

2022 ANNUAL EEO PUBLIC FILE REPORT

Salt Pond Community Broadcasting Company

Station:	WERU-FM (NCE), Blue Hill, ME
Community of License:	Blue Hill, Maine
Reporting Period:	November 20, 2021 – November 20, 2022
Number of Full-time Employees:	8
Small Market Exemption:	Yes

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

With a grant from the Maine Association of Broadcasters, and station funding, we hired a summer intern for 30 hours per week, June-August. Further, our staff participated in online educational webinars, several hosted by the National Federation of Community Broadcasters, Corporation for Public Broadcasting, Maine Philanthropy Center, Maine Association of Nonprofits, and The Equity Project.

*Established a **mentoring** program designed to assist members of the community/volunteers to acquire skills needed for broadcast employment and volunteering.*

15 members of the community (including 9 new volunteer broadcasters) were mentored by our professional staff. New volunteer broadcasters are given training and ongoing coaching by staff.

*Provided **training** to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.*

Collaborated with 8 area educational and nonprofit organization to produce radio and digital platform content: League of Women Voters, Maine Organic Farmers & Gardeners Association, University of Maine Sea Grant, and NextStep Domestic Violence Project, Acadia Climate To Thrive, Launchpad, and World Ocean Observatory.

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

Conducted outreach tabling for promoting employment and volunteer opportunities in broadcasting at 3 music festivals, 1 agricultural fair, 1 nonprofit volunteer fair, and 7 WERU-affiliated concerts. Further, our website, newsletter and social media continued to provide information on participating in WERU.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
July 6, 2023	Digital Media Coordinator	Internal (part-time to full-time)

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 3

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Maine Association of Nonprofits; WERU website, newsletter, social media, and on-air	3

RECRUITING SOURCES USED

Job Title of Position: Digital Media Coordinator

Date of Hire: July 6, 2023

REFERRAL SOURCE	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal	Internal	Matt Murphy	207-469-6600

No organizations requested that the station provide it with notice of all job vacancies.

PROFESSIONAL DEVELOPMENT TRAINING PROGRAMS FOR STAFF

- CharityHowTo: Connecting with Millennials – 3/22/23
- Maine Philanthropy Conference – 5/31/23
- National Federation of Community Broadcasters Conference (workshop videos) – post-6/30/23
- Maine Association of Nonprofits: Art of the Ask/Fundraising – 7/27/23
- WERU/Maine Association of Broadcasters: Summer College Internship – June-August 2023
- Maine Philanthropy Center: Grants Database Training – ongoing/multiple dates
- Corporation for Public Broadcasting: Workplace Safety & Bias Training – ongoing/multiple dates
- The Equity Project: Diversity, Equity, Inclusion, and Belonging – ongoing/multiple dates