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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, 2012 to and including November 30, 2013 (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, of those people who were interviewed, the number 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.

Attachment 1 EEO Public File Report

Covering the Period 12/1/12 to 11/30/13
Station(s) Comprising Station Employment Unit: Augusta / Lewiston
(Héadquarters)
(WCBB)

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Total Interviewed	Recruitment Source of Interviewees		Recruitment Source of Hired Employee
1	Director of Human Resources	10	B. Referral F. MPBN.net P. SHRM	4 1 5	B. Referral
2	Major Gifts Coordinator	2	B. Referral H. MANP	1 1	H. MANP

Total Number of Persons Interviewed During Applicable Period -12

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

Attachment 2

EEO Public File Report
Covering the Period 12/1/12 to 11/30/13
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
A	Internal Posting		1, 2
В	Referral	4	1, 2
С	Walk-In Job Seeker		1, 2
D	Previous Applicant		1,2
Е	Former Employee		1, 2
F	Maine Public Broadcasting Network Web site — http://www.mpbn.net	1	1, 2
G	Jobs in Maine Web site http://www.jobsinmaine.com	1	1, 2
Н	Maine Association of Nonprofits (MANP) Jessica Lantos Membership & Communications Manager MANP 565 Congress St., Ste 301 Portland, ME 04101 207/871-1885 http://www.manp.org	1	1, 2
Ι	Assn of Fundraising Professionals of Northern New England 14 Riverdale Ave Dover, NH 03820 603/742-3144 donna@dssadmin.com		2

J	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, 2
K	National Educational Telecommunications Association (NETA) http://www.netaonline.org/jobs.htm		1, 2
L	Public Broadcasting Management Association (PBMA) http://www.pbma.org/jobs.htm		1, 2
M	Corporation for Public Broadcasting Web site http://www.cpb.org/jobline		1, 2
N	PBS Connect (Public Broadcasting Service internal Web posting) https://secure.connect.pbs.org/wb/default.asp?action=10&fid=51		1, 2
0	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
P	Society for Human Resources Management (SHRM) jobs.shrm.org 800-283-7476 hrjobs@shrm.org	5	1
Q	Central Maine Human Resources Assn (CMHRA) Barbara Lovejoy Manager of Human Resources and Education 207/402-3339 president@cmhra.org		1
R	Human Resources Assn Southern Maine (HRASM) Lisa A. B. Noonan, President 207/797-7710 noonanl@parkdanforth.com http://hrasm.shrm.org		1
S	Planned Giving Group New England (PGGNE) www.pggne.org/indes.php/menujobpostings		2

	The following organizations requested and received	l 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
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
СС	Faye Ivers (<u>faye.ivers@maine.gov</u>) ASPIRE 396 Griffin Rd Bangor, ME 04401-3002 207/561-4174		1, 2
DD	Patricia A. Kimball (<u>pkimball@wellspringsa.org</u> Executive Director Wellspring, Inc. 51 Broadway Bangor, ME 04401 207/941-1612		1, 2
EE	Beverly Bayer (bayerl@maine.edu) Student Services Coordinator University College at Thomaston 42 Main St Thomaston, ME 04861 800/286-1594		1, 2
FF	Nancy Burns (<u>nburns@emcc.edu</u> Eastern Maine Community College 354 Hogan Rd Bangor, ME 04401 207/974-4604		1, 2
GG	Tammy Nelson (tnelson@nmcc.edu) Career Counselor Northern Maine Community College 33 Edgemont Dr Presque Isle, ME 04769 207/768-2747		1, 2

	Tina Erskine (terskine@wccc.me.edu)	
HH	Executive Associate / HR Coordinator	
	Washington County Community College	
	One College Dr	1, 2
	Calais, ME 04619	', -
	207/454-1002	
	207/454-1017, fax	
	Jessica Gagne (jgagne@yccc.edu)	
II	Assistant Dean of Students	
	York County Community College	1, 2
	112 College Dr	
	Wells, ME 04090-5341	
	207/646-92 8 2, Ext 302	
	Dale A Ruopp, MSW, CRC (<u>Dale.A.Ruopp@Maine.gov</u>)	+
JJ	Casework Supervisor, Dept of Labor	
	Division of Vocational Rehabilitation	
	45 Oak St, Ste 1	1, 2
	Bangor, ME 04401	1, 2
	207/561-4012	
	207/561-4012 207/561-4027, fax	
	207/301-4027, Tax	
	Maureen Bernabei (mbernabei@ginne.org)	
KK	Manager of Employment Services	
	Goodwill Industries of Northern New England	1, 2
	353 Cumberland Ave	
	Portland, ME 04101	
	207/761-8455	
	W. Owen Wood (wwood@smccme.edu)	
LL	Facilities Coordinator, Communications Dept	
	Southern Maine Community College	1, 2
	2 Fort Rd	
T)	S Portland, ME 04106	
	207/741-5581	
	Kate Sibole (ksibole@smccme.edu	
	Chair, Communications New Media Department	
MM	Southern Maine Community College	1, 2
	2 Fort Rd	1,2
	S Portland, ME 04106	
	207/741-5581	
	20///41-3361	
	Sharon Bannon (sbannon@smccme.edu)	
	Director, Career Center	
	Southern Maine Community College	
	2 Fort Rd	1 1 2
NN	2 FOR RU	1, 2
NN	S Portland, ME 04106	1, 2

00	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
PP	Bill Devine (bill@nescom.edu) Placement Director New England School of Communications 1 College Circle Bangor, ME 04401 207/941-7176	1, 2
QQ	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	1, 2
RR	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	1, 2
SS	Elizabeth Greason (egreason@ccmaine.org) Employment Case Mgr., Refugee & Immigration Svcs Catholic Charities of Maine 250 Anderson St Portland, ME 04101 207/523-2709	1, 2
ТТ	Rich Grant (careerdir@thomas.edu) Director of Career Services Thomas College 180 West River Rd Waterville, ME 04901 207/859-1106	1, 2

Attachment 3 EEO Public File Report

Covering the Period 12/1/12 to 11/30/13
Station(s) Comprising Station Employment Unit: Augusta / Lewiston
(Headquarters)
(WCBB)

Section 3: Prong 3 Outreach Initiatives

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

A Cape Elizabeth, Maine, graduating high school senior completed a senior project under the guidance of MPBN's Director of Marketing and Public Relations in two weeks in May 2013 spending 50 hours assisting with such varied tasks as putting together a comprehensive contact list for our press releases, learning how to write press releases, and generating ideas on a number of marketing and public relations projects. This student also shadowed our "Morning Edition" host / producer, as well as the host of our popular "Morning Classical Music" program.

MPBN hosted an intern during the summer of 2013 under the guidance of the Director of Marketing and Public Relations on a variety of marketing initiatives including writing press releases, creating listener and viewer surveys, and drafting Web copy. In addition, time was devoted to guiding and developing her skills in ideating and building consumer engagement strategies. This Brown University junior began her internship on May 14 and completed her training on August 5 spending roughly eight to 12 hours weekly in this practical setting developing skills to prepare her for a career in international public relations.

A senior at the New England School of Communications (NESCom) began a 135 hour internship in September 2013 under the direction of the MPBN Production Manager becoming familiar with various analog and digital formats, and converting archived material to digital. She also researched archived material to be used as needed when programs run shorter than the time allocated. During the internship, she spent time in television master control and experienced the merging of elements needed to broadcast MPBN content, participated in examining logs and ingesting content into servers for future airing.

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

Maine Calling, our signature call-in program, airs at least four times weekly and is an hour 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-interviewing guests, writing promo copy, answering 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.

For several months through May 2013, an intern worked in MPBN's News and Public Affairs area one day a week helping to gather tape and copy for newscasts, working on a story or two of her own, and updating the FCC ascertainment report for our primary news program, Maine Things Considered. Among the highlights of the intern's experience were such things as gathering tape from congressional candidates, learning how to secure better recordings, and developing a long-form news project.

A second intern in News and Public Affairs began in October 2013 and is spending one day a week in the same learning environment as the intern noted above, becoming familiar with and practicing the skills of the news gathering trade. Both of these interns operated under the guidance and direction of the Director of News & Public Affairs.

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 the following organizations among others:

- 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.
- 6. Maine Association of Nonprofits.

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

On January 29, 2013, MPBN's Bangor Television Studio served as host to 16 students from the New England School of Communications (NESCom) and 12 students from the James F. Doughty Middle School in Bangor. While the occasion was to announce the award of a large grant from the USDA Rural Development Agency to MPBN, students were invited to attend the announcement ceremony and take an educational tour of the facility.

During the ceremony, students learned from MPBN's Vice President for Technology and Chief Technology Officer the nuts and bolts of how a broadcast system actually works and the type of equipment that sends and receives signals across the state. A PowerPoint presentation geared to the younger students was prepared to properly engage and maintain their interest. Additional speakers detailed how rural Maine, being so distant from other major media outlets in the state, is dependent on MPBN for their only real source of news and information.

Attendees then got a first-hand look at the technology and skills needed to be radio programmers or technology specialists at a broadcast station through tours conducted by MPBN staffers. The tours included both the radio and television studios as well as hands-on demonstrations of receivers and transmitters that are the foundation of all of MPBN's signals.

On February 20 and 21, 2013, several MPBN staff members participated in a job shadow by a student from the Falmouth, Maine, Public Schools. This student spent time with an Underwriting Sales Representative, even accompanying her on a sales call, then with our Radio Operations Manager as he coordinated the technical aspects of running on-air programming and announcing breaks. The student also spent time with a News Producer and observed production of our Radio call-in program, Maine Calling, and our primary news program, Maine Things Considered.

One of our Radio News Producers spoke to 80 sixth through eighth grade middle school students at the King Middle School in Portland about news gathering, narration and voicing on March 3, 2013.

On March 20, 2013, a group of 50 students from the University of Maine "Senior College" toured our facility in Bangor including both radio and television operating areas, and engaged several staff members in an hour long question and answer session about the various areas of interest regarding radio and television broadcasting including careers in the field.

On April 2, 2013, nine members of a Lewiston, Maine, Cub Scout pack along with their parents visited and toured our Lewiston facility led by MPBN's Executive Office Manager, Videographer, and Art-Director / Producer. This was a significant hands-on experience for the scouts as they had an opportunity to film their parents on a set following a brief camera lesson on zooming, focusing and framing shots. The scouts each had a unique opportunity to experience how controls between the studio and remote truck work.

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 containing tips on how to conduct fair and consistent interviews and, most importantly, a list of 17 topic areas that, if not avoided, could create the perception of discrimination. This review is done on a one-on-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.

During the reporting period, a female was hired as the Director of Human Resources and member of the Executive Team, and the female Human Resources Representative was promoted to Human Resources Specialist with increased responsibility. In addition, MPBN promoted a female Major Gifts Officer in the fundraising department to Director of Major Gifts with four key fundraising positions reporting to her.

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 Stage Wiring and Electronic Troubleshooting annually to students at the New England School of Communications (NESCom). In addition, our Director of Operations teaches two three-credit courses annually to NESCom students, Introduction to Mass Media and Media Law and Regulation. And, MPBN's Director of Media Production Services serves on the Advisory Board of the Hancock County Technical Center with specific interest and participation in the school's Media Communications program.