

WBAK-FM, WBFB-FM, WKSQ-FM, WBFE-FM, WVOM-FM, WTUX-FM WBKA-FM
WAEI-AM

184 Target Industrial Circle
Bangor, Maine 04401
207-947-9100

EEO Public File Report

December 1, 2012 – November 30, 2013

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.	Announcer/ Production	12/3/12	8	#21 #22 #23	4 2 2	# 21

Total number of interviewees for all full time positions: 8

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)

For Position 1 Blueberry Broadcasting LLC used recruitment sources 1–23 set forth on attachment A to fill the position.

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	0
2	NAACP	www.naacpportland.org	PO Box 3631 Portland, ME 04104	207.253.5074	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	Ben Haskell haskellb@nescom.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	Rich Grant	180 West River Rd. Waterville, ME 04901	207.859.1204	0
10	AWC National Headquarters		3337 Duke Street Alexandria, VA 22314	703.370.7436 Fax 703.370.7437	0
11	Colby College	Shauna Hirshfield sahirshf@colby.edu	4140 Mayflower Hill Waterville, ME 04901-8841	207-859-4140	0
12	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	Minority Media & Telecommunications Council	info@mmtconline.org	3636 16 th St. NW, Suite B-366 Washington, DC 20010	202.332.0500	0
16	Saint Joseph's College of Maine	Prof. William Yates	278 White's Bridge Rd. Standish, ME 04084	207.893.7914	0

17	University of Southern Maine	Stephanie Towns stowns@usm.maine.edu	PO Box 9300 Portland, ME 04104	207.780.4141	0
18	Southern Maine Community College	Don Woodward	2 Fort Road So. Portland, ME 04106	207.741.5500	0
19	University of New England	jnevers@une.edu	11 Hills Beach Road Biddeford, ME 04005-9599	207.602.2503	0
20	Blueberry Broadcasting Web Sites	Jack O'Brien	125 Community Drive, Suite 201 Augusta, ME 04330	207.623.9000 Ext. 112	0
21	www.allaccess.com	Job Openings	28955 Pacific Coast Highway Malibu, CA 90262	310.457.6616	4
22	In House Referral	Jon Shields	184 Target Industrial Circle Bangor, ME 04401	207.907.7731	2
23	Employee Referral	Jack O'Brien	184 Target Industrial Circle Bangor, ME 04401	207.907.7742	2

* Asterisk denotes recruitment sources which requested job notification announcements

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Statement of Supplemental EEO Outreach Activities:

a) Initiative : Participation in a Job Fair

On May 14, 2013, Blueberry Broadcasting LLC participated in the 16th Annual Spring Job Fair at the Spectacular Event Center in Bangor. 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.

On October 29, 2013, Blueberry Broadcasting LLC participated in the 16th 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.

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

On April 10, 2013, a Blueberry Broadcasting LLC Air Personality spoke to a group of students at NESCOM at Husson College about investigating, investing, and re-inventing themselves to insure better success in careers in broadcasting..

On April 12, 2013, a Blueberry Broadcasting LLC News Director met with members of a NESCOM class at Husson University to speak about broadcast news writing in contrast with print and web news writing.

On April 16, 2013, Blueberry Broadcasting LLC Vice President & Chief Operating Officer spoke to a class at New England School of Communications at Husson College, He presented a complete overview of the radio business, how it works and the possibility of opportunities with Blueberry Broadcasting in the future.

On July 30, 2013 a Blueberry Broadcasting morning personality hosted 10 high school students who attended the New England School of Communications Media Camp. All students were interested in a possible future broadcasting position. The Blueberry properties and brands were discussed. They discussed how Blueberry Broadcasting has combined signals to create regional brands. They were given a tour of the studios.

On August 2, 2013 a Blueberry Broadcasting morning personality visited the campus of the New England School of Communications during the annual Maine Media Camp. He addressed topics including Arbitron and Nielsen rating systems and what future programmers must do to win. He also addressed the challenges of working in major media markets. His presentation concentrated on the minutes that broadcasters earned popularity, money and power for their positions. He concluded the seminar with a round of questions and answers with the students.

On November 5, 2013, Blueberry Broadcasting LLC Vice President and Chief Operating Officer spoke to a class at New England School of Communications. He presented a complete overview of the radio business, how it currently works plus the possibilities of opportunities with Blueberry Broadcasting in the future and the industry in general.

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

On October 24, 2013, 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) 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.