

WBIN Media Company, Inc. dba Binnie Media

CONCORD – LACONIA – WEST LEBANON, NH EMPLOYEE UNIT

The purpose of this EEO Public File Report is to comply with Section 73.2080(c) (6) of the FCC's 2002 EEO rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

WJYY, WNHW, WNNH, WLNH, WEMJ, WXLF, WZLF

The information in this report covers the time period beginning December 1, 2017 to and including November 30, 2018. The FCC's 2002 EEO Rule requires that this report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the applicable period. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, the total number of interviewees conducted, and the recruitment source for each interviewee.
2. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(s) of the FCC rules.

Job Vacancies Filled

Concord - Lakes - West Lebanon, NH

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	Account Executive	On air announcements, New Hampshire Association of Broadcasters Job Bank, Station Websites and Facebook, Employee Referrals, Indeed	On Air Announcemnt	12	3/1/2018	3/21/2018
2	Account Executive	On air announcements, New Hampshire Association of Broadcasters Job Bank, Station Websites and Facebook, Employee Referrals, Indeed	Referral	12	3/1/2018	8/27/2018
3	Account Executive	On air announcements, New Hampshire Association of Broadcasters Job Bank, Station Websites and Facebook, Employee Referrals, Indeed	On Air Announcemnt	12	3/1/2018	6/14/2018
4	Account Executive	On air announcements, New Hampshire Association of Broadcasters Job Bank, Station Websites and Facebook, Employee Referrals, Indeed	Indeed	12	3/1/2018	7/30/2018
5	Account Executive	On air announcements, New Hampshire Association of Broadcasters Job Bank, Station Websites and Facebook, Employee Referrals, Indeed	On Air Announcemnt	12	3/1/2018	5/14/2018
6	National Sales Manager	Employee Referral	Referral	1	4/20/2018	4/30/2018
7	Promotions Assistant	On air announcements, New Hampshire Association of Broadcasters Job Bank, Station Websites, Employee Referrals, Industry Websites, Internal Posting	Internal	4	8/15/2018	9/2/2018
8	Administrative Assistant/Front Desk	LinkedIn, New Hampshire Association of Broadcasters Job Bank, Internal Posting, Indeed	Indeed	5	8/13/2018	8/22/2018

During the previous 12 months, there were a total of 22 people interviewed for vacancies for full-time positions at the radio stations in the unit. The following is a list of the total number of interviewees referred by each recruitment source shown.

Recruitment Source	Number of persons interviewed from source	Number of persons hired from source
Referral/In House	5	3
Station Websites	0	0
Indeed.com	8	2
On Air Radio Ads	6	3
LinkedIn	2	0
All Access	1	0

Binnie Media
Concord-Lakes Region-West Lebanon, NH
Recruitment Source List

New Hampshire Association of Broadcasters Job Bank
Tracy Caruso
www.nhab.org

Binnie Media Radio Station Websites and Facebook Pages
www.wjyy.com
www.wlnh.com
www.953thewolf.com
www.933thewolf.com
www.nh1.com

On Air Announcements – Binnie Media Radio Stations
WLNH 98.3
WJYY 105.5
WNNH 99.1
WNHW 93.3
WXLF 95.3
WZLF 107.1
WEMJ 1490AM

LinkedIn
Online submission

Indeed.com
Online submission

Allaccess.com
Online submission

Internal Job Postings and Employee Referrals

During the last twelve months, the station employment unit engaged in the following menu option initiatives:

Menu Option Initiative	Description
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. In 2018 we hosted a Job Shadow with students from Pembroke Academy.
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 2017; March 2018; June 2018; and September 2018. 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 2018 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 regularly hosts community groups to tour our facilities and learn about our industry. We have hosted Scouts, Rotary groups, as well as hosted Chamber of Commerce After Hours events in several facilities for the business community.