



HALL *Communications, Inc.*

EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 12/1/22 AND ENDING 11/30/23

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: 5

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

Preparer:

Tom Wall

Signature:

Title:

Vice President/General Manager

Date:

11/30/23

Telephone:

401-467-4366

PART 2

FULL-TIME HIRES (Job# 1 of 2)

Job Title: Sales Assistant
Date Filled: September 1st 2023
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
- www.joinhandshake.com
- *In-house, 1 Interviewee

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: Morning Show Co-Host

Date Filled: January 3rd 2023

Total Number of Interviewees: 4

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
- Radioonline.com
- Country Air Check, 1 Interviewee
- Massachusetts Broadcasters Association, 1 Interviewee
- *In-house, 2 Interviewees

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 2 college students and 3 high school students participated.

This periods interns attended:

LaSalle Academy

Wheaton College

Rhode Island College

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 2

Activity: 2023 MBA Student Broadcasters Scholarship Program

Date: 4/14/23 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 30 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. 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: December 5th, 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 December 5th 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: March 6th, 2023

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 March 6th of 2023. 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: Massachusetts Broadcasters Virtual Job Fair

Date: November 27th, 2023

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 November 27th of 2023. 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 6

Activity: 2023 Harrington School Career Fair

Date: March 28th, 2023

Preparer: Tom Wall

Participating Employees: Tom Wall, VP/GM, Heather Matthews, Acting Promotions Manager

Description of Activity and Station Participation:

WCTK/WNBH participated in the 2023 Harrington School Career Fair held at University of Rhode Island which was executed March 28th of 2023. Students were able to bring their resumes and on the spot interviews were held for the Intern Program. Over 20 students participated in the interviews and discussions with Acting Promotions Manager and General Manager.

PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 7

Activity: Social Media Recruitment Posts

Date: Period covered by report

Preparer: Tom Wall

Participating Employees: Tom Wall VP/GM

Description of Activity and Station Participation:

WCTK/WNBH posted a total of 2 recruitment related timeline posts across both Facebook and Instagram platforms. Screen shot examples below.



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

Activity 8

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

Date: September 6th, 2023 – November 30th, 2023 Preparer: Tom Wall

Participating Employees: Emma Rousell, Shannon Joyce

Description of Activity and Station Participation:

Hall Communications offers and provided for the following programs for current employees. Starting September 6th, on the first Wednesday of each month a virtual training session is held by the Marketron Manager of Client Development. Training includes the basic concepts of digital advertising, individual consulting time with the manager on digital proposals, potential digital sales opportunities, etc.. This activity started on September 6th of 2023 continued through the rest of the reporting period.