

**EEO PUBLIC FILE REPORT**  
PORTLAND – ROCKLAND, ME EMPLOYEE UNIT  
WBIN MEDIA COMPANY, INC. dba BINNIE MEDIA

**FOR**

**WFNK-FM**

**WTHT-FM**

**WHXR-FM**

**WBQQ-FM**

**WBYA-FM**

**WBQX-FM**

**This EEO Public File Report  
Covers the Period  
December 1, 2020 – November 30, 2021**

**WFNK-FM, WTHT-FM, WHXR-FM, WBQQ-FM, WBYA-FM, WBQX-FM**

**EEO PUBLIC FILE REPORT**

**December 1, 2020 - November 30, 2021**

This EEO Public File Report is filed in Stations WFNK-FM, WTHT-FM, WHXR-FM, WBQQ-FM, WBYA-FM, WBQX-FM public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the one-year time-period ending November 30, 2021 (the "Reporting Period") for WFNK-FM, WTHT-FM, WHXR-FM, WBQQ-FM, WBYA-FM, WBQX-FM.

Sections I through III of the attached report are intended to provide the information required by the FCC's EEO Rule. Sections I and II contain the following information for each full-time vacancy:

- The vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each fulltime vacancy;
- The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- The total number of persons interviewed for each recruiting source over the Reporting Period.

Section III contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Heath Cole, at (207) 797-0780.

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**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Vacancies Filled

WFNK-FM, WTHT-FM, WHXR-FM WBQQ-FM, WBYA-FM, WBQX-FM

Position #	Job Title	Recruitment Sources used to fill position	Recruitment Source for hiree	Total number of persons interviewed	Date Position Opened	Date Position Filled
1	MARKETING CONSULTANT	On-air announcements, Maine Association of Broadcasters, Job Bank, Station Websites, and Facebook, Employee Referrals, BinnieMedia.com, Indeed, LinkedIn.	Employee Referrals	2	4/15/2021	5/6/2021
2	PROGRAM MANAGER/ON-AIR TALENT	On-air announcements, Maine Association of Broadcasters, Job Bank, Station Websites, and Facebook, Employee Referrals, Indeed, LinkedIn.	Previous Employee	3	9/17/2021	10/25/2021

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	602 Communications Graeme Newell 3339 E. Wickieup Lane Phoenix, Arizona 85050 Phone : 919-217-4438 Email : slizik@602communications.com Career Services	N	0
2	AAJA 5Th 3rd Street Suite 1108 San Francisco, California 94103 Corp Recruiter Manual Posting	N	0
3	Allies, Inc./ Maine Career Center 185 Lancaster Street Portland, Maine 04101 Phone : 207-347-3277 Will Brilliant Manual Posting	N	0
4	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
5	Broadcasting & Cable 11 West 42nd Street New York, New York Phone : 845-678-3334 Url : <a href="https://www.broadcastingcable.com/">https://www.broadcastingcable.com/</a> Michael Demenchuk Manual Posting	N	0
6	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695	N	0

	Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille		
7	Current Employee	N	0
8	Early Student Success Office P O Box 9300 Portland, Maine 04104-9300 Phone : 207-780-4040 Email : <a href="mailto:earlystudy@usm.maine.edu">earlystudy@usm.maine.edu</a> Jean Kerrigan	N	0
9	Emerson College 216 Tremont St Boston, Massachusetts 02116 Phone : 617-824-8586 Katherine Tanner Manual Posting	N	0
10	Employee Referral	N	2
11	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
12	Greater Portland CareerCenter 151 Jetport Blvd Portland, Maine 04102 Phone : (207) 882-3300 Email : <a href="mailto:portland.careercenter@maine.gov">portland.careercenter@maine.gov</a> Career Services	N	0
13	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 203-328-2691 Url : <a href="http://www.indeed.com">www.indeed.com</a> Career Services Manual Posting	N	1
14	Maine Civil Liberties Union 401 Cumberland Ave Portland, Maine 04101 Phone : 207-774-5444 Fax : 1-207-774-1103 Nina Pickering	N	0
15	Media Line PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : <a href="http://www.medialine.com">http://www.medialine.com</a> Email : <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> Mark Shilston	N	0
16	Media Match 8112 1/2 West 3 <sup>rd</sup> Street		

	Los Angeles, California 90048 Phone : 323-284-5589 Email : <a href="mailto:info@media-match.com">info@media-match.com</a> Career Services	N	0
17	MediaBistro 825 8 <sup>th</sup> Avenue 29 <sup>th</sup> Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
18	NAHJ 1050 Connecticut Ave NW 10 <sup>th</sup> Floor Washington, District of Columbia 20036 Phone : 888-281-9066 Career Services Manual Posting	N	0
19	NE School of Communications 1 College Circle Bangor, Maine 04401 Phone : 888-877-1876 Email : <a href="mailto:devineb@nescom.edu">devineb@nescom.edu</a> Bill Devine	N	0
20	New Ventures Maine 175 Main St South Portland, Maine 04106 Phone : 207-799-5025 Email : <a href="mailto:lisa.Sweet@maine.edu">lisa.Sweet@maine.edu</a> Lisa Sweet	N	0
21	NH Association of Broadcasters PO Box 5578 Manchester, New Hampshire 03108 Phone : 603-232-0277 Url : <a href="http://nhab.org/">http://nhab.org/</a> Email : <a href="mailto:tracy@nhab.org">tracy@nhab.org</a> Fax : 1-603-232-0277 Tracy Caruso	N	0
22	Portland CareerCenter, Vets Program 185 Lancaster Street Portland, Maine 04104-2453 Phone : 207-347-3244 Email : <a href="mailto:Mark.J.Cafiso@Maine.gov">Mark.J.Cafiso@Maine.gov</a> Mark Cafiso	N	0
23	Previous Employee	N	1
24	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
25	Southern Maine Comm.College 2 Fort Rd		

	South Portland, Maine 04106 Phone : 207-741-5626 Email : HR@smccME.edu Denise Reny	N	0
26	Syracuse University 900 South Crouse Ave Suite 344 Syracuse, New York 13244 Phone : 315-443-1941 Don Edwards Manual Posting	N	0
27	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0
28	WBIN Media Co. Inc. Facebook Pages/Portland/Rockland <a href="https://www.facebook.com/1075Frank">https://www.facebook.com/1075Frank</a> <a href="https://www.facebook.com/999TheWolf/">https://www.facebook.com/999TheWolf/</a> <a href="https://www.facebook.com/1063TheBone/">https://www.facebook.com/1063TheBone/</a> <a href="https://www.facebook.com/1055TheWolf">https://www.facebook.com/1055TheWolf</a> <a href="https://www.facebook.com/1069frank">https://www.facebook.com/1069frank</a>	N	0
29	WBIN Media Co. Inc. <a href="https://binniemediacom/career-opportunities/">https://binniemediacom/career-opportunities/</a> On-Air Announcements: WFNK, WTHT, WHXR, WBQQ, WBYA, WBQX	N	1
30	Work Opportunities 124 Maine St Suite 7A Brunswick, Maine 04011 Phone : 207-373-1442 Email : Careers@Workopportunities.Net. Jesus Laurelez	N	0
31	Work Opportunities Unlimited 110 Main Street Suite 1220A Saco, Maine 04072 Phone : 207-282-8864 Email : nmastrella@workopportunities.net Nick Mastrella	N	0
32	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0

<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>	<b>5</b>
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**III. RECRUITMENT INITIATIVES**

<b>Menu Option Initiative</b>	<b>Description</b>
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/job shadow program at the radio stations in the unit. The program is designed to provide students with an opportunity to learn about broadcasting. Students get hands-on experience in marketing, promotions, engineering, sales, and support.
Participation in Job Fairs by station personnel who have substantial responsibility in the making of hiring decisions.	Binnie Media participated in 4 Virtual Job Fairs hosted by the New Hampshire Association of Broadcasters in December 2020; March 2021; June 2021; and October 2021. Information about career opportunities at Binnie Media, as well as specific job requirements and contact information to apply, was included. All Binnie Media Radio Stations promoted the Job Fairs.
Participation in scholarship programs for broadcast careers.	Binnie Media participated in the 2021 New Hampshire Association of Broadcasters Student Scholarship program with a financial contribution; by running commercials on all stations to inform students of the availability of the program; and by participating in the judging of entries.
Community Outreach and Education	Binnie Media offered and hosted community groups to tour our facilities and learn about our industry. We have hosted both virtual studio tours and in-person/through CDC pandemic guidelines. A variety of local groups, Veteran's outreach, Scouts, Rotary groups, and Chamber of Commerce for the business community.