



# HALL Communications, Inc.

## EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 12/1/23 AND ENDING 11/30/24

This report consists of:

- Part 1 This cover page
- Part 2 Full-time Hires consisting of 1 page(s).
- Part 3 Supplemental Activities consisting of 11 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: 1

The total number of full-time openings covered by this report: 1

Preparer:

John Wall

Signature:

John Wall

Title:

VP/GM

Date:

11/30/24

Telephone:

(401) 467-4366

## PART 2

### FULL-TIME HIRES (Job# 1 of 1 )

Job Title: Account Executive  
Date Filled: February 5, 2024  
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.)<sup>1</sup>

[www.wctk.com](http://www.wctk.com)

[www.wnbh.com](http://www.wnbh.com)

WCTK on air

WNBH on air

\*WCTK in house job postings

[www.handshake.com](http://www.handshake.com)

[www.hallradio.com](http://www.hallradio.com)

Massachusetts Broadcasters Job Fair

WCTK social media

WNBH social media

University of Massachusetts Dartmouth, Career Board

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<sup>1</sup> 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

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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, 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 9 college students participated.

This periods interns attended:

The University of Rhode Island  
Wheaton College  
Wesleyan University  
Trinity College  
University of Alabama  
Clemson University  
Brown University  
La Salle Academy

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 2

Activity: 2024 MBA Student Broadcasters Scholarship Program

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Date:            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 making a donation to the scholarship fund. The MBA received over 80 applications of which 11 were chosen to receive \$2500.00 each. WCTK/WNBH aired 180 :30 second announcements over a 6-week period. Applications were made available at the stations reception area for any students requesting an application.

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 3

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

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Date: Period covered by this report

Preparer: Tom Wall

Host/Sponsor of Activity: Radio Advertising Bureau

Participating Employees: Andrew Barr

Description of Activity and Station Participation:

Radio Advertising Bureau:

Participating station personnel: Andrew Barr

Andrew Barr completed and passed the Radio Advertising Bureau's Radio Marketing Professionals certification training course. The course consists of 17 individual modules designed to educate future and current sales executives in all aspects of radio sales and marketing.

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 4

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

Date: August 2024 Preparer: Tom Wall

Host/Sponsor of Activity: Marketron Digital

Participating Employees: Deena Riess, Heather Matthews, Andrew Barr, Kerri Bishop

Description of Activity and Station Participation:

#### NXT Digital Training

Training sessions were held at the dates below and covered development of digital platforms to drive positive results for clients. Training consisted of the use of digital display, pre-roll, geo fencing, OTT and You Tube.

August 13, 9-10am, Full sales training session #1

August 20, 9-10am, Full sales training session #2, proposals and orders

August 27, 12-1pm, Full sales training review

August 29, 11a-12pm, Full training session for Traffic and Business managers

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 5

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

Date: November 2024      Preparer: Tom Wall

Host/Sponsor of Activity: Marketron Digital

Participating Employees: Deena Riess, Heather Matthews, Andrew Barr

Description of Activity and Station Participation:

#### NXT Digital Training

Training sessions were held at the dates below and covered development of digital platforms for experienced sellers and beginners. Tuesdays at 12pm and Thursdays at 2pm

#### Experienced

11/5    Creating Proposals

11/12    Order Generation

11/19    Creative Request

#### Beginners

11/7    Display and Pre-roll tactics

11/14    Geo Fence/ Geo Video

11/21    OTT/CTV

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 6

Activity: Career Fair, New England Institute of Technology

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Date: 2024 Preparer: Tom Wall

Host/Sponsor of Activity: New England Institute of Technology

Participating Employees: Deena Riess, Emma Rousell

Description of Activity and Station Participation:

WCTK/WNBH participated in the New England Institute of Technology Career Fair held on Wednesday February 28<sup>th</sup> from 9:30am till 12 pm on campus.

Students were encouraged to visit the participating business at the fair to explore the possibilities after graduation. WCTK/WNBH supplied station information packs and made them available to interested students. Deena and Emma accepted resume's and spoke with multiple students answering questions regarding a career in radio broadcast, radio sales and digital sales.



SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity 7

Activity: Social Media Recruitment Post

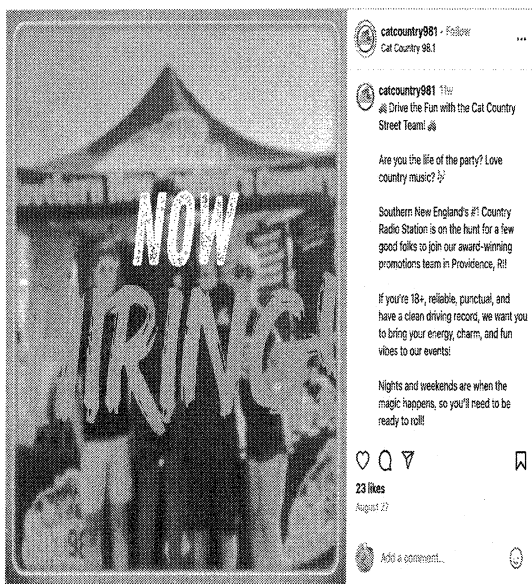
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Date: Period covered by report    Preparer: Tom Wall

Participating Employees: Tom Wall, VP/GM, Nicole O'Brien

Description of Activity and Station Participation:

WCTK/WNBH posted a total of recruitment related timeline post across Facebook and Instagram platforms. Screen shot samples below



SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity 8

Activity: University of RI Career Fair

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Date: March 27, 2024      Preparer: Tom Wall

Participating Employees: Tom Wall, VP/GM

Description of Activity and Station Participation:

Rhode Island Broadcasters Association and their member stations were proud to attend the University of Rhode Island Career Fair represented by Rhode Island Broadcasters Association President, Lori Needham. Lori engaged with students interested in careers in broadcasting and accepted resumes on behalf of member stations.

SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity 9

Activity: Massachusetts Broadcaster's Virtual Career Fair

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Date: August 19-23, 2024 Preparer: Tom Wall

Participating Employees: Tom Wall, VP/GM

Description of Activity and Station Participation:

WCTK/WNBH participated in Massachusetts Broadcaster's Association Virtual Job Fair that took place the week of August 19, 2024. WCTK and WNBH produced and ran 70, 30 second commercials supporting this event.

SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity 10

Activity: Massachusetts Broadcaster's Virtual Career Fair

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Date: November 18-22, 2024      Preparer: Tom Wall

Participating Employees: Tom Wall, VP/GM

Description of Activity and Station Participation:

WCTK/WNBH participated in Massachusetts Broadcaster's Association Virtual Job Fair that took place the week of November 18, 2024. WCTK and WNBH produced and ran 60, 30 second commercials supporting this event.

SUPPLEMENTAL RECRUITMENT ACTIVITIES  
UNDERTAKEN BY THE STATION UNIT

Activity 11

Activity: QR code for employment information

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Date: Period covered by report, 2024    Preparer: Tom Wall

Participating Employees: Tom Wall, VP/GM

Description of Activity and Station Participation:

Throughout the period covered by the report WCTK/WNBH displayed the sample QR code below to encourage attendees visiting station events who are interested in jobs in broadcasting to scan the code. The QR code delivered the interested individuals to a google form page where they could fill in their information and upload a resume. WCTK and WNBH executed over 70 remote appearances in the 2024 reporting period.

