

**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, 2016 – November 30, 2017  
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>Account Executive</b>	<b>6/5/17</b>	<b>1</b>	<b>Number 25 from Attachment A- All listed were notified of the opening</b>	<b>1 # 25</b>	<b>Number 25 from Attachment A- All listed were notified of the opening</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)**

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**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>
1	<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>
2	<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>
3	<b>Urban League</b>		<b>88 Warren Street Roxbury, MA 02119</b>	<b>617.442.4519</b>	<b>0</b>
4	<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>
5	<b>New England School of Communications</b>	<b>Ben Haskell haskellb@nescom.edu</b>	<b>One College Circle Bangor, ME 04401</b>	<b>207.941.7176 Fax 207.947.3987</b>	<b>0</b>
6	<b>Husson University</b>		<b>One College Circle Bangor, ME 04401</b>	<b>207.941.7000 Fax 207.947.3987</b>	<b>0</b>
7	<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>
8	<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>
9	<b>Thomas College Career Services</b>	<b>Rich Grant</b>	<b>180 West River Rd. Waterville, ME 04901</b>	<b>207.859.1204</b>	<b>0</b>
10	<b>AWC National Headquarters</b>		<b>3337 Duke Street Alexandria, VA 22314</b>	<b>703.370.7436 Fax 703.370.7437</b>	<b>0</b>
11	<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>
12	<b>International Women's Media</b>	<b>info@iwmf.org</b>	<b>1625 K Street NW, Suite 1275</b>	<b>202.496.1992</b>	<b>0</b>

	<b>Foundation</b>		<b>Washington, DC 20006</b>		
<b>13</b>	<b>National Assoc. Of Black College Broadcasters</b>	<a href="mailto:bcrmail@aol.com">bcrmail@aol.com</a> or <a href="mailto:lojelks@aol.com">lojelks@aol.com</a>	<b>PO Box 3191 Atlanta, GA 30302</b>	<b>404.523.6136 Fax 404.523.5467</b>	<b>0</b>
<b>14</b>	<b>Society for Human Resource Management</b>		<b>1800 Duke St. Alexandria, VA 22314</b>	<b>800.283.7476</b>	<b>0</b>
<b>15</b>	<b>Minority Media &amp; Telecommunications Council</b>	<a href="mailto:info@mmtconline.org">info@mmtconline.org</a>	<b>3636 16<sup>th</sup> St. NW, Suite B-366 Washington, DC 20010</b>	<b>202.332.0500</b>	<b>0</b>
<b>16</b>	<b>Saint Joseph's College of Maine</b>	<b>Prof. William Yates</b>	<b>278 White's Bridge Rd. Standish, ME 04084</b>	<b>207.893.7914</b>	<b>0</b>
<b>17</b>	<b>University of Southern Maine</b>	<b>Stephanie Towns stowns@usm.maine.edu</b>	<b>PO Box 9300 Portland, ME 04104</b>	<b>207.780.4141</b>	<b>0</b>
<b>18</b>	<b>Southern Maine Community College</b>	<b>Don Woodward</b>	<b>2 Fort Road So. Portland, ME 04106</b>	<b>207.741.5500</b>	<b>0</b>
<b>19</b>	<b>University of New England</b>	<a href="mailto:jnevers@une.edu">jnevers@une.edu</a>	<b>11 Hills Beach Road Biddeford, ME 04005- 9599</b>	<b>207.602.2503</b>	<b>0</b>
<b>20</b>	<b>Blueberry Broadcasting Web Sites</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>21</b>	<b>Employee Referral</b>	<b>Bruce Biette</b>	<b>125 Community Drive, Suite 201 Augusta, ME 04330</b>	<b>207.623.9000 Ext. 103</b>	<b>0</b>
<b>22</b>	<b>Outside Referral</b>	<b>Bruce Biette</b>	<b>125 Community Drive, Suite 201 Augusta, ME 04330</b>	<b>207-623-9000 Ext 112</b>	<b>0</b>
<b>24</b>	<b>Central Maine Help Wanted Online services</b>	<b>Bruce Biette</b>	<b>125 Community Drive Suite 201 Augusta, ME 04330</b>	<b>207-623-900 ext. 102</b>	<b>0</b>
<b>25</b>	<b>Linked In (online)</b>	<b>Marilyn Quinn</b>	<b>15 Payne Ave., Rockland, ME 04841</b>	<b>207-594-9400</b>	<b>1</b>

\* 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 23, 2017, Blueberry Broadcasting LLC participated in the 20<sup>th</sup> Annual Spring Career Fair at the Cross Insurance Center. Our participation was to help educate attendees on job opportunities in broadcasting and with Blueberry Broadcasting's two employment units. The fair was attended by the Director of Programming & Operations. We also promoted the Career Fair with a three hour live broadcast on WBFB/WBFE/WMCM.**

**On October 26, 2017 Blueberry Broadcasting LLC participated in the 20<sup>th</sup> Annual Fall Career Fair at the Cross Insurance Center. Our participation was to help educate attendees on job opportunities in broadcasting and with Blueberry Broadcasting's two employment units. The fair was attended by a Blueberry Broadcasting Operations Manager and the Director of Programming & Operations. We also promoted the Career Fair with a three hour live broadcast on WBFB/WBFE/WMCM.**

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

**Lincoln Academy School Guidance Counselors referred a student to our job shadow program. On January 23, 2017 the student was provided the opportunity to visit our business, to learn first hand what our employees experience day to day in their careers. He was able to observe activities, ask prepared questions and gain a better understanding of what employees do on a daily basis. He experienced all aspects of our facilities: On-Air, Production and Sales.**

**On March 6, 2017 Blueberry Broadcasting LLC hosted a senior student from Penquis Valley High School as part of our job shadow program. The student sat in on several morning shows and asked many questions. The student also took notes based on what she saw and heard. The student will be attending New England School of Communications in the fall. Her major will be "Radio Broadcasting" and she also has an interest in the school's Audio Engineering department.**

**On March 17, 2017 a Blueberry Broadcasting LLC personality spoke to a class of journalism students at New England School of Communications / Husson University, about radio broadcasting in general, his job description as it relates to Blueberry Broadcasting and the radio industry in general. He spoke about the different ways we incorporate aspects of journalism in a live-broadcast setting with a brief history of how radio journalism has changed in the internet age. Following the discussion, there was a Q&A with the students.**

**On April 5, 2017 Blueberry Broadcasting hosted a high school student as part of a career step up day. The student's primary interest is News/Talk radio. The student sat in with the local talk morning show. Before and after the broadcast, the student was able to ask questions about what topics and news stories the hosts choose to cover on their show and why. He was given a brief description of how a talk show books and schedules guests. The student also sat in with our Operations Manager for a detailed description of the technical aspects of the operation.**

**On August 1, 2017 two tour groups of 15 students (total 30) from New England School of Communications (NESCOM) visited Blueberry Broadcasting studios. They were hosted by two morning show personalities. Among the topics discussed were the various formats for the stations owned by Blueberry Broadcasting and their locations, a summary of jobs performed along with associated duties and responsibilities, a brief history of how radio has changed over the years, how to deliver a message via radio that is capable of impacting listeners, the differences between commercials and public service announcements and how radio can deliver a message more effectively than print or television. Each group was given a thorough tour of the building and studios following a discussion and question and answer period. Media Camp is an annual event staged by NESCOM to show students the various occupations available and offer them an up-close look at what those occupations consist of. These are students interested in pursuing post high-school education at New England School of Communications.**

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

**On November 7, 2017, 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, Local Sales Manager & 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.**