



HALL *Communications, Inc.*

EEO PUBLIC FILE REPORT

FOR THE PERIOD BEGINNING 12/01/19 AND ENDING 11/30/20

This report consists of:

- Part 1 This cover page  
Part 2 Full-time Hires consisting of 0 page(s).  
Part 3 Supplemental Activities consisting of 3 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: 0  
The total number of full-time openings covered by this report: 0

Preparer:

Tom Wall

Signature:

Title:

Vice President/General Manager

Date:

11/30/20

Telephone:

(401) 467-4366

## 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, April Shibley, Promotions Manager, Bob Walker, Program Director

#### Description of Activity and Station Participation:

WCTK/WNBH maintains and executes an internship program that normally runs throughout the entire year. It was paused in March of 2020 due to Covid 19 restrictions on students. 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 3 college students participated.

## PART 3

### SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION UNIT

#### Activity 2

Activity: 2020 MBA Student Broadcasters Scholarship Program

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Date: 3/5/2020 Preparer: Tom Wall

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

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 100 applications of which ten were chosen to receive \$2500.00 and one \$5000.00 was awarded for excellence in leadership. WCTK/WNBH aired 210 :30 second announcements over a 7-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: 12/01/19-11/30/20

Preparer: Tom Wall

Participating Employees: Heather Matthews, Phil LoPiccolo, Account Executives,

Description of Activity and Station Participation:

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

Account Executives: Radio Advertising Bureau, Certified Digital Marketing Consultant and Sales Manager programs are created and administered by the Bureau to further educate seasoned Account Executives and new sales assistants in advertising, marketing and sales. When completed successfully participants receive documentation of the completed studies. This activity ran throughout the reporting period.