

WABK-FM, WQSK-FM, WVQM-FM, WMCM-FM, WQSS-FM, WVOM-AM, WTOS-FM

125 Community Drive, Ste. 201
Augusta, Maine 04330
207-623-9000

EEO Public File Report

December 1, 2019 – November 30, 2020

Blueberry Broadcasting LLC is an Equal Opportunity Employer

Full Time Job Vacancies/Interviewee Data

Position	Job Title	Date Filled	Total # of People Interviewed	Source which Referred Interviewee	No. of Interviewees Per Source	Hiree Referral Source
1.	Traffic Director	6/18/20	2	Number 1 from Attachment A- All listed were notified of the opening	2 Number 1 Radio Stations	Number 1 from Attachment A- All listed were notified of the opening
2.	Account Executive	10/12/20	1	Number 1 from Attachment A-All listed were notified of the opening	1 Number 1 Radio Stations	Number 1 from Attachment A- All listed were notified of the opening

Total number of interviewees for all full time positions: 3

There is attached hereto a list of the recruitment sources utilized by the station and total number of number of interviewees referred by each recruitment source. (Attachment A)

There is also attached hereto a narrative description of the station's Supplement EEO Outreach Activities (Attachment B).

Notice: Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request Blueberry Broadcasting LLC to provide them with information about full-time openings at the station. Such requests must include the organization's name, mailing address, e-mail address if applicable, telephone number and contact person, and identify the category or categories of job openings for which it requests notices. Requests should be directed to Jack O'Brien 125 Community Drive, Suite 201, Augusta, ME 04330. Blueberry Broadcasting LLC is an Equal Opportunity Employer.

Attachment A

List of Recruitment Sources and Total Number Interviewees Referred By Each Recruitment Source

No	Source	Contact	Address	Telephone	Total No. of Interviewees Referred
1	Blueberry Broadcasting Radio Stations	Jack O'Brien	125 Community Drive, Suite 201 Augusta, ME 04330	207.623.9000 ext. 112	3
2	Eastern Maine Development Corporation	Angela Oechsle	45 Oak St. Suite 4 Bangor, Maine 04401	207-561-4001	0
3	Urban League		88 Warren Street Roxbury, MA 02119	617.442.4519	0
4	Maine Association of Broadcasters	Suzanne Goucher Suzanne@mab.org	69 Sewall Street Suite 2 Augusta, ME 04330	207.623.3870	0
5	New England School of Communications	Mark Nason nasonm@husson.edu	One College Circle Bangor, ME 04401	207.941.7176 Fax 207.947.3987	0
6	Husson University		One College Circle Bangor, ME 04401	207.941.7000 Fax 207.947.3987	0
7	The University of Maine Orono Campus	Patty Counihan jeankatz@maine.edu	5748 Memorial Union Orono, ME 04469-5748	207.581.1359 Fax 207.581.3003	0
8	National Association of Broadcasters	nab@nab.org	1771 N Street NW Washington, DC 20036	202.429.5300	0
9	Thomas College Career Services	Rich Grant	180 West River Rd. Waterville, ME 04901	207.859.1204	0
10	All Access Online **Not used for Traffic Position.	Joel Denver	24955 Pacific Coast Highway, Malibu, CA 90265		0
11	Colby College	Shauna Hirshfield	4140 Mayflower Hill Waterville, ME 04901-8841	207-859-4140	0
12	International Women's Media International Women's Media Foundation	info@iwmf.org	1625 K Street NW, Suite 1275 Washington, DC 20006	202.496.1992	0

13	National Assoc. Of Black College Broadcasters	bcrmail@aol.com or lojelks@aol.com	PO Box 3191 Atlanta, GA 30302	404.523.6136 Fax 404.523.5467	0
14	Society for Human Resource Management		1800 Duke St. Alexandria, VA 22314	800.283.7476	0
15	Saint Joseph's College of Maine	Prof. William Yates	278 White's Bridge Rd. Standish, ME 04084	207.893.7914	0
16	University of Southern Maine	Stephanie Towns stowns@usm.maine.edu	PO Box 9300 Portland, ME 04104	207.780.4141	0
17	Southern Maine Community College	Don Woodward	2 Fort Road So. Portland, ME 04106	207.741.5500	0
18	University of New England	jnevers@une.edu	11 Hills Beach Road Biddeford, ME 04005-9599	207.602.2503	0
19	Blueberry Broadcasting Web Sites	Jack O'Brien	125 Community Drive, Suite 201 Augusta, ME 04330	207.623.9000 Ext. 112	0
20	Employee Referral	Bruce Biette	125 Community Drive, Suite 201 Augusta, ME 04330	207.623.9000 Ext. 103	0
21	Outside Referral	Bruce Biette	125 Community Drive, Suite 201 Augusta, ME 04330	207-623-9000 Ext 112	0
22	Tri-County Career Centers	Paul B. Ruggiero	45 Oak St., Ste. 3 Bangor, ME 04401	207.561.4057	0
23	Linkedin	Race Allen	184 Target Industrial Circle, Bangor, ME 04401	207.907.7747	0
24	Zip Recruiter	Race Allen	184 Target Industrial Circle, Bangor, ME 04401	207.907.7747	0
25	Indeed.com	Race Allen	184 Target Industrial Circle, Bangor, ME 04401	207-.907.7747	0

* Asterisk denotes recruitment sources which requested job notification announcements

Attachment B

WABK-FM, WQSK-FM, WVQM-FM, WMCM-FM, WQSS-FM, WVOM-AM, WTOS-FM

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Statement of Supplemental EEO Outreach Activities:

a) Initiative : Participation in a Job Fair

On May 20, 2020, Blueberry Broadcasting LLC participated in the 23rd Annual Spring Career Fair. Due to the Covid- 19- pandemic, this career fair was virtual. Our participation was to help educate attendees on job opportunities in broadcasting and with Blueberry Broadcasting's two employment units. Blueberry Broadcasting was represented by an Operations Director and Director of Sales. We also promoted the Career Fair in advance on three of the Blueberry Broadcasting brands and social media.

We would have been scheduled to participate in the 23rd Annual Fall Career Fair in October 2020 however it was not scheduled due to the COVID-19 pandemic.

b) Initiative: Participation in a Program Sponsored by Educational Institutions:

On February 12, 2020 Blueberry Broadcasting COO addressed about 20 students in the Intro To Mass Communications class at Southern Maine Community College in South Portland. He spent approximately 90 minutes with the class. During that time they covered the history of radio, how the industry currently operates and functions and explained potential job opportunities within the industry and with Blueberry Broadcasting. Towards the end of the class, he opened it up and fielded questions.

On April 16, 2020 Blueberry Broadcasting's Operations Director was a guest speaker via Zoom video conferencing for three classes at the New England School of Communication at Husson University. The primary point of the conversation was to talk about how Blueberry Broadcasting was continuing to broadcast during the COVID-19 pandemic. Some staff members were working and broadcasting remotely. The technical demands and

limitations were explained and discussed as well . There was also a lengthy question and answer time for students to ask industry related questions.

On July 16, 2020, Blueberry Broadcasting Program Director and On-Air Personality Kemery Colbert conducted a video tour and computer system tutorial for the COM 297 Radio Production Internship Class at Southern Maine Community College. Instructor Jeff Pierce recorded the video tour and Prophet Systems tutorial, and will distribute it to his class for viewing in the Fall 2020 semester. She went through a brief office & studio tour, and then explained how the programming department at Blueberry Broadcasting utilizes Prophet Systems, including how to go live on air, how to voice track, how to use the WAN and how to load music logs. She also briefly showed RCS Selector when exporting music logs. This will allow Jeff Pierce to field questions from the class as it relates to potential job opportunities within the broadcasting industry and Blueberry Broadcasting.

On Tuesday November 10, 2020, Blueberry Broadcasting's Sports Director was a guest speaker for a Sports Play By Play and Broadcasting course at Husson University. During the 90 minute lecture, the main focus was hockey play by play broadcasting and announcing. The students asked many questions about the differences between hockey broadcasting and other popular sports like football and basketball. The lecture featured and back and forth with the speaker and students about ways they can work towards a career in sports broadcasting. Husson doesn't have a hockey team on campus, so the students were very interested on what kind of prep and work go into broadcasting a hockey game. Also discussed was how our Sports Director plans to broadcast games remotely this season due to the Covid pandemic. He normally travels all over New England covering college hockey game in the winter. Travel will not be possible this year with Covid restrictions. The students were very interested in the idea of finding ways to broadcast games remotely via a video link.

c) Initiative: Provision of training to management level personnel as to methods of ensuring equal employment opportunities and preventing discrimination.

On November 4, 2020 Blueberry Broadcasting conducted a training session to management level personnel who have substantial responsibility in the making of hiring decisions. This session also included disseminating information regarding all vacancies, recruitment sources, internal record keeping, applications, interviewees and referral sources. This training session was attended by the VP/COO, Director of Sales & the Director of Programming & Operations.

d) Initiative: Establishment of training programs and mentoring programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Blueberry Broadcasting LLC established training and mentoring programs for the staff. Both programs enable an employee to acquire skills that could qualify them for a higher level position within the organization. The program is individualized and the training and mentoring is designed to fit the needs and desires of the employee and is on-going.

e) Initiative: Participation in other activities (Menu option # 16)

Blueberry Broadcasting LLC airs fifteen second public service announcements for community organizations to further the goal of disseminating information as to employment opportunities. These announcements air a minimum of once per day on all Blueberry Broadcasting stations.