

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period November 23, 2009 to November 22, 2010.

1) Employment Unit: Citadel Broadcasting - Augusta, Maine

2) Unit Members: (Stations and Communities of License): WMME, Augusta, ME  
WEBB, Waterville, ME  
WJZN, Augusta, ME  
WTVL, Waterville, ME

3) EEO Contact Information for Unit Member:

Mailing Address: Citadel Broadcasting 56 Western, Ave. Po Box 5070 Augusta, ME 04332	Telephone Number: (207) 623-4735
	Contact Person/Title: Al Perry, Market Manager
	E-mail Address: al.perry@citcomm.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.

Job Title	Recruitment Source Referring Hiree
1. Front Office Manager	On Air Commercials
2. Account Executive	Employee Referral

**WMME, WEBB, WTVL and WJZN are Equal Opportunity and Affirmative Action Employers.**

**5) Job Title: Front Office Manager (1)**

**Referral Source (s) of Hire: On Air Commercials**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Department of Employment Security	Gary Whitney	105 Elm Street Portland, ME 04101	800-593-7660	NONE	NO
American Business Women's Assoc.	Kathy Lane	PO Box 9715-171 Portland, ME 04101	800-228-0007	NONE	NO
Business & Professional Women of Portland Inc.	Darlene Junkins	52 Johnson Road Gorham, ME 04038	207-774-7781	NONE	NO
New England School of Communications	Mr. Dan Devine	1 College Circle Bangor, Maine 04401	207-947-3987	NONE	YES
Maine Commission on Women	Leslie Anderson	State House Station 93 Augusta, ME 04333	800-334-2356	NONE	NO
Maine Media Woman	Perian Haslam	118 Johnson Road Portland, ME 04102	207-774-3552	NONE	NO
The Bridge Minority News Network	Leonard Cummings	PO Box 11064 Portland Me.04104	207-772-7767	NONE	NO
University of Southern Maine	Sue Ellen Bordwell	7 College Avenue Gorham, ME 04038	207-780-4141	NONE	NO
Andover College	Gayla Snyder	901 Washington Ave Portland, ME 04103	207-774-6126	NONE	YES
NAACP	James Varner	314 South Brunswick St Old Towne, Me04468	207-827-4493	NONE	NO
Saint Joseph's College	Elizabeth Stone-Eusner	Career Services Director Windham, ME 04062	207-892-6766	NONE	NO
On Air Commercials on WMME	Citadel Broadcasting	56 Western, Ave. Po Box 5070 Augusta, ME 04332	207-623-4735	1	NO
Westbrook College	Kathryn Hutchinson	716 Stevens Ave. Portland, ME 04103	207-797-8196	NONE	NO
Employee Referral	N/A	N/A	N/A	7	NO

**Job Title: Account Executive (1)****Referral Source (s) of Hire: Employee Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Department of Employment Security	Gary Whitney	105 Elm Street Portland, ME 04101	800-593-7660	NONE	NO
American Business Women's Assoc.	Kathy Lane	PO Box 9715-171 Portland, ME 04101	800-228-0007	NONE	NO
Business & Professional Women of Portland Inc.	Darlene Junkins	52 Johnson Road Gorham, ME 04038	207-774-7781	NONE	NO
New England School of Communications	Mr. Dan Devine	1 College Circle Bangor, Maine 04401	207-947-3987	2	YES
Maine Commission on Women	Leslie Anderson	State House Station 93 Augusta, ME 04333	800-334-2356	NONE	NO
Maine Media Woman	Perian Haslam	118 Johnson Road Portland, ME 04102	207-774-3552	NONE	NO
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Saint Joseph's College	Elizabeth Stone-Eusner	Career Services Director Windham, ME 04062	207-892-6766	NONE	NO
Westbrook College	Kathryn Hutchinson	716 Stevens Ave. Portland, ME 04103	207-797-8196	NONE	NO
Kennebec Journal	Classified Advertising	Western Ave. Augusta, Maine	800-366-5601	6	NO
Capitol Weekly	Classified Advertising	295 Water st. Augusta, Maine	207-621-6000	2	NO
Employee Referral	N/A	N/A	N/A	1	NO

**6) Total # of Interviewees Referred:** For the period from Nov 23, 2009 to November 22, 2010, this Employment Unit interviewed **19** interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Maine Association of Broadcasters Web Site.**

All openings for the Employment Unit are posted on the Maine Association of Broadcasters web site, which is linked to The Career Page of the National Association of Broadcasters and the America's Job Bank a service of the U.S. Dept of Labor.

**(b) Initiative: Business-to-Business Exposition.**

The Mid Maine Chamber of Commerce Business-to-Business Exposition. This event on April 7th, 2010 was promoted by the stations in advance. The Unit staff in attendance were General Manager Al Perry, Local Sales Manager Julie Beaulieu and Operations Manager Mac Dickson. The unit's attendees spoke with job seekers about Citadel Augusta and possible job opportunities in the future, promoted the Maine Broadcasters Association Employment Web site, and discussed how to learn about open positions in broadcasting in the Maine market.

**(c) Initiative: Business-to-Business Exposition.**

The Kennebec Valley Chamber of Commerce Business-to-Business Exposition. This event on Oct 13th, 2010 was promoted by the stations in advance of the event. The Unit staff in attendance were General Manager Al Perry, Local Sales Manager Julie Beaulieu and Operations Manager Mac Dickson. The unit's attendees spoke with job seekers about Citadel Augusta and possible job opportunities in the future, promoted the Maine Broadcasters Association Employment Web site, and discussed how to learn about open positions in broadcasting in the Maine market.

**(d) Initiative: Central Maine Help Wanted.Com.**

All job openings for the Employment Unit are posted on this site, which is the most heavily promoted Help Wanted website in the Augusta/Waterville area. The Employment Unit Stations use this site to promote outreach generally.

**(e) Initiative: Internship Program - On Air (1).**

Students spend time with station employees, usually an on-air staff member, and see and learn first hand the inner-workings of how a radio station works. Interns normally spends 4 to 5 hours, beginning with observing a live shift; learning how music and traffic is put together and then merged together to form a daily schedule of everything that goes on-air; and learning everything from phone interaction with listeners to timing music intros. Questions are encouraged, and sometimes interns are even incorporated into a show. Once off-air, interns get to see how the music is selected, discussing the entire process from research to scheduling, and how news, weather and general information is gathered and presented on air. Interns spend time in production studio learning how commercials are written and produced, and learn about how account executives sell commercial time. Interns also learn about the stations' responsibility to the community and how the unit stations work with non-profit groups to publicize and promote their events.

**(f) Initiative: Internship Program - Sales (1).**

Students spend time with station employees, usually a sales staff member, and see and learn first hand the inner-workings of how a radio station works. Interns normally spends 4 to 5 hours, beginning with observing a normal days work: learning how sales and traffic is put together and then merged together to form a daily schedule of everything that goes to putting commercials on-air; phone cold calls; and interaction with clients. Questions are encouraged, as interns learn everything from research to scheduling. Interns spend time in production studio learning how commercials are written and produced, and learn how account executives sell commercial time. Interns also learn about the stations'

responsibility to the community and how the unit stations work with non-profit groups to publicize and promote their events.