



Maine Public Broadcasting Network

1450 Lisbon Street, Lewiston, Maine 04240-3595 · 800-884-1717 · 207-783-9101 · Fax 207-783-5193

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, 2008 to and including November 30, 2009 (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. 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 12/1/08 to 11/30/09
 Station(s) Comprising Station Employment Unit: **Augusta / Lewiston**
(Headquarters)

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Total Interviewed	Recruitment Source of Interviewees	Recruitment Source of Hired Employee
1	Major Gifts & Planned Giving Officer	12	E: MPBN Web Site – 4 G: ME Assn of Nonprofits Web Site – 2 M: AFP-NNE – 2 F: JobsinMaine.com – 1 B: Referral – 3	AFP-NNE
2	Director of Internal Technology Systems	3	N: MESDA Web Site – 1 B: Referral – 1 A: Internal Posting – 1	Referral
3	Web Producer	6	I: Craigslist.com – 1 H: Career Center – 1 G: ME Assn of Nonprofits Web Site – 1 E: MPBN Web Site – 1 N: MESDA Web Site – 1 F: JobsinMaine.com – 1	Craigslist.com

Total Number of Persons Interviewed During Applicable Period – 21

Attachment 2
EEO Public File Report
Covering the Period 12/1/08 to 11/30/09
Station(s) Comprising Station Employment Unit: **Augusta / Lewiston**
(Headquarters)
(WCBB)

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
	Internal Posting		
A	Employee Referral	1	1, 2, 3
B	Walk-In Job Seeker	4	1, 2, 3
C	Previous Applicant		1, 2, 3
D	Maine Public Broadcasting Network Web site – http://www.mpbn.net	5	1, 2, 3
E	Jobs in Maine Web site http://www.jobsinmaine.com	2	1, 2, 3
F	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	3	1, 2, 3
G	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	1	1, 2, 3
H	Craig's List Susan MacTavish Best http://www.craigslist.org/accounts/login	1	1, 2, 3
I			

J	Corporation for Public Broadcasting Web site http://www.cpb.org/jobline		1, 2, 3
K	PBS Connect (Public Broadcasting Service internal Web posting) https://secure.connect.pbs.org/wb/default.asp?action=10&fid=51		1, 2, 3
L	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		1, 2, 3
M	Donna Rinaldi (afpnne@choiceonemail.com) Administrator Association of Fundraising Professionals Northern New England Chapter (AFP-NNE) 6 Dover Point Rd, Ste B Dover, NH 03820 603/742-1971 603.742-7347, fax	2	1
N	Joe Kumiszczka (joe@techmaine.com) Technology Association of Maine (MESDA) 506 Main St Westbrook, ME 04092 207/857-3003, Ext 101 207/857-3029, fax	2	2, 3
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
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

CC	Beverly Bayer (bayer@maine.edu) Student Services Coordinator University College at Thomaston 42 Main St Thomaston, ME 04861 800/286-1594		1, 2, 3
DD	Faye Ivers (faye.ivers@maine.gov) ASPIRE 396 Griffin Rd Bangor, ME 04401-3002 207/561-4174		1, 2, 3
EE	Patricia A. Kimball (pkimball@wellspringsa.org) Executive Director Wellspring, Inc. 51 Broadway Bangor, ME 04401 207/941-1612		1, 2, 3
FF	Hillary Verrill (hverrill@bates.edu) Career Services Bates College 31 Frye St Lewiston, ME 04240 207/786-6399 207/786-6126,fax		1, 2, 3
GG	Nancy Burns (nburns@emcc.edu) Eastern Maine Community College 354 Hogan Rd Bangor, ME 04401 207/974-4604		1, 2, 3
HH	Tammy Nelson (tnelson@nmcc.edu) Career Counselor Northern Maine Community College 33 Edgemont Dr Presque Isle, ME 04769 207/768-2747		1, 2, 3
II	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		1, 2, 3

JJ	Debra A. Dumond (ddumond@yccc.edu) Assistant Dean of Students York County Community College 112 College Dr Wells, ME 04090-5341 207/646-9282, Ext 302		1, 2, 3
KK	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		1, 2, 3
LL	Carlene Miller (pinedu@penobscotnation.org) Dept of Education & Career Services Penobscot Nation 6 River Rd Indian Island, ME 04468 207/827-7776		1, 2, 3
MM	Maureen Bernabei (mbernabei@ginne.org) Manager of Employment Services Goodwill Industries of Northern New England 353 Cumberland Ave Portland, ME 04101 207/761-8455		1, 2, 3
NN	Wayne Woodbury (wwoodbury@smccme.edu) Facilities Coordinator, Communications Dept Southern Maine Community College 2 Fort Rd S Portland, ME 04106 207/741-5581		1, 2, 3
OO	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		1, 2, 3
PP	Bill Devine (bill@nescom.edu) Placement Director New England School of Communications 1 College Circle Bangor, ME 04401 207/941-7176		1, 2, 3

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
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

Total Number of Persons Interviewed During Applicable Period

21

Attachment 3
EEO Public File Report
Covering the Period 12/1/08 to 11/30/09
Station(s) Comprising Station Employment Unit: **Augusta / Lewiston**
(Headquarters)
(WCBB)

Section 3: Prong 3 Outreach Initiatives

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

A Tufts University student entering his senior year completed a full-time, unpaid, seven-week internship with the MPBN Web Team during the summer months of 2009. This internship focused on posting news and other content updates to the MPBN Web site each day covering the areas of radio, television, "Experience" magazine and the mpbn.net lifelong learning service. The intern also participated in capturing audio at special on- and off-site events promoting MPBN and its goals. This internship supported the Augusta / Lewiston, Bangor and Portland SEUs.

A student from the University of Southern Maine completed a 14-hour per week, unpaid internship in the News & Public Affairs Department, participating in daily radio and periodic television news operations making telephone calls and collecting information on audio for news reporting purposes. This internship supported the Augusta / Lewiston, Bangor and Portland SEUs.

Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

A recent graduate of the University of Edinburgh completed a seven-week internship in the fundraising area of the organization concentrating on a quick study of the radio, television, Internet and education aspects of our business in order to develop a case statement for a planned capital fundraising campaign to support our not-for-profit organization. This internship supported the Augusta / Lewiston, Bangor and Portland SEUs.

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:

Representing the Augusta / Lewiston, Bangor and Portland SEUs our Director of News & Public Affairs, on March 19, 2009, hosted two students from Southern Maine Community College in a job shadow of his duties with radio, television, and new media production as the primary focus.

On March 20, 2009, our Director of News & Public Affairs spoke to 13 students in broadcasting at the SALT Institute for Documentary Studies about the process of radio and television news and public affairs story development. This event represented the Augusta / Lewiston, Bangor and Portland SEUs.

On May 9, 2009, our Media Production Services Manager hosted a student and teacher from the Islesboro Central School in a day-long job shadow of his duties including a tour of the Bangor facility. This activity represented the Augusta / Lewiston and Bangor SEUs.

On June 8, 2009, our Senior Vice President and Chief Technology Officer along with our Broadcast Facilities Manager provided a facility tour to 80 third, fourth and fifth grades from Corinth Elementary School. The tour lasted about two hours and focused on broadcast operations and the equipment, technology and jobs required. This tour represented the Augusta / Lewiston, Bangor and Portland SEUs.

Representing the Augusta / Lewiston and Bangor SEUs our Media Production Services Manager hosted a student from Holy Cross on June 15, 2009 in a videotaping of her planned speech for a national speech contest introducing her to techniques in television production as well as acquainting her with jobs and careers in television.

On November 5, 2009 our Senior Vice President and Chief Technology Officer hosted seven New England School of Communications students in a training and demonstration of remote wiring and troubleshooting. This activity represented the Augusta / Lewiston, Bangor and Portland SEUs.

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.