

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

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

**EEO Public File Report**

**December 1, 2020 – November 30, 2021**

**Blueberry Broadcasting LLC is an Equal Opportunity Employer**

**Full Time Job Vacancies/Interviewee Data**

<b>Position</b>	<b>Job Title</b>	<b>Date Filled</b>	<b>Total # of People Interviewed</b>	<b>Source which Referred Interviewee</b>	<b>No. of Interviewees Per Source</b>	<b>Hiree Referral Source</b>
<b>1.</b>	<b>Program Director</b>	<b>7/14/21</b>	<b>1</b>	<b>Number 21 from Attachment A-Exigent Circumstances</b>	<b>1</b>	<b>Number 21 Exigent Circumstances</b>

**Total number of interviewees for all full time positions: 1**

**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**

<b>No</b>	<b>Source</b>	<b>Contact</b>	<b>Address</b>	<b>Telephone</b>	<b>Total No. of Interviewees Referred</b>
<b>1</b>	<b>Blueberry Broadcasting Radio Stations</b>	<b>Jack O'Brien</b>	<b>125 Community Drive, Suite 201 Augusta, ME 04330</b>	<b>207.623.9000 ext. 112</b>	<b>0</b>
<b>2</b>	<b>Eastern Maine Development Corporation</b>	<b>Angela Oechsle</b>	<b>45 Oak St. Suite 4 Bangor, Maine 04401</b>	<b>207-561-4001</b>	<b>0</b>
<b>3</b>	<b>Urban League</b>		<b>88 Warren Street Roxbury, MA 02119</b>	<b>617.442.4519</b>	<b>0</b>
<b>4</b>	<b>Maine Association of Broadcasters</b>	<b>Suzanne Goucher Suzanne@mab.org</b>	<b>69 Sewall Street Suite 2 Augusta, ME 04330</b>	<b>207.623.3870</b>	<b>0</b>
<b>5</b>	<b>New England School of Communications</b>	<b>Mark Nason nasonm@husson.edu</b>	<b>One College Circle Bangor, ME 04401</b>	<b>207.941.7176 Fax 207.947.3987</b>	<b>0</b>
<b>6</b>	<b>Husson University</b>		<b>One College Circle Bangor, ME 04401</b>	<b>207.941.7000 Fax 207.947.3987</b>	<b>0</b>
<b>7</b>	<b>The University of Maine Orono Campus</b>	<b>Patty Counihan jeankatz@maine.edu</b>	<b>5748 Memorial Union Orono, ME 04469-5748</b>	<b>207.581.1359 Fax 207.581.3003</b>	<b>0</b>
<b>8</b>	<b>National Association of Broadcasters</b>	<b>nab@nab.org</b>	<b>1771 N Street NW Washington, DC 20036</b>	<b>202.429.5300</b>	<b>0</b>
<b>9</b>	<b>Thomas College</b>	<b>Rich Grant</b>	<b>180 West River Rd. Waterville, ME 04901</b>	<b>207.859.1204</b>	<b>0</b>
<b>10</b>	<b>All Access Online</b>	<b>Joel Denver</b>	<b>24955 Pacific Coast Highway, Malibu, CA 90265</b>		<b>0</b>
<b>11</b>	<b>Colby College</b>	<b>Shauna Hirshfield</b>	<b>4140 Mayflower Hill Waterville, ME 04901-8841</b>	<b>207-859-4140</b>	<b>0</b>
<b>12</b>	<b>International Women's Media International Women's Media Foundation</b>	<b>info@iwmf.org</b>	<b>1625 K Street NW, Suite 1275 Washington, DC 20006</b>	<b>202.496.1992</b>	<b>0</b>

13	National Assoc. Of Black College Broadcasters	<a href="mailto:bcrmail@aol.com">bcrmail@aol.com</a> or <a href="mailto:lojelks@aol.com">lojelks@aol.com</a>	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 <a href="mailto:stowns@usm.maine.edu">stowns@usm.maine.edu</a>	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	<a href="mailto:jnevers@une.edu">jnevers@une.edu</a>	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	Exigent Circumstances	Bruce Biette	125 Community Drive, Suite 201 Augusta, ME 04330	207-623-9000 Ext 112	1
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, WVQM, WMCM, WQSS, WVOM, WTOS-FM**

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#### **Statement of Supplemental EEO Outreach Activities:**

##### **a) Initiative : Participation in a Job Fair**

**On September 16, 2021 Blueberry Broadcasting LLC participated in a Job Hiring Event at the Bangor Mall. 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 the Director of Programming & Operations. We also promoted the event for a week leading up to the event on all Blueberry Broadcasting stations.**

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

**On March 24, 2021 the Blueberry Broadcasting Director of Programming and Operations and the Bangor Operations Director were guest speakers/instructors for a class at the New England School of Communications via Zoom because of Covid-19. The request made was to discuss public file requirements and maintenance which is part of the course. They spoke about the changes that were made in regards to the main studio rule and how all stations were required to post their public files online. They discussed what is covered by the FCC and what is required to be handled by individual stations. They showed the students examples of political files, issues and programs lists, and the EEO report. The students were also given ample time to ask any questions about this subject matter and anything related to Blueberry Broadcasting and broadcasting in general.**

**On April 13, 2021 Blueberry Broadcasting's Bangor Operations Director was a guest speaker via Zoom video conferencing for a Southern Maine Community College Radio Production course. The focus of the April 13th class was how broadcast radio stations traffic their advertising. Discussed was the process from the first stage, a sales order, all the way to commercials playing over the air. The class was able to see all the steps and sides of a real radio trafficking system via Zoom screen share. They got an overview of all different types of radio advertising; local direct, barter, political candidate ad, issue advertising, etc. Students got to see how the traffic system works internally and how it syncs with the rest of the systems at a radio station. The class left with a strong knowledge of what a Traffic Director job looks like day to day. The students also had the chance to engage in a**

**question-and-answer session. The Q&A was opened to all questions about the broadcast industry.**

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

**On September 29, 2021 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.**