



HALL *Communications, Inc.*

EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 11/22/21 AND ENDING 11/30/22

This report consists of:

- Part 1 This cover page
- Part 2 Full-time Hires consisting of 2 page(s).
- Part 3 Supplemental Activities consisting of 8 page(s).
(Four required over a two-year period)

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>
WCTK	FM	25869	New Bedford	MA	
WNBH	AM	25866	New Bedford	MA	

The total number of persons interviewed for all full-time openings was: 2

The total number of full-time openings covered by this report: 2

Preparer:

Tom Wall

Signature:

Title:

Vice President/General Manager

Date:

11/30/22

Telephone:

401-467-4366

PART 2

FULL-TIME HIRES (Job# 1 of 2)

Job Title: Account Executive
Date Filled: March 1st 2022
Total Number of Interviewees: 1

Recruitment Sources: (Include name of each source used, address, contact person, telephone number and include the number of interviewees referred by each source.)¹

- www.WCTK.com *
- www.Hallradio.com
- WCTK on air
- In-house

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.

PART 2

FULL-TIME HIRES (Job# 2 of 2)

Job Title: Account Executive
Date Filled: September 1st 2022
Total Number of Interviewees: 1

Recruitment Sources: (Include name of each source used, address, contact person, telephone number and include the number of interviewees referred by each source.)²

- www.WCTK.com
- www.Hallradio.com
- WCTK on air
- In-house *

² 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.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 1

Activity: Internship Program

Date: Period covered by report Preparer: Tom Wall

Host/Sponsor of Activity: WCTK/WNBH

Participating Employees: Tom Wall, VP/GM, Heather Matthews, Acting Promotions Manager and Kevin Palana, Program Director

Description of Activity and Station Participation:

WCTK/WNBH/ maintains and executes an internship program that runs throughout the entire year. It is designed to assist and educate students' desiring/pursuing a career in broadcasting. Interns are accepted from local high schools and colleges. Interns are assigned to monitor and assist in each department during their stay. By exposing the intern to all departments, the intern gains a full knowledge of radio broadcasting. In this reporting period 5 college students and 2 high school students participated.

This periods interns attended:
Purdue University
University of Rhode Island
LaSalle Academy
Wheaton College
Johnson and Wales University

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 2

Activity: 2022 MBA Student Broadcasters Scholarship Program

Date: 4/15/22 Preparer: Tom Wall

Host/Sponsor of Activity: Massachusetts Broadcasters Association, WCTK/WNBH

Participating Employees: Tom Wall, VP/GM

Description of Activity and Station Participation:

Tom Wall Vice President and General Manager of WCTK/WNBH participated by announcing the scholarships, supplying applications, participating in final selections and donating to the scholarship fund. The MBA received over 26 finalists of which 15 were chosen to receive \$3000.00 and one \$7500.00 was awarded for excellence in leadership. WCTK/WNBH aired 120 :30 second announcements over a 3-week period along with 120 spots on respected streams. Applications were made available at the stations reception area for any students requesting an application and on-line.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 3

Activity: Massachusetts Broadcasters Virtual Job Fair

Date: June 6-10th, 2022

Preparer: Tom Wall

Participating Employees: Tom Wall

Description of Activity and Station Participation:

WCTK/WNBH participated in the Massachusetts Broadcasters Virtual Job Fair which was executed June 6th through the 10th of 2022. Listeners were instructed on where and when to log into the Broadcasters Career Page to discover current jobs available in the broadcast industry and how to apply.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 4

Activity: Massachusetts Broadcasters Virtual Job Fair

Date: September 12-16th, 2022

Preparer: Tom Wall

Participating Employees: Tom Wall

Description of Activity and Station Participation:

WCTK/WNBH participated in the Massachusetts Broadcasters Virtual Job Fair which was executed September 12th through the 16th of 2022. Listeners were instructed on where and when to log into the Broadcasters Career Page to discover current jobs available in the broadcast industry and how to apply.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 5

Activity: Wheaton College Career Fair

Date: October 19th, 2022

Preparer: Tom Wall

Participating Employees: Heather Matthews, Acting Promotions Director, Deena Riess, Account executive

Description of Activity and Station Participation:

WCTK/WNBH participated in the Wheaton College Career Fair which was executed October 19th of 2022. Students were able to converse with our Account Executives and Promotional team on the current jobs available in the broadcast industry and how to apply.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 6

Activity: Social Media Recruitment Posts

Date: Period covered by report

Preparer: Tom Wall

Participating Employees: Tom Wall

Description of Activity and Station Participation:

WCTK/WNBH posted a total of eighteen recruitment related timeline posts and six stories across both Facebook and Instagram platforms. Screen shot examples below.



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 7

Activity: Extraordinary training programs to enable station personnel to improve their positions

Date: Period covered by report

Preparer: Tom Wall

Participating Employees: Christina F., Shannon J.

Description of Activity and Station Participation:

Hall Communications offers and provided for the following programs for current employees.

Account Executives: Radio Advertising Bureau and the Radio Marketing Professional Series are created and administered by the Bureau to educate new sales executives in advertising, marketing and sales. When completed successfully participants receive documentation of the completed studies. This activity ran throughout the reporting period.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 8

Activity: Activity designed by the station to further job dissemination

Date: Period covered by report

Preparer: Tom Wall

Description of Activity and Station Participation:

In an effort to widely recruit resources for obtaining personnel, stations WCTK and WNBH 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 Inc. Is an equal opportunity employer and encourages minority and female applicants. Announcement aired each month and in all dayparts from April 5, 2022 to November 30, 2022