



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, 2009 to and including November 30, 2010 (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 12/1/09 to 11/30/10
 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 | Director of Development: Major Gifts & Planned Giving | 18 | B: Referral – 6 E: MPBN Web Site – 2 G: MANP – 3 M: AFP-NNE – 6 N: MPBN Radio – 1 | Referral |
| 2 | Major Gifts, Foundations, & Special Events | 10 | B: Referral – 2 E: MPBN Web Site – 2 G: MANP – 3 M: AFP-NNE – 1 N: MPBN Radio – 2 | MPBN Web Site |

Total Number of Persons Interviewed During Applicable Period – 28

Attachment 2
 EEO Public File Report
 Covering the Period 12/1/09 to 11/30/10
 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 |
| B | Employee Referral | 8 | 1, 2 |
| C | Walk-In Job Seeker | | 1, 2 |
| D | Previous Applicant | | 1, 2 |
| E | Maine Public Broadcasting Network Web site – http://www.mpbn.net | 4 | 1, 2 |
| F | Jobs in Maine Web site http://www.jobsinmaine.com | | 1, 2 |
| G | 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 | 6 | 1, 2 |
| H | 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 |
| I | Craig's List Susan MacTavish Best http://www.craigslist.org/accounts/login | | 1, 2 |

| | | | |
|---|--|---|------|
| J | Corporation for Public Broadcasting Web site http://www.cpb.org/jobline | | 1, 2 |
| K | PBS Connect (Public Broadcasting Service internal Web posting) https://secure.connect.pbs.org/wb/default.asp?action=10&fid=51 | | 1, 2 |
| 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 |
| M | Donna Rinaldi (afpne@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 | 7 | 1, 2 |
| N | Charles Beck, VP, Director Radio & Television Maine Public Broadcasting Network Radio announcements re position opening 63 Texas Ave., Bangor ME 04401-4324 800/884-1717 207/942-2857, fax | 3 | 1, 2 |
| 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 |
| 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 |

| | | | |
|----|---|--|------|
| CC | Faye Ivers (faye.ivers@maine.gov) ASPIRE 396 Griffin Rd Bangor, ME 04401-3002 207/561-4174 | | 1, 2 |
| DD | Patricia A. Kimball (pkimball@wellspringsa.org) Executive Director Wellspring, Inc. 51 Broadway Bangor, ME 04401 207/941-1612 | | 1, 2 |
| EE | Hillary Verrill (hverrill@bates.edu) Career Services Bates College 31 Frye St Lewiston, ME 04240 207/786-6399 207/786-6126, fax | | 1, 2 |
| FF | Nancy Burns (nburns@emcc.edu) 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 |
| HH | 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 |
| II | 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 |

| | | | |
|----|--|--|------|
| JJ | <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 |
| KK | <p>Wayne Woodbury (wwoodbury@smccme.edu) Facilities Coordinator, Communications Dept Southern Maine Community College 2 Fort Rd S Portland, ME 04106 207/741-5581</p> | | 1, 2 |
| LL | <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 |
| MM | <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 |
| NN | <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 |
| PP | <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 |
| QQ | <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 |

Total Number of Persons Interviewed During Applicable Period

28

Attachment 3
EEO Public File Report
Covering the Period 12/1/09 to 11/30/10
Station(s) Comprising Station Employment Unit: **Augusta / Lewiston**
(Headquarters)
(WCBB)

Section 3: Prong 3 Outreach Initiatives

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. PBSCoconnect, 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:

On December 2, 2009, four high school foreign exchange students from Germany, Ukraine, Saudi Arabia, and the Philippines were given a tour of radio and television master control areas by our Lead Technical Operator. The primary purpose of the tour was to learn how public broadcast stations function in the U.S. The students learned about funding, regulation, programming decisions, U.S. broadcast speech freedoms and restrictions, technology, and training for specialized broadcast jobs and careers.

On January 5, February 23, March 9, April 14 and 15, 2010, our MPBN television production coordinator and a videographer conducted television studio and control tours to area Cub Scout packs of a total of 47 children (ranging from first through fifth grade) and 37 adults to help the children gather background information on broadcasting techniques and jobs toward earning their scouting communications badge.

Over the course of several days January 20 through February 15, 2010, a Bangor High School junior spent 13 hours job shadowing our Lead Technical Operator and our Operations Specialist with respect to various aspects of television production and television technical operations.

MPBN's "Morning Edition" producer / host / reporter gave a guest lecture on February 9, 2010 to 25 Erskine Academy students about the profession of journalism including a description of the news gathering, interviewing and researching material processes for the creation of news and public affairs stories / programs.

On February 10, 2010, MPBN's Director of Operations conducted a two and a half hour tour of MPBN's Bangor facility for a University of Maine Electronic Media Management class of 31 students. The tour included all facets of radio and television production and broadcast.

MPBN's Media Production Services Manager gave a 90-minute presentation to 60 sixth, seventh and eighth graders during a "Career Day" event on April 1, 2010 at a consolidated school district in coastal Maine. The presentation focused on working in television and highlighted several television jobs and careers.

MPBN's "Morning Edition" producer / host / reporter conducted a 90 minute session in broadcast newswriting on March 8, 2010 to 15 students from the College of the Atlantic.

On April 14, 2010, MPBN's "Morning Edition" producer / host / reporter spoke with a Cape Elizabeth High School class of 25 on the topic of media as gatekeeper of news including the impact of new media.

On April 26, 2010, MPBN's Vice President and Chief Technology Officer gave a two-hour tour of the Bangor studio to six New England School of Communications students from Husson University centering on the topic of remote audio setups and equipment used.

MPBN's Media Production Services Manager held a three-hour advisory meeting on June 1, 2010 with the Director of the Hancock Vocational School video production program in best practices in preparing students for video production careers.

On October 13, 2010, MPBN's "Morning Edition" host / producer / reporter conducted a one-hour tour and session with a University of Southern Maine class of eight broadcast journalism students on the subjects of interviewing techniques, and the field of public service programming.

On October 21, 2010, MPBN's Media Production Services Manager met for two hours with the Director of the Hancock Vocational School and other advisors to the school's video production program regarding preparing students for work in the field.

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

On January 7, 2010, MPBN's mid-level supervisory / management staff, through the initiative of the Director of Human Resources, attended a half-day workshop with facilitator Dr. George Manning, Northern Kentucky University Psychology Professor and author on "The Art of Caring Leadership". Among other topics covered was a session on attracting, recruiting and retaining the best employees.

On February 25, 2010, MPBN's management and senior management staffs attended an all day workshop with the MPBN Director of Human Resources and facilitator Dr. George Manning, Northern Kentucky University Psychology Professor and author on "The Art of Caring Leadership". The sessions covered various aspects of developing effective techniques for employee retention.

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 is in 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. Management development sessions on January 7, 2010 and February 25, 2010 with Dr. George Manning, Northern Kentucky University College Psychology Professor were designed to enable the mid-level and senior level managers at MPBN to develop the management skills necessary to qualify for them for higher level for higher level positions. 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.