



HALL *Communications, Inc.*

EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 12/1/2024 AND ENDING 11/30/2025

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 **13** page(s)
(Four required over a two-year period)

PART 1

This report covers the following employment unit

Call Sign AM/FM Facility ID# Community of License State LMA

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

The total number of persons interviewed for all full-time openings was: 14

The total number of full-time openings covered by this report: 3

Preparer: Heather Matthews

Signature: *Heather Matthews*

Title: General Manager

Date: 11/30/2025

Telephone: (401) 467-4366



PART 2

FULL-TIME Vacancy #1

Job Title: Account Executive

Date Filled: January 3rd, 2025

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.)

- www.wctk.com
- www.wnbh.com
- www.handshake.com
- www.hallradio.com

WCTK on air – Cat Country 98.1

(75 Oxford St. Providence R.I. 401-467-4366)

WNBH on air – Big 101.3 (*1)

(888 Purchase St. New Bedford Ma 508-979-8003)

- WCTK social media - @catcountry981 Facebook/Instagram
- WNBH social media @big1013 Facebook/Instagram
- Massachusetts Broadcasters Job Fair
- University of Massachusetts Dartmouth, Career Board

*Source of new hire



PART 2

FULL-TIME Vacancy #2
Job Title: General Manager
Date Filled: May 1st 2025
Total Number of Interviewees: 5

Recruitment Sources:

Job Recruitment Sources: The following recruitment sources were utilized to fill this vacancy.

Job Postings

- www.wctk.com (3)
- www.wnbh.com
- www.handshake.com
- www.hallradio.com
- www.ribroadcasters.com

WCTK on air – Cat Country 98.1
(75 Oxford St. Providence R.I. 401-467-4366)

WNBH on air – Big 101.3
(888 Purchase St. New Bedford Ma 508-979-8003)

- *WCTK/WNBH in house job postings – Office Job board*
- LinkedIn Posting – Posting on Hall Communication Southern New England LinkedIn
- WCTK social media - @catcountry981 Facebook/Instagram
- WNBH social media @big1013 Facebook/Instagram
- New England Tech Job Fair
- Current Employees (2*)

*Source of new hire



PART 2

FULL-TIME Vacancy #3
Job Title: Account Executive
Date Filled: May 14th, 2025
Total Number of Interviewees: 8

Recruitment Sources:

Job Recruitment Sources: The following recruitment sources were utilized to fill this vacancy.

Job Postings

- www.wctk.com (1)
- www.wnbh.com
- www.handshake.com (*3)
- www.hallradio.com
- www.ribroadcasters.com
- www.whatsgoingoninri.com

WCTK on air – Cat Country 98.1
(75 Oxford St. Providence R.I. 401-467-4366)

WNBH on air – Big 101.3
(888 Purchase St. New Bedford Ma 508-979-8003)

- *WCTK/WNBH in house job postings – Office Job board*
- LinkedIn Posting – Posting on Hall Communication Southern New England LinkedIn (3)
- WCTK social media - @catcountry981 Facebook/Instagram
- WNBH social media @big1013 Facebook/Instagram (1)
- Bryant College Job Board
- www.career.bryant.edu.com

*Source of new hire



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity 1

Activity: Internship Program

Date: December 1st, 2024 - November 30th, 2025

Preparer: Heather Matthews

Host/Sponsor of Activity: WCTK/WNBH

Participating Employees: Heather Matthews GM, Nicole O'Brien 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
- Clemson University
- Bryant College
- Rhode Island College
- University of Alabama
- Nova Southeastern
- Brown University
- La Salle Academy



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity 2

Activity: 2025 MBA Student Broadcasters Scholarship Program

Date: June 5th, 2025

Preparer: Heather Matthews GM

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

Participating Employees: Heather Matthews GM & Kevin Palana PD

Description: Student Scholarship

Heather Matthews, General Manager of WCTK/WNBH participated by judging the scholarships, supplying applications, participating in final selections and making a donation to the scholarship fund. The MBA received over 25 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

Activity 3

Activity: 2025 RIBA Student Broadcasters Scholarship Program

Date: July 21st, 2025

Preparer: Heather Matthews General Manager

Host/Sponsor of Activity: Rhode Island Broadcast & Media Association

Participating Employees: Heather Matthews GM & Kevin Palana PD

Description: Student Scholarship

Heather Matthews, General Manager of WCTK/WNBH participated supplying applications, participating in final selections and making a donation to the scholarship fund. The RIBA received over 15 applications of which 4 were chosen to receive \$2000.00 each. WCTK/WNBH aired 100x :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

Activity 4

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

Preparer: Heather Matthews GM

Host/Sponsor of Activity: Radio Advertising Bureau

Participating Employees: Jason Cleaves Account Executive, Garrett Lynch Account Executive,
Nathan Forget Account Executive

Description: Sales & Radio Training

Jason Cleaves Account Executive, Garrett Lynch Account Executive, Nathan Forget Account Executive completed and passed the Radio Advertising Bureau's Radio 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.

Training dates

January 3rd, 2025 – Jason Cleaves Account Executive

May 14th, 2025 – Garrett Lynch Account Executive, Nathan Forget Account Executive



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity 5

Activity: Digital Training Sessions

Date: May-June 2025

Preparer: Heather Matthews GM

Host/Sponsor of Activity: Socast Digital Training Sessions

Participating Employees: Deena Riess LSM, Heather Matthews GM, Andrew Barr Account Executive, Nathan Forget account Executive, Nicole O'Brien Acting Promotion, Garret Lynch Account Executive, Jeff Cares Account Executive, Eliz Derdian Promotion Assistant

Description: Training sessions were held at the dates below and covered development of digital platforms for experienced sellers and beginners.

Socast Digital Training Dates:

- May 14th, 2025 - On Board Training for Socast Digital Platforms
- May 27th, 2025 - Training on REACH Platforms
- June 16th, 2025 - Training with Seo, Social Media, Display
- June 27th, 2025 – Training with Socast for out of home tactics



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity 6

Activity: Tapscan/Nielson Training Sessions

Date: September 2025

Preparer: Heather Matthews GM

Host/Sponsor of Activity: Tapscan/Nielson

Participating Employees: Heather Matthews GM, Andrew Barr Account Executive, Nathan Forget Account Executive, Nicole O'Brien Acting Promotions Director, Jeff Cares Account Executive, Ted Corning Account Executive, David Eleder LSM

Description: Training sessions were held at the dates below and covered Tapscan Training for beginners and the basic fundamentals of the systems to enhance knowledge and job performance amongst staff.

- September 9, 2025 - Tapscan 100: Welcome to Tapscan
- September 26, 2025 - Building Tapscan Schedules



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity 7

Activity: Career Fair, New England Institute of Technology

Date: February 17, 2025

Preparer: Heather Matthews GM

Host/Sponsor of Activity: New England Institute of Technology

Participating Employees: Tom Wall GM, Heather Matthews LSM

Description: WCTK/WNBH participated in the New England Institute of Technology Career Fair held on Thursday, February 17th 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 Riess Account Executive and Nicole O'Brien Acting Promotion Director accepted resume's and spoke with multiple students answering questions regarding a career in radio broadcast, radio sales and digital sales.



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity 8

Activity: New Bedford High School Job Fair

Date: May 15, 2025

Preparer: Heather Matthews

Host/Sponsor of Activity: New Bedford High School Career Fair

Participating Employees: Heather Matthews GM & Ed Pereira Sales Rep

Description: WCTK/WNBH participated in the New Bedford High School Career Fair held on May 15th from 10am to 1pm 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. Heather Matthews GM and Ed Pereira Sales Rep accepted resume's and spoke with multiple students answering questions regarding a career in radio broadcast, radio sales and digital sales.



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity 9

Activity: Social Media Recruitment Post

Date: December 1st 2024- November 30, 2025

Preparer: Heather Matthews

Participating Employees: Heather Matthews GM, Nicole O'Brien Promotion Manager

Description: WCTK/WNBH posted a total of 45 recruitment related timeline posted across social media with a combined following of 100,000. Facebook and Instagram platforms for both WCTK & WNBH. All postings on timelines & Stories were hyperlinked to station websites catcountry.com & big1013.com.



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity 10

Activity: Advocacy and Resource

Date: October 24th, 2025

Preparer: Heather Matthews

Participating Employees: Heather Matthews GM, Deena Riess LSM

Description: Station Tour & Information Session

Hall Communications WCTK/WNBH hosted a group of 6 individuals from East Providence High School. During their one-hour tour of WCTK/WNBH facility, they learned about the radio industry, the different roles that included sales, business, on-air programming, music, engineering and operations.



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity 11

Activity: Advocacy and Resource

Date: October 14th 2025

Preparer: Heather Matthews GM

Participating Employees: Heather Matthews GM, Deena Riess LSM

Description: Station Tour & Information

Hall Communications WCTK/WNBH hosted a group of 6 individuals from North Kingstown High School. During their one-hour tour of WCTK/WNBH facility, they learned about the radio industry, the different roles that included sales, business, on-air programming, music, engineering and operations.



PART 3

SUPPLEMENTAL RECRUITMENT ACTIVITIES

Activity 12

Activity: QR code for employment information

Date: December 1st 2024 November 30th 2025

Preparer: Heather Matthews GM

Participating Employees: Heather Matthews GM, Nicole O'Brien Acting Promotions Manager

Description: Job posting signage

Throughout the period covered by the report WCTK/WNBH displayed the sample QR code 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 55 remote appearances in the 2025 reporting period.