

ANNUAL EEO PUBLIC FILE REPORT

For the period beginning 12/1/17 and ending 11/30/18

This report consists of:

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

Preparer: Joshua Kaplan

Signature: 

Title: Operations Director

Date: November 30th, 2018

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

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 vacancies were filled by the employment unit

A total number of 11 people were interviewed for all of the full – time vacancies

PART 2

FULL TIME HIRES (Job# 1 of 3)

Job Title: Sales Executive

Date Filled: 2/5/2018

Total Number of Interviewees: 1

New hire was 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.bighitsbigfun.com</u> (WKNL website)	0
<u>www.hotjobs.yahoo.com</u> (In association with the New London Day)	0
<u>www.ctjobcentral.org</u>	0
Hall Communications Radio Ad WICH/WCTY/WKNL/WNLC NORWICH BULLETIN 66 Franklin St. Norwich, CT 06360	0
THE NEW LONDON DAY 37 Eugene O'Neill Drive New London, CT 06320	0
The Day/Chamber of Commerce of Eastern CT Job Fair Mystic Marriot 625 N Rd Groton, CT 06340	0

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 <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

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

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.

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 1

SOURCE UNKNOWN 0

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

- 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 3)

Job Title: Full Time Announcer
Date Filled: There was no new hire
Total Number of Interviewees: 5
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.bighitsbigfun.com</u> (WKNL website)	0
<u>www.hotjobs.yahoo.com</u> (In association with the New London Day)	0
<u>www.ctjobcentral.org</u>	0
Hall Communications Radio Ad WICH/WCTY/WKNL/WNLC NORWICH BULLETIN 66 Franklin St. Norwich, CT 06360	0
THE NEW LONDON DAY 37 Eugene O'Neill Drive New London, CT 06320	0
The Day/Chamber of Commerce of Eastern CT Job Fair Mystic Marriot 625 N Rd Groton, CT 06340	0

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 <u>1</u> / 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 <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

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

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	1
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
 x UCONN Communication Club
 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 3

SOURCE UNKNOWN 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

- There was no new hire for this position

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

PART 2

FULL TIME HIRES (Job# 3 of 3)

Job Title: Sales Executive
Date Filled: On going
Total Number of Interviewees: 5

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.bighitsbigfun.com</u> (WKNL website)	0
<u>www.hotjobs.yahoo.com</u> (In association with the New London Day)	0
<u>www.ctjobcentral.org</u>	0
Hall Communications Radio Ad WICH/WCTY/WKNL/WNLC NORWICH BULLETIN 66 Franklin St. Norwich, CT 06360	1
THE NEW LONDON DAY 37 Eugene O'Neill Drive New London, CT 06320	0
The Day/Chamber of Commerce of Eastern CT Job Fair Mystic Marriot 625 N Rd Groton, CT 06340	2

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.

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

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

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 |
| x | UCONN Communication Club | | |
| | 45 D. Mt. Vernon Dr. | | |
| | Vernon, CT 06066 | | |

- | | | | |
|---|---------------------------|----------------|---|
| | Mr. Tim G. Martelon | (203) 378-5155 | 0 |
| x | CT School of Broadcasting | | |
| | 80 Ferry Blvd. | | |
| | Stratford, CT 06615 | | |

<div style="border: 1px solid black; padding: 2px 5px;">X</div>	EMPLOYEE REFERRALS	2
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SOURCE UNKNOWN	0
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COMMUNITY MEMBER	0
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1 / A predominantly African-American School / Organization

2 / A predominantly Native-American Organization

3 / A predominantly female Organization

4 / A predominantly Hispanic Organization

- This position is still on going

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: Activity designed by the station to further job dissemination

DATE: December 1st, 2017 – November 30th, 2018

PREPARER: Joshua Kaplan

HOST/SPONSOR OF ACTIVITY: Hall Communications

PARTICIPATING EMPLOYEES: Joshua Kaplan, Promotions

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

In an effort to widely recruit resources for obtaining personnel, stations WICH-AM, WCTY-FM, WKNL-FM, 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 Josh Kaplan 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, 2017 through November 30th, 2018

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

UNDERTAKEN BY THE STATION UNIT

Activity No. 2

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

DATE: December 1st, 2017 – November 30th, 2018

PREPARER: Joshua Kaplan

HOST/SPONSOR OF ACTIVITY: Members of the Sales Department, Andy Russel, 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 hold a RMP and/or CRMC certification. Will Hamer, Account Executive, was hired in January 2018 and received his RMP certification in February 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.

ACTIVITY No. 3, Continued

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.

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, two new part time employees were trained.

Our Sellers also receive additional training through Local Broadcast Sales as part of our ongoing education and training.

PART 3
SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 3

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

DATE: April 16th, 2018

PREPARER: Joshua Kaplan

HOST/SPONSOR OF ACTIVITY: Hall Communications, The Day, Chamber of Commerce of Eastern CT

PARTICIPATING EMPLOYEES: Andy Russel, 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 WCTY\WICH\WKNL\and WNLC, 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.

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: October 29th, 2018

PREPARER: Joshua Kaplan

HOST/SPONSOR OF ACTIVITY: Hall Communications, The Day, Chamber of Commerce of Eastern CT

PARTICIPATING EMPLOYEES: Andy Russel, 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 WCTY\WICH\WKNL\and WNLC. We had a full time Sales position open at the time handed out literature about the types of positions people would find in the radio station and the qualifications we would look for when filling those positions. In addition to the Sales position in Norwich, there were some part time positions available at the Norwich stations, and applications were collected.