

WBIN Media Company. Inc. d/b/a Binnie Media

Portland – Rockland, Maine Employee Unit

The purpose of this HO 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:

WFNK-FM, WTHT-FM, WBQQ-FM, WHXR-FM, WBYA-FM, WBQX-FM, WLVP-AM, WLAM-AM

The information in this report covers the time period beginning December 1, 2014 to and including November 30, 2015. 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 Stations comprising the Station Employment Unit during the applicable period. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, the total number of interviewees conducted, and the recruitment source for each interviewee.
- 2 A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(s) of the FCC rules.

Job Vacancies Filled

Binnie Media

| Position # | Job Title                              | Recruitment Sources used to fill position                                        | Recruitment Source                   | Total Number of Persons Interviewed | Date Position Opened | Date Position Filled |
|------------|----------------------------------------|----------------------------------------------------------------------------------|--------------------------------------|-------------------------------------|----------------------|----------------------|
| 1          | Engineering Asst                       | Southern Maine Help Wanted<br>MAB.org                                            | Southern Maine Help Wanted           | 3                                   | 8/3/15               | 10/6/15              |
| 2          | On Air Personality                     | All Access.com, MAB.org, Internal Posting, New England School of communications  | New England School of Communications | 4                                   | 1/6/15               | 1/26/15              |
| 3          | On Air Personality/Promotions Director | All Access.com, MAB.org, Internal Posting, New England School of communications  | Employee Referral                    | 3                                   | 4/13/15              | 6/2/15               |
| 4          | On Air Personality                     | All Access.com, MAB.org, Internal Posting, New England School of communications. | Station Event – Job Fair             | 3                                   | 5/11/15              | 7/14/15              |
| 5          | Account Executive                      | Southern Maine Help Wanted, Internal Posting, Job Fair, MAB.org                  | Open                                 | 6                                   | 7/15/15              | Open                 |

| Recruitment Source                   | Number of persons interviewed from source | Number of persons hired from source |
|--------------------------------------|-------------------------------------------|-------------------------------------|
| Southern ME Help Wanted              | 11                                        | 1                                   |
| All Access                           | 2                                         | 1                                   |
| New England School of Communications | 2                                         | 1                                   |
| Job Fair                             | 5                                         | 1                                   |

| Menu Option Initiative                                                                                                            | Description                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment. | Binnie Media has set up an internship program at the radio stations in the unit. The internship program is designed to provide students with an opportunity to learn about broadcasting. Interns get hands on experience in marketing, promotions, engineering, sales, support, and live broadcasts. We hosted students from the University of Southern Maine and UNE during the reporting period. |
| Participation in events                                                                                                           | Binnie Media participated in a day long Career Day event at Portland High School on 7/15                                                                                                                                                                                                                                                                                                           |

Received notification for positions: All During the last twelve months, the station employment unit engaged in the following menu option initiatives:

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Binnie Media

Portland - Rockland , ME

Recruitment Source List

All Access

Attn: Joel Denver 28955 Pacific Coast Highway, Suite 210-5 Malibu,  
CA 90265

[www.allaccess.com](http://www.allaccess.com)

Received notification for positions: On Air

Alliance for Progress of Hispanic Americans

Attn: Nury Marquez 83 Hanover St. Manchester, NH 03101

(603) 627-5127

Received notification for positions: All

Kaplan University

Attn: Tony Hartford 901 Washington Ave. Portland, ME 04103

(207) 774-6126

Received notification for positions: All

Biddeford-Saco Chamber of Commerce

Attn: Aaron Drisko 110 Main St. Saco, ME 04072

(207) 282-1567

Received notification for positions: All

Received notification for positions: All

Bowdoin College Office of Career Services

Attn: Mary Janeway Moulton Union Building Brunswick, ME 04011

(207) 725-3717

Received notification for positions: All

Career Center/Cumberland County

Attn: Bobby Piveronas Training Resource Center 185 Lancaster St.

Portland, ME 04104

(207) 775-5891

Received notification for positions: All

Colby College, Womens Gender and Sexuality Services

Attn: Pamela Thom Colby College Waterville, ME 04901

(207) 872-3416

Received notification for positions: All

Received notification for positions: All

Katahdin Area Training and Education Center

Attn: Deb Rountree 1 Industrial Rd., Box 560 East Millinocket, ME

04430

(800) 498-8200

Received notification for positions: All

Maine Association of Broadcasters

Attn: Suzanne Goucher 128 State St. Augusta, ME 04333

(207) 623-3870

Received notification for positions: All

Maine Job Bank

Attn: Leon Ouimet Bureau of Employment Services 55 State House

Station Augusta, ME 04333

(207) 624-6390

Received notification for positions: All

New England School of Communications

One College Circle Bangor, ME 04401

(207) 941-7176

Received notification for positions: All

Portland's Regional Chamber of Commerce

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