOUS ORGANIZATIONS SO THAT THEY CAN LET THEIR MEMBERS BE AWARE OF THEM. WILI AM & FM WOULD BE HAPPY TO ADD YOUR ORGANIZATION TO OUR NOTIFICATION LIST. SIMPLY CALL US AT 860-456-1111 AND ASK FOR COLIN RICE. WILI AM & FM AND HALL COMMUNICATIONS INC. ENCOURAGE MINORITY AND WOMEN'S ORGANIZATIONS TO PARTICIPATE AND ARE EQUAL OPPORTUNITY EMPLOYERS.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity No. 2018-4

ACTIVITY: Student Intern Program

DATE: November 11, 2018

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:

Each college semester, the Internship Program Director, Barbara Paquin, with supervision from the Executive Vice President, Colin K. Rice, notifies area colleges about the WILI AM & FM college internship program. Barbara Paquin uses radio station announcements, station web sites, school media, department bulletin boards, and e-mails to 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 35 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 10 interns during 3 college terms of 2018. 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, 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.

Colin K Rice HALL COMMUNICATIONS INC Executive V.P.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2018-5

ACTIVITY: Hall Communications, The Day and Chamber of Commerce of Eastern CT

DATE: April 16th , 2018

PREPARER: Andy Russell

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEES: Andy Russell, Hall Communications, Inc. VP\General Manager

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Our stations ran promotional announcement alerting area residents of the Job Fair taking place in Groton, CT on Monday April 16th from 10am-2pm. There were 62 businesses and organizations represented at the Job Fair including Hall Communications. Andy Russell staffed the booth during the Job Fair Representing the radio stations WILI-AM and 1-98.3 FM, While there were not full time opening at the time, information was handed out about the types of positions people would find in the radio station and the qualifications we would look for when filling those positions. There were some part time positions available at the Norwich stations, and applications were collected.

Andy Russell, Hall Communications, Inc. VP\General Manager

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2018-6

ACTIVITY: Hall Communications, The Day and Chamber of Commerce of Eastern CT

DATE: October 29th , 2018

PREPARER: Andy Russell

HOST/SPONSOR OF ACTIVITY: Hall Communications, The Day & Chamber of Commerce of Eastern, Ct.

PARTICIPATING EMPLOYEES: Andy Russell, Hall Communications, Inc. VP\General Manager

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Our stations ran promotional announcement alerting area residents of the Job Fair taking place in Groton, CT on Monday October 29th from 10am-2pm. There were 64 businesses and organizations represented at the Job Fair including Hall Communications. Andy Russell staffed the booth during the Job Fair Representing the radio stations WILI-AM and 1-98.3 FM. While there were not full time opening at the time, information was handed out about the types of positions people would find in the radio station and the qualifications we would look for when filling those positions. There were some part time positions available at the Norwich stations, and applications were collected.

Andy Russell Hall Communications, Inc. VP/General Manager

.

PART 3

**SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT**

Activity No. 2018-7

ACTIVITY: RAB & CBA Employee Training Programs

DATE: January, March, October 11, 2018

PREPARER: Andy Russell

HOST/SPONSOR OF ACTIVITY: Members of the Sales Department, Andy Russell, General Manager,

PARTICIPATING EMPLOYEES: Hall Communications offers and provides for the following in training programs for current employees:

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

HOST /SPONSOR OF ACTIVITY: Members of the Sales Department, Andy Russell, General Manager,

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

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 and/or CRMC certification. Will Hamer, Account Executive, was hired in January 2018 and received her RMP certification in March 2018.

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 Broadcasters Association seminar ***Plowing the Sales Ground***. Mark Levy of Revenue Development Resources presented ways to increase advertising sales revenue held on October 11th, 2018 in Rocky Hill, CT. Members of the Hall Communications Connecticut stations Sales Department, Promotions Department, Management team and New Director 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 interviewing people. Programs were presented by specialist from ESPN. In attendance were General Manager, Andy Russell and News Director Marty Hausberger.

Andy Russell, Hall Communications, Inc. VP\General Manager