

# WKIT-FM Response to request for EEO/FCC Audit

## Segment 1

The Zone Corporation: Licensee of WKIT-FM, WZON-AM, WZLO-FM

Web sites by station: [wkit@wkitfm.com](mailto:wkit@wkitfm.com)

[wzon@wzonam.com](mailto:wzon@wzonam.com)

[wzlo@wzlofm.com](mailto:wzlo@wzlofm.com)

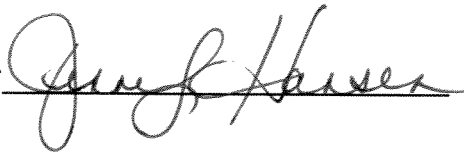
Kenneth Wood, General Manager



Howard Soule, Engineering and FCC



Jen Hansen, Human Resource Manager



Response to request for information regarding FCC/EEO Audit.

March 25, 2019

#### Section A

Please note that for the purposes of EEO rules, all stations are operated as a single employment unit. There is no differentiation between stations. A person working for WKIT is working for the Zone Corporation. Or, a person working for the Zone Corporation is working for all stations. All employees are working for the Zone Corporation and have access to all the benefits that Zone Corporation makes available. All hiring and recruitment practices apply to all individuals. Consequently, in this report, there are some instances of information repeated between stations within the employment unit.

#### Section B

As part of this showing, included are copies of advertisements, bulletins, letters, faxes, emails announcing the position for each full-time employee hired. Individual and in some cases, multiple documents are provided.

Also please note that this employment unit does not operate as a religious broadcaster and does not participate in any time brokerage with other units.

Note: To: In accordance with 73.2080©(5) and to utilize paperwork reduction,

#### Section C

Total number of interviewees for each vacancy and the referral source for each interviewee for all full-time vacancies filled during the period covered by the EEO public file reports.

The following documentation is provided: Documentation for participation in job fairs, mentoring programs and training for staff.

#### Section D

Total number of full-time employees is 12 as follows:

- 1 General Manager
- 1 Business Manager
- 1 Human Resource Director
- 1 Program Director
- 3 On Air Talent
- 1 News Reporter
- 1 Sales Manager
- 3 Sales Associate

Total population of the market is under 168,000, persons. The station is entirely located in a smaller market of the following initiatives during each two-year period beginning with the date stations in the employment are required to file renewal applications, of the second, fourth or sixth anniversaries of that date. Consequently, we believe that information presented herein or sixth anniversary

# SEXUAL AND OTHER PROHIBITED HARASSMENT AWARENESS AND PREVENTION TRAINING

May 2018

## I. Summary of Sexual Harassment

### A. Sexual Harassment is Prohibited by Law

Sexual harassment is a form of sex discrimination prohibited by federal law (Title VII of the Civil Rights Act of 1964) and state law (the Maine Human Rights Act).

Covers harassment by men against women, women against men, and same sex harassment. In the case of same sex harassment, the harassment must be because of sex and not for some other reason.

Can come from supervisors, co-workers, or even third parties.

### B. What is it?

Sexual harassment is defined as “**unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature**”, when:

Submission to or rejection of such conduct by an individual is used as the basis for employment decisions affecting such individual (quid pro quo);

Such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile, or offensive working environment (hostile work environment).

### C. What does this mean?

Quid pro quo generally means that the harasser makes someone's job better or worse depending on whether that person provides sexual favors. This can include giving someone a raise, a more favorable job description or better hours if that person consents. It can also include reducing someone's pay, not giving them a bonus they are entitled to, changing their job description to their detriment, or giving them unwanted job responsibilities if they refuse to grant the sexual favor.

Hostile work environment means the harasser creates an abusive employment setting by unreasonably interfering with the employee's work performance or creating a hostile, intimidating, or offensive work environment. This conduct has to be unwelcome and severe and pervasive. Whether or not conduct meets these conditions is viewed from the point of view of a reasonable person. Generally, the more offensive the conduct, the less it takes to be severe and pervasive.

SECTION D

**1. Verbal conduct that could be sexual harassing:**

Sexual propositions

Asking questions about someone's sex life or conduct

Using crude sexual names

Repeated requests for dates

Whistling, hooting, grunting or other inappropriate noises

**2. Physical or other non-verbal conduct that could be sexually harassing:**

Touching, grabbing or similar physical contact, including bumping, jostling, brushing by someone

Massages

Physically restraining someone

Leering or staring

Sending inappropriate notes or emails, or asking someone to view inappropriate emails or Internet sites

Taking unwelcome photographs- like with cell phone

Having posters, calendars, magazine, cards, or other materials which are sexually suggestive

Viewing sexually suggestive Internet or other computer sites

**EXAMPLES**

1. Valerie winks at John as he walks past her in the hallway. Is that sexual harassment?
2. Fred tells Sarah a joke that is sexually explicit and Sarah laughs and tells him one back. Is that sexual harassment?
3. Rob comes in to work and says his back hurts. Mary offers to give him a back rub. He accepts and she does. Is this harassment?
4. David tells Linda a sexually explicit joke. She doesn't really respond and walks away. Then the two meet as they are going down a hallway; David looks Linda up and down in an appreciative manner. She just keeps walking and doesn't say anything. Several days later, David tells Linda she looks good in her uniform. A few days later, David tells Linda he saw an article about sexual preferences and asks her what she thinks about that. Is this sexual harassment?

**D. Other forms of harassment**

The same standards discussed above are true for harassment based on any other category protected by law. This means employees cannot be harassed on the basis of religion, age, national origin, race or any other protected category.

1. An employee is from India and speaks with an accent. Fred makes fun of the way he talks and calls him names based on his culture. Is this harassment?

2. An employee turns 50 and someone leaves black balloons at his locker, puts up posters calling him an “old man”, and otherwise makes fun of his age. Is this harassment?
3. An employee you have worked with for years suddenly comes to work with some facial piercings. It seems like each week there are more and more of them. When you ask what is going on, the employee tells you she is now a member of the Church of Body Modification, and that one of their beliefs is body piercings that must remain visible at all times. You all find this unbelievable - you start to call her “metal” and similar names because of all the hardware in her face, you ask her where else she is pierced, and you make jokes about this among yourselves. Is this harassment?

**Remember:**

Even though something might not seem to offend someone, the fact is you never really know because most people won’t come right out and tell you until it builds to the point that they make a claim.

Inappropriate behavior can result in harassment of unintended victims: if someone overhears a conversations that person may have a harassment claim even though they were not part of the conversation nor were the comments directed toward them.

Even though generally insensitivity or lack of manners will not be enough to constitute sexual harassment, employees must treat each other with respect and conduct themselves in professional manner while at work.

**E. Policy and commitment**

The Zone Corporation takes all complaints, reports, and instances of harassment seriously. Violations of the policy against harassment may lead to disciplinary action including suspension or termination. Any employee who experiences sexual or other unlawful harassment, or who observes sexual or other unlawful harassment of another person, should report it immediately to Jen Hansen or Ken Wood. Any employee may also report complaints directly to the Maine Human Rights Commission, #51 State House Station, 19 Union Street Augusta, Maine 04333; Ph: (207) 624-6290 Fax: (207) 624-8729; TTY: 1.888.577.6690.

**F. Investigation**

All complaints of harassment will be investigated promptly and thoroughly. Information obtained during the investigation process will be kept as confidential as possible under the circumstances. When the investigation is complete, the person who brought the complaint and the alleged harasser will be advised of the outcome of the investigation. If an investigation results in a finding that this policy has been violated, whatever appropriate corrective action is warranted under the circumstances will be taken, which may include discipline and/or termination.

Individuals who knowingly provide false information in an investigation may also be subject to disciplinary action.

their needs. With sales14 positions. Which we like to keep as revolving as possible for the right candidate.

#### Management and Responsibilities:

Kenneth Wood: General Manager

Jen Hansen: Office Manager/ Employment Manager

Howard Soule: Director of Engineering / FCC

EEO Recruitment efforts are generally helpful in assisting  
Stations to maintain contact with employment units

FCC/EEO efforts are very effective in analyzing our  
Measures taken to examine wages, benefits, promotions  
And selection techniques, with no discriminatory effect.

### **G. Retaliation Prohibited**

The Zone Corporation prohibits retaliation against employees on the basis of good faith reports of harassment or participation in an investigation related to alleged harassment. Any employee who believes she/he has been or is being retaliated against because of a report of harassment or participation in a harassment investigation should report it immediately to Jen Hansen or Ken Wood. Any employee may also directly report complaints to the Maine Human Rights Commission, 51 State House Station, 19 Union Street, Augusta, Maine 04333; Ph: (207) 624-8729; TTY: 1.888.577.6690.



of that date. We believe that the information presented herein is accurate and meets the requirements of FCC Rules: 47 CFR & 73.2080(C-2).

#### Section E:

No pending or dissolved complaints involving the stations during the station's current license term before anybody having competent jurisdiction under federal, state, or local law, alleging unlawful jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station on the basis of race, color, religion, national origin or sex.

#### Section F:

HR Director: Responsibilities as the HR director include advising the GM and department heads on hiring and firing practices. We have regular advertisements reminding people were to send resume's and where to request information for any future possible job openings. Making sure employees contact themselves in accordance to our EEO policy. Having the proper signage in our public areas displayed, to make aware out stance on being an Equal Opportunity Employer.

#### Section G:

##### Community: Involvement

We like to be involved in the community as much as we can. Being a part of job fairs, local SHRM groups, going to statewide HR conventions, are all things we do to make sure we do our part in our community. The two-year job fair numbers were not where we wanted them to be and we are making sure to correct that problem for the future. Already this year (2019 we have attended a job fair and have two more already planned.

Section H:: Our yearly measures to examine pay from our accountants in New York. We examine our benefits yearly with our renewals. Given multiple options of price point and coverage so they can decide for themselves what works for

## **WKIT-FM, WZLO, WZON AND W252CT: Annual; EEO Public File Report Narrative**

The purpose of this EEO Public File Report is to comply with Section 73.2080(C)(6) of the FCC's 2002 EEO rule. This report has been prepared on behalf of the Station Employment unit that is comprised of the following stations: WKIT-FM, Brewer, Maine, WZLO Dover-Foxcroft WZON Bangor and W252CT Bangor and is required to be placed in the public inspection files of these stations and posted on the station's websites, if they have websites.

**The information contained in this report covers the time period beginning December 1, 2015 and including November 30, 2016**

The FCC's 2002 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 rules which should be separately identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hire 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 interviewees referred by each recruitment source utilized in connection with such vacancies and,
5. A list and brief description initiatives undertaken pursuant to the above FCC rules.

Appendices 1,2 and 3 which follow have been designed to provide the required information. Please note that the numbers listed on appendix 2 under the column entitled "Full time positions for which this source was utilized refer to the number of full time job positions listed in appendix 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 and /or over the telephone.

Licensee employees 14 full-time, 4 part-time. 5 full-time employees were lost during this reporting period due to changing business climate. Only one employee was replaced.

WKIT, WZLO, WZON and W252CT 2015-2016 Annual EEO Report

Appendix 1: Vacancy Information

Full Time Positions	Recruitment Source	Total Interviewees
Account Executive	on-air-ad	6

Appendix 2: Recruitment Source Information

Recruitment Source	Interviews this source	Position
In House notification	1	On Air Ad Exec
WKT/WZON	2	Acct Exec
Resume's on file	3	Acct Exec

Appendix 3: Supplemental Recruitment Activities Undertaken by Station

1. Management Training, Maine HR Conference
2. Management Training, Maine Worker's Com Summit
3. Opportunities in Broadcasting Media Camp
4. Job Fairs, Maine Career Center
5. Internship Program

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Licensee employees 14 full-time, 4 part-time.

## Appendix 1/2

Full time Positions	Recruitment Source	Total Interviewees	Hired
Sales Associate (1) March 2017	indeed.com	Response 3 Interviewees 3	1
Digital Media /IT July 2017	On-Air-Ad (all stations)	Response 3 Interview 1	1
Sales Associate(1) July 2017	indeed.com	Response 65 Interview 0	0
Sales Associate(1) August 2017	indeed.com	Response 16 Interview 0	0

The Zone Corporation employs 14 Full time and 4 part time people

## Appendix 3

1. Management Training: Society of Resource Management: Monthly/Yearly, J Hansen
2. Opportunities in Broadcasting: Cub Scouts, People of special needs, D. Cookson
3. Community Tours: Cub Scouts, People with special needs, J Hansen
4. Job Fairs: Maine Career Center Kpb Fair:5/8/2017, J Hansen

WZLO 34  
WZLO 5

WKIT-FM, WZLO, WZON AND W252CT, ANNUAL EE FILE REPORT NARRATIVE

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WZLO X5

WKIT-FM, WZLO, WZON and W252CT 2017-2018 Annual Report

Full Time Positions	Recruitment	Total Interviewees hired	Hired
Sales Associate (1) March 2018	Off-Air-Ad (all stations)	Response 3	2
Sales Associates (1)	off air-ad (all stations)	Respons 2	0
Sales Associates (1)	off air-ad (all stations)	response3	0

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Human Resources Director attended HR traning may 7 through may 11 in  
Rockland Maine

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WKIT  
EEO



## WKIT, WZLO, WZON and W252CT 2015-2016 Annual EEO Report

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WKIT 4

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WKIT 5

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WKIT 6