

Mainstream Media, LLC  
EEO Public File Report 2021

The purpose of this EEO Public File Report is to comply with Section 73.2080(c) (6) of the FCC's 2021 EEO rule for WHTP-FM.

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

[Hotradiomaine@mainstreamonline.com](mailto:Hotradiomaine@mainstreamonline.com)

The information in this report covers the period of operation from December 1, 2020 to November 30, 2021. 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)(6) 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
No Openings			

### 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>	0
2	Craigslist.com Maine Jobs Board	0
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	0
4	Tvandradijobs.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 Career Development Center (Karen) 53 Campus Ave.	0

	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	0
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
21	Indeed.com	0

### **Recruitment Initiatives**

**As with all activities, the Covid-19 national pandemic resulted in many of our initiatives to be postponed due to either state restrictions on gatherings or concern for employee safety. Station staff still held initiatives pre-Covid pandemic and then as many as possible in a virtual form after.**

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 a clear description of work required, time required and room for growth and learning in all areas of station operation including programming, marketing, sales, live broadcasts and more.
  - b. Working with several applicants from surrounding universities under the direction of the station's Program Director and Assistant Program Director, to receive School credit and the necessary skills to work in the broadcast industry.
  - c. The station resumed the internship program in the second half of 2021 as COVID restrictions loosened. Mainstream Media had 4 interns from Penn State University, Bentley, University of New England and University of Southern Maine.
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 legendary 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 corporate legal council Jason White as well as FCC legal council 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.
  - c. The station's Program Director and Assistant Program Director were also included in the station rebranding and lead the creative and marketing. Additionally, the Program Director and Assistant Program Director were part of the year's FCC and engineer filings and learned the process from creation to execution.
3. Participation in Event/Program sponsored by or on behalf of a community organization related to careers in broadcasting
  - a. Mainstream Media, LLC traditionally 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. In 2021, the station hosted the non-profit organization, Village Clubhouse and the Mainstream Media Assistant Program Director is a member of their advisory board. This year the station hosted the STRIVE fundraiser virtually via zoom and partnered with Toys for Tots for the holiday season.

4. Participation in southern Maine Job Fairs.
  - a. Mainstream Media, LLC traditionally participates in job fairs with local schools and universities.
  - b. In 2021 Mainstream Media also partnered with local businesses like Kerry Food and AC Moving to support local community job fairs and collect resumes.