

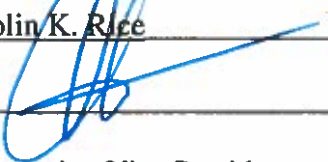
ANNUAL EEO PUBLIC FILE REPORT

For the Period Beginning December 1, 2015 and Ending November 30, 2016

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, 2016
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, 2015 to November 30, 2016

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

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

A total number of 8 persons were interviewed for these vacancies.

**Nutmeg Broadcasting Company, Inc.
WILI-AM & WILI-FM**

PART 1 This Cover Page
PART 2 List of people interviewed for this opening
PART 3 Recruitment Source Master List (updated annually)

PART 1

General Information

1. Job Title: **FM Afternoon Announcer & Promotions Director**
2. Date Position Filled : April 6, 2016
3. Total number of people interviewed for this position: 3

PART 2

FULL-TIME VACANCY

Job Title: FM Announcer & Promotions Director
Date Filled: April 6, 2016
Total Number of Interviewees: 3

Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
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1. The Chronicle Chronicle Rd. Jodi Green 860-423-8466
2. CT. Hires.com On-Line web site
3. Nutmeg Recruitment WILI-EEO File Colin Rice 860-456-1111
Resource List
4. ALLACCESS.COM-HitMusici98.3.com Mike Merlin 860 456-1111 2
5. Word of Mouth 1*
6. I-98.3 FM Web Site

(1) 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 2016

Organization	Contact	Phone	Fax	Email
Temporaries of NE 1009 Main St. Willimantic, Ct. 06226	Natalie Roy	860-423-5627	860-450-1122	ellen@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

Easter Connecticut State University Center for Internships & Career Development 83 Windham St. Willimantic, Ct. 06226	Cliff Marrett	860-465-5577	860-465-4440	Marrette@easternct.edu
CT Dept. of Labor Ct. WORKS 1320 Main St. #18 Willimantic, ct. 06226	Linda Riquier	860-786-6281		lriquier.ctwbs@ct.gov
University of Hartford 200 Bloomfield Ave. West Hartford, Ct. 06117	Ricardo Barrett	860-768-4168	860-768-5141	ribarrett@hartford.edu www.hartford.edu/career_service
Light House Club 132 Mansfield Ave. Willimantic, ct. 06226	Michelle Godaire	860-423-7791	860-450-7289	mgodaire@usmhs.org
ACCESS Agency 1315 Main St. Willimantic, Ct. 06226	Marlene Cady	860-450-7441	860-450-7441	marlene.cady@accessagency.org
Asnuntuck Comm. College 170 Elm St. Enfield, Ct. 06082	Stacey Lanigan	860-253-3025	860-253-3063	SLanigan@acc.commnet.edu
US Vietnam Veterans Center 2 Cliff Street Norwich, CT 06360	David Grindel	860-887-1755	860-887-2444	Fax only

<p>Human Resources Agency 180 Clinton St. New Britain, Ct. 06053</p>	Irene Chlastawa	860-225-8601	860-225-4843	central_office@hranbet.org
<p>American School for Deaf 139 N. Main St. W Hartford, Ct. 06107</p>	Adele Wise	860-570-2300		avsero@yahoo.com
<p>Journalism Dept. Southern Ct. State U 501 Crescent St. New Haven, Ct. 06515</p>	Jerry Dunklee	203-392-5801	203-392-5809	dunkleej1@southernct.edu
<p>Hamden Job Resource Center 2750 Dixwell Ave. Hamden, Ct. 06518</p>	Sue Hutchison	203 287-2647	203-563-2026	hamdenjobresourcecenter@yahoo.com
<p>Springfield Tech. CC 1 Armory Sq. #1 Springfield, Ma. 01105</p>	Pamela White	413-755-4464	413- 755-6316	pjwhite@stcc.edu
<p>Naugatuck Valley CC 750 Chase Pkwy. Waterbury, Ct. 06708</p>	Allison Terry	203-575-8223	203-575-8003	Aterry@nvcc.commnet.edu www.collegecentral.com/nvcc
<p>Teikyo Post University 800 Country Club Rd. Waterbury, Ct. 06708</p>	Christina Billings	203-596-4504	203-596-6166	cbillings@post.edu
<p>Albertus Magnus College 700 Prospect St. New Haven, Ct. 06511</p>	Suzanne Wall	203-773-6989	203-773-8984	careercenter@albertus.edu

Regional Workforce Dev. 560 Ella T. Grasso Blvd., Bldg. #3 New Haven, Ct. 06519	Bill Pitre	203-624-1493 x248	203-562-1106	bpitre@workforcealliance.biz
Porter & Chester Institute 30 Waterchase Dr. #1 Rocky Hill, Ct. 06067	Jennifer Worhle	860-529-2519	860-563-2595	jenniferworhle@porterchester.com
Alliance for Living 154 Broad St. New London, Ct. 06320	Kate Reymundi	860-447-0884	860-450-7477	kate@allianceforliving.org
Bethel AME Church 1154 Blue Hills Ave. Bloomfield, Ct. 06002	Shirley Belcher	860-243-5778	860-242-2969	bachurch01@snet.net
Community Renewal Team 555 Windsor St. Hartford, Ct. 06120	Tegan Podurgiel	860-560-5655	860-560-5664	podurgielt@crtct.org
Connecticut College 270 Mohegan Ave. New London, Ct. 06320	Kathy Eckels	860-439-2778	860-439-2806	
Manchester Comm. College 60 Bidwell St. Manchester, Ct. 06040	Bob Henderson	860-512-3000	860-512-3371	rhenderson@mcc.commnet.edu
Windham Adult Ed 322 Main St. Bldg. #4 Willimantic, Ct. 06226	Fran Russell	860-423-2591	860-450-0853	frussell@eastconn.org

Mitchell College 437 Pequot Ave. New London, Ct. 06320	Amanda Ljubicic	860-629-6115	860-629-6012	Ljubicic_a@micthell.edu
New London Adult Ed. 3 Shaws Cove New London, Ct. 06320	Maria Pukas	860-437-2385	860-437-6460	pukasm@newlondon.org
Three Rivers Community College 574 New London Turnpike Norwich, Ct. 06360	Celeste Warner	860-215-9302	860-892-5779	www.collegecentral.com/threerivers
New England Institute of Technology 2500 Post Rd. Warwick, RI 02886	Kathleen Dohoney	401-736-5000		kdohoney@neit.edu
Trinity College Career 300 Summit St. Hartford, Ct. 06106	Lanna Hagge	860-297-2080	860-297-5378	career-services@trincoll.edu
Mi Casa Family Services 590 Park St. Hartford, Ct. 06106	Carmen Rivera	860-522-5222 ext 321	860-522-6028	Carmen.Rivera@micasainc.org
Women's Center Southeast Ct. 16 Jay St. New London, Ct. 06320	(No specific person)	860-447-0366	860-440-3327	reception@safefutures.ctgov
Eastern CT Workforce Investment Board 108 New Park Ave. N. Franklin, Ct. 06254	Kathy Chartier	860-859-4100	860-859-411	labellec@ewib.org

Equal Employment Opportunity Commission Resource Center 131 M St. NE Washington, DC	Sharon Banks	202-663-4191	202-663-4912	
Madonna Place 240 Main St. Norwich, Ct. 06360	Wendy	860-886-6600	860-892-5411	wyagarich@madonnaplace.org
CT School of Broadcasting 130 Birdseye Rd. Farmington, Ct. 06032	Danielle Woody	203-378-5155	230- 378-4330	amazella@goesh.com jchikosky@goesh.com
Quinebaug Valley Comm. College 742 Upper Maple St. Danielson, Ct. 06239	Amy Kacerik	860-412-7268		akacerik@qvec.comnet.edu
Ridley Lowell Bus & Tech Institute 470 Bank Street New London, CT 06320	Vic Jensen	860-443-7441	860-442-3096	nplacement@ridley.edu
Groton Human Services 2 Fort Hill Road Groton, CT 06340	Nancy Albert	860-441-6760	860-441-6766	mpollard@groton-ct.gov

Nutmeg Broadcasting Company, Inc.
WILI-AM & WILI-FM

PART 1

This Cover Page

PART 2

List of people interviewed for this opening

PART 3

Recruitment Source Master List (updated annually)

PART 1

General Information

4. Job Title: Receptionist / Traffic coordinator
5. Date Position Filled : **July 26, 2016**
6. Total number of people interviewed for this position: 5

Are dated copies of all advertisements, bulletins, letters, faxes, e-mails, employee referrals and other documents or communications announcing this opening, and dated copies of all responses attached hereto and have they been placed in the file folder for this job vacancy?

YES: X NO:

PART 2

FULL-TIME VACANCY

Job Title: Receptionist / Billing Assistant

Date Filled: July 26, 2016

Total Number of Interviewees: 5

Recruitment Sources:

The following recruitment sources were utilized to fill this vacancy:

	<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
1.	WILI-AM & FM	720 Main St, Wmtc.	Donna Evan	860-456-1111	4
2.	The Chronicle	Chronicle Rd.	Jodi Green	860-423-8466	
3.	CT. Hires.com	On-Line	web site		
4.	Nutmeg Recruitment Resource List	WILI-EEO File	Colin Rice	860-456-1111	
5.	WILI-AM/FM websites		Mike Merlin/Wayne Norman		
6.	(Word of mouth)				1*

(1) 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 2016

Organization	Contact	Phone	Fax	Email
Temporaries of NE 1009 Main St. Willimantic, Ct. 06226	Natalie Roy	860-423-5627	860-450-1122	ellen@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
Easter Connecticut State University Center for Internships & Career Development 83 Windham St. Willimantic, Ct. 06226	Cliff Marrett	860-465-5577	860-465-4440	Marrett@easternct.edu
CT Dept. of Labor Ct. WORKS 1320 Main St. #18 Willimantic, ct. 06226	Linda Riquier	860-786-6281		lriquier@qvcc.edu

University of Hartford 200 Bloomfield Ave. West Hartford, Ct. 06117	Ricardo Barrett	860-768-4168	860-768-5141	ribarrett@hartford.edu www.hartford.edu/career_service
Light House Club 132 Mansfield Ave. Willimantic, ct. 06226	Michelle Godaire	860-423-7791	860-450-7289	mgodaire@usmhs.org
ACCESS Agency 1315 Main St. Willimantic, Ct. 06226	Marlene Cady	860-450-7441	860-450-7441	marlene.cady@accessagency.org
Asnuntuck Comm. College 170 Elm St. Enfield, Ct. 06082	Stacey Lanigan	860-253-3025	860-253-3063	SLanigan@acc.comnet.edu
US Vietnam Veterans Center 2 Cliff Street Norwich, CT 06360	David Grindel	860-887-1755	860-887-2444	Fax only
Human Resources Agency 180 Clinton St. New Britain, Ct. 06053	Irene Chlastawa	860-225-8601	860-225-4843	central_office@hranbt.org
American School for Deaf 139 N. Main St. W Hartford, Ct. 06107	Adele Wise	860-570-2300		avsero@yahoo.com
Journalism Dept. Southern Ct. State U 501 Crescent St. New Haven, Ct. 06515	Jerry Dunklee	203-392-5801	203-392-5809	dunkleej1@southernct.edu

Hamden Job Resource Center 2750 Dixwell Ave. Hamden, Ct. 06518	Sue Hutchison	203 287-2647	203-563-2026	hamdenjobresourcecenter@yahoo.com
Springfield Tech. CC 1 Armory Sq. #1 Springfield, Ma. 01105	Pamela White	413-755-4464	413- 755-6316	pjwhite@stcc.edu
Naugatuck Valley CC 750 Chase Pkwy. Waterbury, Ct. 06708	Allison Terry	203-575-8223	203-575-8003	Aterry@nvcc.commnet.edu www.collegecentral.com/nvcc
Teikyo Post University 800 Country Club Rd. Waterbury, Ct. 06708	Christina Billings	203-596-4504	203-596-6166	cbillings@post.edu
Albertus Magnus College 700 Prospect St. New Haven, Ct. 06511	Suzanne Wall	203-773-6989	203-773-8984	careercenter@albertus.edu
Regional Workforce Dev. 560 Ella T. Grasso Blvd., Bldg. #3 New Haven, Ct. 06519	Bill Pitre	203-624-1493 x248	203-562-1106	bpitre@workforcealliance.biz
Alliance for Living 154 Broad St. New London, Ct. 06320	Kate Reymundi	860-447-0884	860-450-7477	kate@allianceforliving.org
Bethel AME Church 1154 Blue Hills Ave. Bloomfield, Ct. 06002	Shirley Belcher	860-243-5778	860-242-2969	bachurch01@snet.net

<p>Community Renewal Team 555 Windsor St. Hartford, Ct. 06120</p>	<p>Tegan Podurgiel</p>	<p>860-560-5655</p>	<p>860-560-5664</p>	<p>podurgielt@crtct.org</p>
<p>Connecticut College 270 Mohegan Ave. New London, Ct. 06320</p>	<p>Kathy Eckels</p>	<p>860-439-2778</p>	<p>860-439-2806</p>	
<p>Manchester Comm. College 60 Bidwell St. Manchester, Ct. 06040</p>	<p>Bob Henderson</p>	<p>860-512-3000</p>	<p>860-512-3371</p>	<p>rhenderson@mcc.commnet.edu</p>
<p>Windham Adult Ed 322 Main St. Bldg. #4 Willimantic, Ct. 06226</p>	<p>Deb Kopetz</p>	<p>860-423-2591</p>	<p>860-450-0853</p>	<p>dkopetz@eastconn.org</p>
<p>Mitchell College 437 Pequot Ave. New London, Ct. 06320</p>	<p>Amanda Ljubicic</p>	<p>860-629-6115</p>	<p>860-629-6012</p>	<p>Ljubicic_a@mitchell.edu</p>
<p>New London Adult Ed. 3 Shaws Cove New London, Ct. 06320</p>	<p>Maria Pukas</p>	<p>860-437-2385</p>	<p>860-437-6460</p>	<p>pukasm@newlondon.org</p>
<p>Three Rivers Community College 574 New London Turnpike Norwich, Ct. 06360</p>	<p>Celeste Warner</p>	<p>860-215-9302</p>	<p>860-892-5779</p>	<p>www.collegecentral.com/threerivers</p>
<p>New England Institute of Technology 2500 Post Rd. Warwick, RI 02886</p>	<p>Kathleen Dohoney</p>	<p>401-736-5000</p>		<p>kdohoney@neit.edu</p>

Trinity College Career 300 Summit St. Hartford, Ct. 06106	(No specific person)	860-297-2080	860-297-5378	Careers@trincoll.edu
Mi Casa Family Services 590 Park St. Hartford, Ct. 06106	Carmen Rivera	860-522-5222 ext 321	860-522-6028	Carmen.Rivera@micasainc.org
Women's Center Southeast Ct. 16 Jay St. New London, Ct. 06320	(No specific person)	860-447-0366	860-440-3327	reception@safefutures.ctgov
Eastern CT Workforce Investment Board 108 New Park Ave. N. Franklin, Ct. 06254	Kathy Chartier	860-859-4100	860-859-411	labellec@ewib.org
Equal Employment Opportunity Commission Resource Center 131 M St. NE Washington, DC 20507	Sharon Banks	202-663-4191	202-663-4912	
Madonna Place 240 Main St. Norwich, Ct. 06360	Wendy	860-886-6600	860-892-5411	wvagarich@madonnaplace.org
CT School of Broadcasting 130 Birdseye Rd. Farmington, Ct. 06032	Danielle Woody	203-378-5155	230- 378-4330	amazella@gocsb.com jchikosky@gocsb.com

Quinebaug Valley Comm. College 742 Upper Maple St. Danielson, Ct. 06239	Amy Kacerik	860-412-7268		akacerik@qvcc.commnet.edu
Ridley Lowell Bus & Tech Institute 470 Bank Street New London, CT 06320	Vic Jensen	860-443-7441	860-442-3096	nplacement@ridley.edu
Groton Human Services 2 Fort Hill Road Groton, CT 06340	Nancy Albert	860-441-6760	860-441-6766	mpollard@groton-ct.gov

PART 3

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

Activity No. 2016-1

ACTIVITY: Student Job Shadow

DATE: December 29, 2015

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEES: Colin K. Rice, Rob Roman FM programming, Pete Nichols, Glenn O'Brien

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

WILI AM & FM personal hosted Lebanon Middle School student for a job shadow. Air personalities and production people spent time explaining programming techniques, promotions, voicing and interacting with listening audience. Student was hosted from 9AM to 1PM

Colin K Rice Nutmeg Broadcasting Company, Executive V.P.
PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2016-2

ACTIVITY: Student Job Shadow

DATE: February 15, 2016

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEES: Colin K. Rice, Nutmeg Broadcasting Executive V.P. Jason Godbout, office manager, Jerry Mailhiot FM promotions director, Pete Nichols, FM morning announcer John Tuite, associate news director

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

WILI AM & FM personal hosted Lebanon Middle School student for a job shadow. Air personalities and production people spent time explaining programming techniques, promotions, voicing and interacting with listening audience. Student was hosted from 9AM to 1PM

Colin K Rice Nutmeg Broadcasting Company, Executive V.P.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2016-3

ACTIVITY: Student Job Shadow

DATE: February 24, 2016

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEES: Colin K. Rice, executive V.P.Nutmeg Broadcasting Company, Jason Godbout, office mgr., Mike Morrissette News Director, Mike Whitehouse FM program Director, Pete Nichols FM morning announcer, Wayne Norman AM morning announcer, John Tuite associate news director

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

WILI AM & FM personal hosted Griswold High School senior student for a job shadow. Air personalities and production people spent time explaining programming techniques, promotions, voicing and interacting with listening audience. Student was hosted from 9:30AM to 1PM

Colin K Rice Nutmeg Broadcasting Company, Executive V.P.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2016-4

ACTIVITY: Chamber of Commerce Business Expo

DATE: March 5 & 6, 2016

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WINDHAM CHAMBER OF COMMERCE

PARTICIPATING EMPLOYEES: Colin K. Rice, executive V.P.Nutmeg Broadcasting Company, Mike Whitehouse FM program director, Account Reps, Amanda Whewell, Sales Manager, Donna Evan, Sr. Sales Rep. Chris Proulx, Account Rep. Deb Marouski, Account Rep, Art J. Rowbotham, account rep.

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

WILI AM & FM personal hosted a booth at the Windham Chamber of Commerce Business Expo at the East Brook Mall, Mansfield Ctr. Ct. Scores of interested people were given information about our internship program and about career opportunities in broadcasting. We hosted the booth with station personnel 10AM to 5PM Saturday and noon to 4PM Sunday.

Colin K Rice Nutmeg Broadcasting Company, Executive V.P.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2016-5

ACTIVITY: Student Tour

DATE: April 15, 2016

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: WILI AM & FM

PARTICIPATING EMPLOYEES: Colin K. Rice, executive V.P.Nutmeg Broadcasting Company, Keith Rice WILI-FM announcer, Wayne Norman AM morning announcer & Mike Morrissette News Director Wili-AM.

DESCRIPTION OF ACTIVITY AND STATION PARTICIPATION:

WILI AM & FM personal hosted a group of 8 student from Parish Hill High School and Camp Horizons for a tour of station facilities. The group asked questions of various department heads and participated in record filing project in the Music Library. Student was hosted from 9:00 to 10:30AM.

Colin K Rice Nutmeg Broadcasting Company, Executive V.P.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2016-6

ACTIVITY: EEO Notification Announcement

DATE: December 1, 2015 - November 30, 2016

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 2016, 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 NUTMEG BROADCASTING COMPANY. 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 POSITIONS 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 NUTMEG BROADCASTING COMPANY ENCOURAGE MINORITY AND WOMEN'S ORGANIZATIONS TO PARTICIPATE AND ARE EQUAL OPPORTUNITY EMPLOYERS.

PART 3

CAREER ADVANCEMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2016-7

ACTIVITY: ON THE JOB TRAINING

DATE: OCTOBER 17, 2016

PREPARER: Colin K Rice

HOST/SPONSOR OF ACTIVITY: Nutmeg Broadcasting Company

PARTICIPATING EMPLOYEES: Colin K. Rice, exec. VP & sales account reps

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. During this period, our newest sales rep received his CRMC. To date, every member of the sales department of this station group now holds a CRMC certification.

Training Workshops: Account Executives are also exposed to ongoing sales training and motivation through various seminars and workshops held throughout the year. This period include the Connecticut Broadcasters Association sales training seminar held at annual convention held October 17, 2016.

Colin K Rice Nutmeg Broadcasting Company, Executive V.P.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION UNIT

Activity No. 2016-8

ACTIVITY: Student Intern Program

DATE: January 21- November 30, 2016 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, Colin K. Rice, in his capacity as Internship Program Director, notifies area colleges 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 30 years. This program is for college credit only and is approved by the Ct. Department of Labor. WILI-AM & I-98.3 (Wili-FM) hosted 15 interns during 3 college terms of 2016. These interns are in their senior year and become an integral part of our day to day operation. They invest an average of 16 hours per week for a 13 week college semester at WILI-AM & WILI-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 other colleges & career schools 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.

Colin K Rice Nutmeg Broadcasting Company, Executive V.P.