

WRMO-FM
Pine Tree Broadcasting, LLC
2015 Annual EEO Public File Report

The purpose of this EEO Public File Report (“Annual EEO Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach activities conducted by WRMO-FM, licensed to Milbridge, Maine.

Organizations that distribute information about employment opportunities to job seekers or refers job seekers to employers may request Pine Tree Broadcasting, LLC to provide them with job vacancy notices for WRMO-FM. Such requests must include the organization’s name, mailing address, email address, if applicable, telephone number and contact person, and identify the category or categories of the job openings for which it requests notices. Requests should be directed to: Human Resources, WRMO-FM, 93 Cottage Street, STE 101, Bar Harbor, ME 04609.

It is the policy of Pine Tree Broadcasting, LLC d/b/a WRMO-FM to provide equal employment opportunities to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personal actions.

The information in this report covers the time period beginning October 1, 2014 to, and including, September 30, 2015 (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

1. A list of all full-time vacancies filled by WRMO-FM during the Applicable Period, identified by job title;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

The following report provides the required information, and summarizes WRMO’s EEO efforts during the Applicable Period. This Annual Report has been placed in the WRMO public file, and posted on the WRMO website, in accordance with the FCC’s EEO Rules.

I. Vacancy List

Job Title	Recruitment Sources ("RS")	RS Referring
Account Executive (1)	1, 2, 3	11
Account Executive (2)	1, 2, 3	11
Operations Assistant	1, 2, 3	2
Chief Revenue Officer	1, 2, 3, 6, 9	1
Account Executive (3)	1, 2, 3	2
Account Executive (4)	1, 2, 3, 4, 5	5
Account Executive (5)	1, 2, 3	10
Account Executive (6)	1, 2, 3, 4, 5	5
General Manager	1, 2, 3, 8, 9	11
Account Executive (7)	1, 2, 3, 4	11
Account Executive (8)	1, 2, 3, 4	12
Account Executive (9)	1, 2, 3, 4, 7	12

II. Recruitment Sources ("RS")

RS No.	RS Information	Did Source Request Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12 month period
1	EasternMaineHelpWanted.com Sarah Marrie, Ext. 9397 11 Abrams Road Central Valley, NY 10917 800-365-8630	No	2
2	WRMO On Air Recruitment	No	3
3	WRMO Website www.937thewave.com	No	
4	WRMO Facebook Page	No	
5	Hancock County Spring Job Fair The Mill Mall 248 State Street Ellsworth, ME 04605	No	2
6	CareerPage.org Maine Association of Broadcasters 69 Sewall Street, STE 2 Augusta, ME 04330	No	
7	Indeed.com 7501 North Capital of Texas Highway, BLD B Austin, TX 78731 800-462-5842	No	
8	JobsInME.com Jennifer Plummer PO Box 604 Westbrook, ME 04098 877-374-1088	No	

9	All Access Joel Denver 28955 Pacific Coast Highway, STE 210-5 Malibu, CA 90265 www.allaccess.com	No	
10	New England School of Communications Ben Haskell 1 College Circle Bangor, ME 04401 207-941-7176	No	1
11	Employee Referral	No	6
12	Word of Mouth Referral	No	2
TOTAL INTERVIEWS OVER REPORTING PERIOD			16

III. Recruitment Initiatives

No.	Type of Recruitment Initiative	Brief Description of Activity
1	Participation in a Job Fair.	On March 18, 2015, WRMO participated in and did a live broadcast from the Maine Department of Labor Hancock County Spring Job Fair at the Mill Mall in Ellsworth. Our participation was to help educate attendees on job opportunities in broadcasting and with WRMO. The fair was attended by the station's General Manager and News Reporter.
2	Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.	WRMO is a member of the Maine Association of Broadcasters that provides funding of numerous scholarship grants made to Maine colleges and universities each year.
3	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	WRMO provides training to current employees involved in the traffic, sales and programming departments which enable them to gain specific skills needed for promotion.
4	Participation in job banks, internet programs, and other programs designed to promote outreach generally.	WRMO is an active member of the Bar Harbor Chamber of Commerce and Ellsworth Chamber of Commerce.
5	Participation in other activities designed by the station reasonably calculated to further the goal of dissemination of information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	WRMO job openings are advertised on the air when job opportunities at the station are available. These announcements are also posted on the station website.