

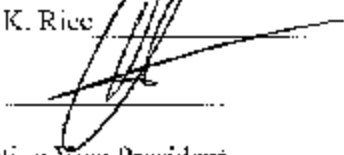
**ANNUAL EEO PUBLIC FILE REPORT**

For the Period Beginning December 1, 2010 and Ending November 30, 2011

**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

Prepared: Colin K. Rice  
Signature:   
Title: Executive Vice President  
Date: November 30, 2011  
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, 2010 to November 30, 2011

Part 1 (2011)

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>WLLI</u>	AM	66180	Willimantic	Ct.	
<u>WLLI</u>	FM	66179	Willimantic	Ct.	

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 of 0 part-time job vacancies were filled by the employment unit.

A total number of 5 persons were interviewed for these vacancies.

PART TWO

FULL-TIME VACANCY

Job Title: News Reporter/Anchor

Date Filled: November 7<sup>th</sup>, 2011

Total Number of Interviewees: 5

RECRUITMENT SOURCES:

The following recruitment sources were utilized to fill this vacancy:

Name	Address	Contact Person	Telephone	Number of Interviewees Referral
WILL-AM & FM	720 Main St., Wmte.	Mike Morrisette	860-456-1111, ext. 117	2
The Chronicle	Chronicle R.C., Wmte.	Jodi	860-423-8466	0
CT Works	1320 Main St., Wmte.	On-line	JobCentral.com/CT	0
CT Broadcaster's Association		On-line	CTBA.com	0
Natmeg Recruitment Resource List (see attached)	WILL EEO File	Colin Rice	860 456-1111	0
Other (Word of Mouth, etc.)				3 *

Total: 5

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

### Nutmeg Broadcasting SEU Recruitment Resource Contact List 2010-2011

Organization	Contact	Phone	Fax	Email
Temporaries of NE 1009 Main St. Willimantic, Ct. 06226	Natalie Roy	860-423-5627	860-450-1122	natalie@tempsofnewengland.com
LaCasa Puerto Rican Affairs 1718 Park St. Hartford, Ct. 06106	Clarisa Cardone	860-240-8330	860-240-0315	clarisa.cardone@cga.ct.gov
ECSU 83 Windham St. Willimantic, Ct. 06226	Nancy Decroscenzo	860-465-0306	860-465-4440	decroscenzo@easternct.edu
CT Dept. of Labor 1320 Main St. Willimantic, Ct. 06226	Jon Sarkis	860-465-2120	860-450-7527	Jon.Sarkis@ct.gov
University of Hartford	Sue Landolina	860-768-4768	860-768-5141	landolina@hartford.edu
Light House Club	Michelle Godaire	860-423-7791	860-450-7289	mgodaire@usmhs.org
ACCESS Agency	Marlene Cady	860-450-7141	860-450-7441	marlene.cady@accessagency.org
UConn Women's Center	Carol Millette	860-486-4738	860-486-5104	carol.millette@uconn.edu
Urban League of Hartford	Bruce Sievers	860-527-0147	860-293-2621	bsievers@ulgh.org
Assnntuck Comm. College	Stacey Lanigan	860-253-3025	860-253-3063	SLanigan@acc.commnet.edu
Assnntuck Comm. College	Wendy Nelson	860-253-3124		wnelson@acc.commnet.edu
Human Resources Agency	Irene Chlatawa	860-225-8601	860-225-4843	central_office@hrnhct.org
American School for Deaf	Adele Wise	860-570-2300		awsero@yahoo.com
Journalism Dept. SCSU	Jerry Dunklee	203-392-5801	203-392-5809	dunkleej1@southernct.edu
Hamden Job Resource Cnt.	Sue Hutchison	203-562-2026	203-563-2026	hamdenjobresourcecenter@yahoo.com

Springfield Tech. CC	Pamela White	413-755-4464	413-755-6316	pjwhite@stcc.edu
Naugatuck Valley CC	Allison Terry	203-575-8223	203-575-8003	Aterry@nvcc.commnet.edu
Teikyo Post University	Chris Szpryngiel	203-596-4504	203-596-6166	careerdev@post.edu
Albertus Magnus College	Suzanne Wall	203-773-6989	203-773-8984	careercenter@albertus.edu
UConn - Torrington	Fiona Demerelt	860-626-6802	860-626-6847	fiona@uconn.edu
Regional Workforce Dev.	Bill Pitre	203-624-1493 x248	203-562-1106	bpitre@workforcealliance.biz
Porter & Chester Institute	Jennifer Worthle	860-529-2519	860-563-2595	jennifer.worthle@porterchester.com
Alliance for Living	Kate Reymundi	860-447-0884	860-450-7477	kate@allianceforliving.org
Bethel AME Church	Shirley Belcher	860-243-5778	860-242-2969	bachurch01@snet.net
Community Renewal Team	Tegaz Podurgiel	860-560-5655	860-560-5664	podurgiel@ertct.org
Connecticut College	Kathy Eckels	860-439-2778	860-439-2806	koeck@conncoll.edu
Manchester Comm. College	Bob Henderson	860-512-3300	860-512-3371	rhenderson@mcc.commnet.edu
Mitchell College	Catherine Erik-Soussi	860-701-7703	860-701-5090	erik-soussi_C@mitchell.edu
Mitchell College	Jennifer Welsh	860-629-6114	860-629-6012	welsh_j@mitchell.edu
New London Adult Ed.	Maria Pukas	860-437-2385	860-437-6460	pukas.m@newlondon.org
Three Rivers Comm. College	Celeste Warner	860-383-5298	860-892-5779	careerplacement@trcc.commnet.edu
NE Institute of Technology	Alice Burrows	401-736-5000 ex. 3458		pblakemore@neit.edu
Trinity College Career	Lanna Hagge	860-297-2080	860-297-5378	career-services@trincoll.edu
Mi Casa Family Services	Luis Huertas	860-522-5222	860-522-6028	luis.huertas@micasainc.org
Women's Center SE CT	(No specific person)	860-447-0366	860-440-3327	
CT Works	Limla Riquier	860-465-2120	860-465-2130	lriquier.ctwbs@ct.gov
HRCC Resource Center	Sharon Banks	202-663-4191		
Vadonna Place	Wendy	860-886-6600	860-892-5411	

CT School of Broadcasting	Danielle Woody	203-378-5155	230- 378-4330	dwoody@gocsb.com
Quinebaug Valley Comm. College	Amy Kacarik	860-412-7268		akacarik@qvec.commnet.edu

**PART 3**

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

Activity No. 2011-1.

**ACTIVITY:** Job Shadow

**DATE:** January 6, 2011      **PREPARER:** Colin K Rice

**HOST/SPONSOR OF ACTIVITY:** WILI-AM & FM

**PARTICIPATING EMPLOYEES:** Colin K. Rice, Executive V.P. Jen Sanquedolce & Pete Nichols, Air personalities, John Tuite, news, Mike Merlin FM PD, Nutmeg Broadcasting Company

**DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:**

WILI-AM & FM hosted a one day Job Shadow with a student from the Depot School, division of E O Smith School, Storrs, Ct. The student spent time with several employees between the hours of 9:30 and 2PM.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity No. 2011- 2

ACTIVITY: Student Career Education

DATE: April 14<sup>th</sup>, 2011      PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: Windham High School

PARTICIPATING EMPLOYEES: Mike Merlin WILI-FM,  
Program Director FM, Nutmeg Broadcasting Company

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

April 14<sup>th</sup>, 8:30-10:30: Setup included table, banner, super radio, and some handouts on demographics, signal coverage, a sheet about Eastern Ct. Radio Academy & the intern program at WILI AM & FM. A sign-up sheet for tours of the radio station was made available.

Mike Merlin  
WILI-FM Program Director/On-Air Personality 10am-2pm  
720 Main Street Willimantic, 06226  
(860) 456-1111

Windham: April 14<sup>th</sup>  
Manchester: April 28<sup>th</sup>  
Coventry: April 29<sup>th</sup>

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity No. 2011-3

ACTIVITY: Three Rivers C.C. career expo

DATE: April 13, 2010

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: Three Rivers Community College

PARTICIPATING EMPLOYEES: Colin K. Rice, Executive V.P. Nutmeg Broadcasting Company

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Colin K. Rice, Nutmeg Broadcasting Company executive Vice President, represented the company at Three Rivers Community College, Career Expo, on campus in Norwich Ct. He was there from 10 to 1PM, April 13, 2011. He spoke to about 15 students and several administrators about internship opportunities at WTLJ-AM & I-98.3 FM. Students can get school authorized internships for experience and not for credit. However, many students were interested in "for credit" internships when they earn their associates degree at Three Rivers and move into a bachelors program.

Colin K. Rice

Submitted, April 18, 2011

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity No. 2011- 4

ACTIVITY: Job Shadow

DATE: April 14<sup>th</sup>, 2011

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEES: Jen Strunk WILI-FM,  
Promotions Director WILI- FM, Nutmeg Broadcasting Company

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Jen hosted a student from Lyman Memorial High School in a 5 hour Job Shadow, April 22, 2011. Tour and tasks were described during the working day to student.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity No. 2011- 5

ACTIVITY: Radio

DATE: April 24<sup>th</sup>, 2011      PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEES: Mike Merlin WILI-FM,  
Program Director, Nutmeg Broadcasting Company

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Mike gave radio station tour to Quinnebaug Valley Community College professor and class of 10 students. Opportunities in broadcasting and academic needs were discussed.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity No. 2011- 6

ACTIVITY: Radio

DATE: April 25<sup>th</sup>, 2011

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEES: Andy Russell Hall Communications V.P. and Robin Rice Traffic Manager of WILI AM & FM.

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Andy & Robin gave tours to a couple of groups of students & teachers from ACT (Arts at the Capitol Theater). The teacher & class discussed production opportunities in audio & broadcasting with station department heads.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity No. 2011- 7

ACTIVITY: Radio

DATE: May 17<sup>th</sup>, 2011 PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEES: Jesse Collins, newsperson for WILI AM & FM.

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

On Tuesday, May 17<sup>th</sup> Jesse participated in Plainfield High Schools Career Day event. Jesse spent a few hours talking with students about my job as a news reporter and the radio business. Jesse also put together a hand out that included profile information on our radio stations, their listening areas as well as news writing samples.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

Activity # 2011-08

Activity: College Intern Program

Date: November 12, 2011 . Preparer: Colin K. Rice

Host/Sponsor of Activity: Intern Program

Participating Station Personnel: Colin K. Rice

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EE0 Exhibit 8

November 12, 2011

**Student Intern Program**

Each college semester, Colin K. Rice, in his capacity as Internship Program Director, notifies area college about the WILI Am & FM college intern program. He uses radio station announcements, and station web sites to inform the public about this program. He also uses e-mails to communication department heads in several eastern Ct. universities and colleges including University of Connecticut and Eastern Ct. State University. College bulletin board flyers are also used. Administrator, professors and student word of mouth is also extensive because the program has been active for over 25 years. This program is for college credit only and is approved by the Ct. Department of Labor.

WILI-AM & 1-98.3 (Wili-FM) hosted 17 interns during 3 college terms of 2011 { spring January-May, Summer June – August, Fall September-December}.

These interns are in their senior year and become an integral part of our day to day

operation. They invest an average of 12 hours per week each for a 13 week college semester, spring, summer and fall. These students accumulated over 2,600 hours of work experience at WILL-AM & WILL-FM. 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. Students matriculate at University of Connecticut, Eastern Connecticut State University, and several New England colleges beyond this market when they are home on summer break. All internships are sanctioned by their respective colleges. At the end of each internship, students receive a written evaluation from their radio station supervisors which then are sent to the students respective department head or advisor.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity No. 9

ACTIVITY:

Extra-ordinary training programs to enable station personnel to improve their positions.

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

PREPARER: Colin K. Rice

HOST/SPONSOR OF ACTIVITY:

Radio Advertising Bureau, Ct. Broadcasters Association and Hall Communications hosted events

PARTICIPATING EMPLOYEES:

Members of the Sales Department, Andy Russell, General Manager, Colin K. Rice, executive V.P. Nutmeg Broadcasting Company, & Sales Department.

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

Nutmeg Broadcasting Company 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 18<sup>th</sup>, 2011 at Hilton Hotel in Hartford. Members of the Nutmeg Broadcasting Company 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 4<sup>th</sup> and 5<sup>th</sup>, 2011. Members of the Nutmeg Broadcasting Company stations Sales Department attended.

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 14-16<sup>th</sup>, 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 18<sup>th</sup>, 2011 at the Hilton Hotel in Hartford, Connecticut. In attendance was General Manager, Andy Russell.