

Mainstream Media, LLC  
EEO Public File Report 2016

The purpose of this EEO Public File Report is to comply with Section 73.2080(c) (6) of the FCC's 2016 EEO rule for WHTP.

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices from Mainstream Media, LLC please provide Mainstream with the name, mailing address, email address, telephone number and contact person to send information to. You can request this information by contacting us here:

Mainstream Media, LLC  
89 Mussey Road Ste. 100  
Scarborough, ME 04074  
207-883-0615  
[hot1047@hot1047maine.com](mailto:hot1047@hot1047maine.com)

The information in this report covers the period of operation from December 1, 2015 to November 30, 2016. 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 during the applicable period.
2. For each such vacancy, the recruitment source(s) used to fill the vacancy.
3. The requirement source that referred the employee for each full-time vacancy during the applicable period and the total number of interviewees referred by each recruitment source utilized in connecting with such vacancy.
4. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(s0) of the FCC rules.

It is the policy of Mainstream Media, LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by the law in all personnel actions. As required in Section 73.2080 of the Commission's Rules, the station has participated in several different recruitment activities to ensure a broad outreach. A list and brief description of the initiatives undertaken is described below.

### Vacancy List

Job Title	Recruitment Source Used	Total Interviews	Source for Person Hired
On Air Host (1/16)	1, 2, 3, 5, 6, 7, 8, 9, 10, 11,12,13, 16, 19, 20	6	3
Account Rep (7/16)	2, 3, 5, 14, 17, 18	10	2, 17

### Recruitment Source List

Rs Number	RS information	Number of Interviews
1	All Access Attn: Joel Denver 28955 Pacific Coast Highway. Ste. 210-5 Malibu, CA 90265 <a href="http://www.allaccess.com">www.allaccess.com</a>	6
2	Craigslist.com Maine Jobs Board	4
3	Hot1047maine.com and Hot 104.7 FM (Flight Run 5x a day for 3 weeks) Hot 104.7 Facebook Page Hot 104.7 Twitter Page	2
4	Tvandradiojobs.com Job Board	0
5	Maine Job Bank <a href="mailto:joborders@maine.gov">joborders@maine.gov</a> 1-888-457-8883	0
6	<a href="http://www.GetRadioJobs.com">www.GetRadioJobs.com</a>	0
7	University of New England Career Services (Debbie) 11 Hills Beach Road Biddeford, ME 04005	0
8	University of New Hampshire Employer Outreach Durham, NH 03824	0
9	Bowdoin College Career Planning 4900 College Station Brunswick, ME 04011	0
10	Bates College	0

	Career Development Center (Karen) 53 Campus Ave. Lewiston, ME 04240	
11	Thomas College Waterville, ME 04901 Career Services (Diane) <a href="http://www.thomas.edu/careers">www.thomas.edu/careers</a>	0
12	Colby College Career Services Waterville, ME 04901	0
13	Unsolicited Outside Inquiry to WHTP – Mainstream Media	0
14	Mainstream Media Internship Program	0
15	<a href="http://www.radiodiscussions.com">www.radiodiscussions.com</a> (northeast board)	0
16	Emails to College Recruiting Services: YCCC, SMCC, USM	0
17	Linkedin.com	4
18	Monster.com	0
19	University of Southern Maine Career Development PO Box 9300 Portland, ME 04104	0
20	York County Community College Career Services 112 College Drive Wells, ME 04090	0

### Recruitment Initiatives

1. Continued an intern program created in October of 2012 designed to assist members of the community to acquire skills needed for broadcast employment.
  - a. This is an on-going program with clear description of work required, time required and room for growth and learning in all areas of station

- operation including programing, marketing, sales, live broadcasts and more.
- b. Working with several applicants from the Evangel University, University of Southern Maine, Thomas College, Colby Sawyer College, Saint Joseph's College among others under the direction of the station's Program Director, to receive School credit and the necessary skills to work in the broadcast industry.
  - c. The station had 9 interns during this period (3 more than 2015).
2. The establishment of a mentoring program for our programming staff.
    - a. This is an on-going program with the station's Program Director learning with consulting company RadioAnimal, LLC. They discussed programming philosophies with RadioAnimal's major market stations and listened and participated on music calls and programming discussions with those stations in efforts to offer the Program Director major market radio access for future growth.
    - b. The program also includes close contact with legal council Jason White on the FCC and business aspects of creating and operating the ownership company. The goal is to teach the station's Program Director operational experience for a future job beyond radio programming with the growing company.
  3. Participation in Event/Program sponsored by or on behalf of a community organization related to careers in broadcasting
    - a. Mainstream Media, LLC opens our studios and offices for those in the public interested in touring the facilities. The focus is to show those interested in a possible career or future in radio the behind the scenes of our product. Those touring have an opportunity to ask questions about the operations of the station, how to find employment opportunities with the station and meet members of our staff.
    - b. The tours are lead by the programming & on-air staff. Students from local schools as well as the Department of Vocational Services have toured the studio. In addition, we host students once a week for several hours for job shadow requests.
    - c. Mainstream Media, LLC continued the "Hot High School" program on Hot 104.7. Each week from September through early December will be dedicated to a local High School. Students from the high school will broadcast live at night with the on-air host and have the opportunity to ask questions regarding operations, operate a live radio station and meet members of the staff. Over 72 students from 18 different high schools in Maine have participated in 2016.