



Maine Public Broadcasting Network

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Annual EEO Public File Report Augusta / Lewiston Station Employment Unit

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This report was prepared on behalf of the Station Employment Unit of WCBB, and is required to be placed in the public inspection file of this station, and posted on its Web site, if it has a Web site.

The information contained in this Report covers the time period beginning December 1, 2011 to and including November 30, 2012 (the “Applicable Period”).

The FCC’s EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c) (I)(ii) of the new EEO Rules, which should be separately identified), identified by name, address, contact person and telephone number as available;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of persons interviewed of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.208(c)(2) of the EEO Rule.

Attachments 1, 2 and 3, which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Attachment 2 under the column entitled “Full-Time Positions for Which This Source was Utilized” refer to the number of the full-time job positions listed on Attachment 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer and reported to work. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Television • Radio • Education • Internet

With offices and studios in Bangor, Lewiston and Portland
mpbn.net

Attachment 1
EEO Public File Report
 Covering the Period 12/1/11 to 11/30/12
 Station(s) Comprising Station Employment Unit: **Augusta / Lewiston**
(Headquarters)
(WCBB)

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Total Interviewed	Recruitment Source of Interviewees	Recruitment Source of Hired Employee
1	President & CEO	8	B: Referral 3 H: Maine Sunday Telegram 1 N: Current Newspaper 1 Q: Livingston Associates Web site 2 U: CPB Jobline 1	Q: Livingston Associates Web site
2	Vice President of Administration & CFO	7	B: Referral 4 O: Chronicle of Philanthropy 1 Q: Livingston Associates Web site 1 U: CPB Jobline 1	O: Chronicle of Philanthropy
3	Director of Marketing & Public Relations	17	B: Referral 9 F: MPBN Web site 4 K: MANP 3 U: CPB Jobline 1	B: Referral
4	News Producer	5	B: Referral 3 E: Former Employee 1 F: MPBN Web site 1	E: Former Employee
5	Major Gifts Administrative Assistant	4	K: MANP 4	K: MANP

Total Number of Persons Interviewed During Applicable Period – 41

Please see Attachment 2 for additional information concerning recruitment sources used for these vacancies.

Attachment 2
EEO Public File Report
Covering the Period 12/1/11 to 11/30/12
Station(s) Comprising Station Employment Unit: **Augusta / Lewiston**
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Section 2: Master Recruitment Source List

	Recruitment Source Information	Total Number of Interviewees Provided by Source During This Period (if any)	Full-Time Positions For Which This Source Was Utilized
A	Internal Posting		3, 4, 5
B	Referral	19	1, 2, 3, 4, 5
C	Walk-In Job Seeker		1, 2, 3, 4, 5
D	Previous Applicant		1, 2, 3, 4, 5
E	Former Employee	1	1, 2, 3, 4, 5
F	Maine Public Broadcasting Network Web site – http://www.mpbn.net	5	1, 2, 3, 4, 5
G	Bangor Daily News http://www.bangordailynews.com		1, 2
H	Maine Sunday Telegram http://www.mainesundaytelegram.com	1	1, 2
I	Lewiston Sun Journal http://www.sunjournal.com		1, 2
J	Jobs in Maine Web site http://www.jobsinmaine.com		3, 4, 5

K	<p>Maine Association of Nonprofits (MANP) Lydia Badger Membership Coordinator MANP 565 Congress St., Ste 301 Portland, ME 04101 207/871-1885 http://www.manp.org</p>	7	2, 3, 4, 5
L	<p>Assn of Fundraising Professionals of Northern New England 14 Riverdale Ave Dover, NH 03820 603/742-3144 donna@dssadmin.com</p>		5
M	<p>Career Center Lewis R. Bradford lewis.r.bradford@maine.gov 45 Oak St., Ste 3 Bangor, ME 04401-7902 888/828-0568 207/561-4066, fax</p>		3, 4, 5
N	<p>Current Newspaper http://www.current.org</p>	1	1, 2
O	<p>Chronicle of Philanthropy http://philanthropy.com/section/Jobs/224/</p>	1	1, 2
P	<p>CEO Update http://www.eoupdate.com/employers/</p>		1, 2
Q	<p>Livingston Associates http://www.livingstonassociates.net</p>	3	1, 2
R	<p>National Educational Telecommunications Association (NETA) http://www.netaonline.org/jobs.htm</p>		1, 2
S	<p>Public Broadcasting Management Association (PBMA) http://www.pbma.org/jobs.htm</p>		1, 2, 3, 4, 5

T	Development Exchange, Inc. (DEI) http://www.deiworksite.org/job-line		1, 2
U	Corporation for Public Broadcasting Web site http://www.cpb.org/jobline	3	1, 2, 3, 4, 5
V	PBS Connect (Public Broadcasting Service internal Web posting) https://secure.connect.pbs.org/wb/default.asp?action=10&fid=51		3, 4, 5
W	National Alliance of State Broadcasters Associations Web site Suzanne D. Goucher (suzanne@mab.org) Executive Director The Maine Association of Broadcasters 128 State St, Ste 301 Augusta, ME 04330 207/623-3870 207/621-0858, fax		3, 4, 5
The following organizations requested and received notification of job openings.			
AA	Claudette Moore, Employment Specialist (cmoore@creativeworksystems.com) Creative Work Systems 229 Lisbon St Lewiston, ME 04240 207/795-6737		1, 2, 3, 4, 5
BB	Robin Weymouth (rporter_2@msn.com) Katahdin Region Coordinator Women, Work and Community 28 Balsam Dr Millinocket, ME 04462 207/723-9331		1, 2, 3, 4, 5
CC	Faye Ivers (faye.ivers@maine.gov) ASPIRE 396 Griffin Rd Bangor, ME 04401-3002 207/561-4174		1, 2, 3, 4, 5

DD	<p>Patricia A. Kimball (pkimball@wellspringsa.org) Executive Director Wellspring, Inc. 51 Broadway Bangor, ME 04401 207/941-1612</p>		1, 2, 3, 4, 5
EE	<p>Beverly Bayer (bayerl@maine.edu) Student Services Coordinator University College at Thomaston 42 Main St Thomaston, ME 04861 800/286-1594</p>		1, 2, 3, 4, 5
FF	<p>Nancy Burns (nburns@emcc.edu) Eastern Maine Community College 354 Hogan Rd Bangor, ME 04401 207/974-4604</p>		1, 2, 3, 4, 5
GG	<p>Tammy Nelson (tnelson@nmcc.edu) Career Counselor Northern Maine Community College 33 Edgemont Dr Presque Isle, ME 04769 207/768-2747</p>		1, 2, 3, 4, 5
HH	<p>Tina Erskine (terskine@wccc.me.edu) Executive Associate / HR Coordinator Washington County Community College One College Dr Calais, ME 04619 207/454-1002 207/454-1017, fax</p>		1, 2, 3, 4, 5
II	<p>Jessica Gagne (jgagne@yccc.edu) Assistant Dean of Students York County Community College 112 College Dr Wells, ME 04090-5341 207/646-9282, Ext 302</p>		1, 2, 3, 4, 5
JJ	<p>Dale A Ruopp, MSW, CRC (Dale.A.Ruopp@Maine.gov) Casework Supervisor, Dept of Labor Division of Vocational Rehabilitation 45 Oak St, Ste 1 Bangor, ME 04401 207/561-4012 207/561-4027, fax</p>		1, 2, 3, 4, 5

KK	<p>Maureen Bernabei (mbernabei@ginne.org) Manager of Employment Services Goodwill Industries of Northern New England 353 Cumberland Ave Portland, ME 04101 207/761-8455</p>		1, 2, 3, 4, 5
LL	<p>W. Owen Wood (wwood@smccme.edu) Facilities Coordinator, Communications Dept Southern Maine Community College 2 Fort Rd S Portland, ME 04106 207/741-5581</p>		1, 2, 3, 4, 5
MM	<p>Kate Sibole (ksibole@smccme.edu) Chair, Communications New Media Department Southern Maine Community College 2 Fort Rd S Portland, ME 04106 207/741-5581</p>		1, 2, 3, 4, 5
NN	<p>Sharon Bannon (sbannon@smccme.edu) Director, Career Center Southern Maine Community College 2 Fort Rd S Portland, ME 04106 207/741-5581</p>		1, 2, 3, 4, 5
OO	<p>Barbara DeVaney (devaney@umpi.maine.edu) University of Maine at Presque Isle 181 Main St Presque Isle, ME 04769-2888 207/768-9750 207/768-9617, fax</p>		1, 2, 3, 4, 5
PP	<p>Bill Devine (bill@nescom.edu) Placement Director New England School of Communications 1 College Circle Bangor, ME 04401 207/941-7176</p>		1, 2, 3, 4, 5
QQ	<p>Tom Novak (tnovak@sjcme.edu) Director, Career Services Center Saint Joseph's College of Maine 278 Whites Bridge Rd Standish, ME 04084-5263 207/893-6637 207/893-6638, fax</p>		1, 2, 3, 4, 5

RR	<p>Sandra M. Jorgensen, Ed.D M.H.R.T./C. (workchoices@sacoriver.net) Employment Consultant WorkChoices PO Box 241 Waterboro, ME 04087 207/247-4770</p>		1, 2, 3, 4, 5
SS	<p>Elizabeth Greason (egreason@ccmaine.org) Employment Case Mgr., Refugee & Immigration Svcs Catholic Charities of Maine 250 Anderson St Portland, ME 04101 207/523-2709</p>		1, 2, 3, 4, 5
TT	<p>Rich Grant (careerdir@thomas.edu) Director of Career Services Thomas College 180 West River Rd Waterville, ME 04901 207/859-1106</p>		1, 2, 3, 4, 5

Total Number of Persons Interviewed During Applicable Period - 41

Attachment 3
EEO Public File Report
Covering the Period 12/1/11 to 11/30/12
Station(s) Comprising Station Employment Unit: **Augusta / Lewiston**
(Headquarters)
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Section 3: Prong 3 Outreach Initiatives

**Establishment of an internship program to assist students
in acquiring skills needed for broadcast employment:**

March 12 through July 30, 2012, a recent graduate of the University of Texas-Austin interned in our News & Public Affairs department learning the craft of radio news writing and audio production. He wrote and produced several newscast spots, gathered and edited audio, and filed a spot for National Public Radio. On the termination of this internship, and on a scholarship sponsored by Goethe-Institut and a German public radio group, the Media Authority of North Rhine-Westphalia (LFM), he traveled to Germany for a three month internship at a German radio station.

A recent graduate of the University of Vermont interned in our Television operation for a period of two months from June 12 through August 9, 2012. This student participated in all aspects of production from paperwork to scouting and sizing up locations, to studio camera work, editing, research, and she learned how to effectively conduct interviews. In addition, she spent a good deal of time on our Community Films project searching for independent film makers' products and projects.

Bringing the 2012 Election Year to its ultimate conclusion, MPBN Television aired two live political debates, both one hour in length -- on October 25 the Second Congressional District candidates debate, and on November 1, the Maine Senate race candidates debate. The production of these debates depended heavily on the assistance of students in the New England School of Communications (NESCom) at Husson University in Bangor. NESCom students participated with MPBN's Director of Media Production Services and his staff in planning meetings, pre-production meetings, and managed set, lighting and audio aspects of the production. Engineering was a shared responsibility, while MPBN supplied the cameras and camera operators.

A significant part of this two live debates partnership is that not only did MPBN receive assistance from the students of NESCom, but, in turn, MPBN's commitment to the students was to work with them in every role to instruct on how and why certain techniques are employed with appropriate demonstration of desired techniques versus those of lesser value.

On Sunday, November 18, 2012, NESCom students again partnered with MPBN Television staff, led by our Director of Media Production Services, to record a high-end Christmas Show production with a live audience. It is believed this production is the largest ever produced in the State of Maine. The program was edited in various ways and lengths for air in several ways during MPBN holiday and pledge season, as well as cut for air on a local commercial station as well. Approximately 36 students from NESCom participated in this effort and had the project incorporated into their curriculum.

The students were primarily responsible for the set, lighting and audio. The production trucks and other equipment of MPBN and NESCom were employed, NESCom's with student staff. In addition, half of the camera operators were NESCom students.

In the instances of the two political debates and the Christmas Show, the broadcasting students of NESCom would otherwise not have had student opportunity to participate in such large and high-end productions, with significant instruction from professionals in the jobs for which they are training.

**Establishment of an internship program to assist members of
of the community in acquiring skills needed for broadcast employment:**

A new radio call-in program went on the air at the start of this reporting year. Maine Calling airs at least three times a week and is 45 minutes in length. Subject matter and guests vary widely and require significant coordination and scheduling by our employee producer and the services of three non-employees who help produce the program by pitching ideas, pre-interview guests, write promo copy, answer listener phone calls during the show, and assisting with the programs' social media activity, all of which provides them with significant exposure to various jobs and careers in the radio broadcast business.

**Listing of each upper-level category opening in a job bank or newsletter
of media trade groups whose membership includes
substantial participation of women and minorities:**

The employment openings for the Augusta / Lewiston SEU were listed on the Web sites of:

1. The National Alliance of State Broadcasters Associations at “CareerPage”, the National Broadcast Job Bank.
2. The Corporation of Public Broadcasting at “Jobline”, for jobs in public broadcasting.
3. “Jobs in Maine” which includes an organizational profile of MPBN.
4. Maine Public Broadcasting at “About Us / Careers at MPBN”.
5. PBSConnect, which is the Web site for the Public Broadcasting Service.

Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting:

In February and May 2012, our Television Production Coordinator along with several other staff members conducted television studio and control room tours to area Cub Scout packs totaling 15 children (ranging from first through fourth grades) and 14 adults to help the children gather background information on broadcasting techniques and jobs toward earning their scouting communications badge.

MPBN’s Director of Media Production Services, a Marketing & Communications Producer, and a Radio News Producer spent two hours judging and critiquing a national video competition for secondary and post-secondary schools for Skills USA and hosted by the United Technology Center in Bangor in March 2012.

On May 29, 2012, MPBN’s Director of Operations (Television) and our Director of Media Production Services spoke to a group of 20 students in a communications class at Hampden Academy about jobs and career opportunities in the broadcast industry.

Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

MPBN’s Director of Human Resources routinely reviews a corporate document of tips on how to conduct fair and consistent interviews and, most importantly, a list of 17 topic areas to avoid that could lead to discrimination. This review is done on a one-to-one basis with each hiring manager.

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

The Maine Public Broadcasting Network continues the process of formalizing and refining training programs for all employees to enhance, refine, and acquire skills that could lead them to higher level positions. These opportunities range from training on specific software programs to new practices in the field of journalism to development of management skills necessary to manage employees and volunteers and to assist in their promotion ability. Additionally, a specific fund has been established to allow continued development of all MPBN staff. All employees are required to pursue at least one developmental opportunity annually.

MPBN promoted eight employees this year as follows: six employees in membership were promoted in a re-organization of the department. One of the six, a female manager was promoted to director of the department. A second female was promoted into a managerial position, and one female had significant responsibilities added to her position and job description as did three males in membership who were also promoted. In addition, one female moved from a fundraising area to a position on the Web team with increased responsibility. In the news and public affairs area one female was promoted from a host / producer position to executive producer / host.

The Maine Public Broadcasting Network is committed to engaging in education of the community we serve as to the types of jobs available at broadcast stations, the training and qualifications required for such jobs, and the ways in which people can find out about and apply for broadcast openings as demonstrated by the information provided above. An additional layer of our commitment is that our Vice President and Chief Technology Officer teaches at least one course annually to students at the New England School of Communications (NESCom). In the course Stage Wiring, he teaches basic electronics, magnetism and wiring basics, both audio and electrical. In addition, our Director of Operations teaches two three-credit courses annually to NESCom students, Introduction to Media and Media Law and Regulation. And, finally, MPBN's Director of Media Production Services serves on the Advisory Board of the Hancock County Technical Center with specific interest in the school's Media Communications program.