



**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 3<sup>rd</sup>, 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](http://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 1<sup>st</sup> 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](http://www.wctk.com) (3)
- [www.wnbh.com](http://www.wnbh.com)
- [www.handshake.com](http://www.handshake.com)
- [www.hallradio.com](http://www.hallradio.com)
- [www.ribroadcasters.com](http://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 14<sup>th</sup>, 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](http://www.wctk.com) (1)
- [www.wnbh.com](http://www.wnbh.com)
- [www.handshake.com](http://www.handshake.com) (\*3)
- [www.hallradio.com](http://www.hallradio.com)
- [www.ribroadcasters.com](http://www.ribroadcasters.com)
- [www.whatsgoingoninri.com](http://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](http://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 5<sup>th</sup>, 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 21<sup>st</sup>, 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 3<sup>rd</sup>, 2025 – Jason Cleaves Account Executive

May 14<sup>th</sup>, 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.