

WABK-FM, WTQX-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, 2014 – November 30, 2015

Blueberry Broadcasting LLC is an Equal Opportunity Employer

### Full Time Job Vacancies/Interviewee Data

| Position | Job Title | Date Filled | Total # of<br>People<br>Interviewed | Source which<br>Referred<br>Interviewee | No. of<br>Interviewees<br>Per Source | Hiree Referral<br>Source |
|----------|-----------|-------------|-------------------------------------|---|--------------------------------------|--------------------------|
|          |           |             |                                     |   |                                      |                          |

**There were no hires in the past 12 months.**

Total number of interviewees for all full time positions:

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 1-20 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   | <a href="http://www.naacpportland.org">www.naacpportland.org</a>  | PO Box 3631<br>Portland, ME 04104                                    | 207.253.5074                        | 0                                  |
| 3  | Urban League                                  |   | 88 Warren Street<br>Roxbury, MA 02119                                | 617.442.4519                        | 0                                  |
| 4  | Maine Association of Broadcasters             | Suzanne Goucher<br><a href="mailto:Suzanne@mab.org">Suzanne@mab.org</a>   | 69 Sewall Street Suite 2<br>Augusta, ME 04330                        | 207.623.3870                        | 0                                  |
| 5  | New England School of Communications          | Ben Haskell<br><a href="mailto:haskellb@nescom.edu">haskellb@nescom.edu</a>                                     | One College Circle<br>Bangor, ME 04401                               | 207.941.7176<br>Fax<br>207.947.3987 | 0                                  |
| 6  | Husson University                             |   | One College Circle<br>Bangor, ME 04401                               | 207.941.7000<br>Fax<br>207.947.3987 | 0                                  |
| 7  | The University of Maine Orono Campus          | Patty Counihan<br><a href="mailto:jeankatz@maine.edu">jeankatz@maine.edu</a>                                    | 5748 Memorial Union<br>Orono, ME 04469-5748                          | 207.581.1359<br>Fax<br>207.581.3003 | 0                                  |
| 8  | National Association of Broadcasters          | <a href="mailto:nab@nab.org">nab@nab.org</a>  | 1771 N Street NW<br>Washington, DC 20036                             | 202.429.5300                        | 0                                  |
| 9  | Thomas College Career Services                | Rich Grant  | 180 West River Rd.<br>Waterville, ME 04901                           | 207.859.1204                        | 0                                  |
| 10 | AWC National Headquarters                     |   | 3337 Duke Street<br>Alexandria, VA 22314                             | 703.370.7436<br>Fax<br>703.370.7437 | 0                                  |
| 11 | Colby College                                 | Shauna Hirshfield   | 4140 Mayflower Hill<br>Waterville, ME 04901-8841                     | 207-859-4140                        | 0                                  |
| 12 | International Women's Media Foundation        | <a href="mailto:info@iwmf.org">info@iwmf.org</a>  | 1625 K Street NW, Suite 1275<br>Washington, DC 20006                 | 202.496.1992                        | 0                                  |
| 13 | National Assoc. Of Black College Broadcasters | <a href="mailto:bcrmail@aol.com">bcrmail@aol.com</a> or<br><a href="mailto:lojelks@aol.com">lojelks@aol.com</a> | PO Box 3191<br>Atlanta, GA 30302                                     | 404.523.6136<br>Fax<br>404.523.5467 | 0                                  |
| 14 | Society for Human Resource Management         |   | 1800 Duke St.<br>Alexandria, VA 22314                                | 800.283.7476                        | 0                                  |
| 15 | Minority Media & Telecommunications Council   | <a href="mailto:info@mmtconline.org">info@mmtconline.org</a>  | 3636 16 <sup>th</sup> St. NW,<br>Suite B-366<br>Washington, DC 20010 | 202.332.0500                        | 0                                  |
| 16 | Saint Joseph's College of Maine               | Prof. William Yates   | 278 White's Bridge Rd.<br>Standish, ME 04084                         | 207.893.7914                        | 0                                  |

|    |  |   |  |                          |   |
|----|--|---|--|--------------------------|---|
| 17 | University of Southern Maine             | Stephanie Towns<br>stowns@usm.maine.edu | PO Box 9300<br>Portland, ME<br>04104                   | 207.780.4141             | 0 |
| 18 | Southern Maine<br>Community College      | Don Woodward                            | 2 Fort Road<br>So. Portland, ME 04106                  | 207.741.5500             | 0 |
| 19 | University of New England                | jnevers@une.edu                         | 11 Hills Beach Road<br>Biddeford, ME 04005-9599        | 207.602.2503             | 0 |
| 20 | Blueberry Broadcasting<br>Web Sites      | Jack O'Brien                            | 125 Community Drive, Suite<br>201 Augusta, ME<br>04330 | 207.623.9000<br>Ext. 112 | 0 |
| 21 | Employee Referral                        | Mark White                              | 125 Community Drive, Suite<br>201 Augusta, ME 04330    | 207.623.9000 Ext.<br>103 | 0 |
| 22 | Outside Referral                         | Bruce Biette                            | 125 Community Drive, Suite<br>201 Augusta, ME 04330    | 207-623-9000 Ext<br>112  | 0 |
| 23 | Career Center                            | Michael Shirley                         | 98 North Ave. Suite 20<br>Skowhegan. ME 04976          | 207-474-4950             | 0 |
| 24 | Eastern Maine Development<br>Corporation | Angela Oechsle                          | 45 Oak St. Suite 4<br>Bangor, Maine 04401              | 207-561-4001             | 0 |

\* Asterisk denotes recruitment sources which requested job notification announcements

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December 1, 2014 – November 30, 2015

### Statement of Supplemental EEO Outreach Activities:

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

On May 28, 2015, Blueberry Broadcasting LLC participated in the 18<sup>th</sup> Annual Spring Career Fair at the Bangor Mall. 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.

On October 27, 2015 Blueberry Broadcasting LLC participated in the 18<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.

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

On April 22, 2015 a Blueberry Broadcasting LLC Operations Manager spoke to a group of students at NESCOM at Husson University about his professional history in broadcasting and how he transitioned from a student at NESCOM to his current position. He detailed his daily routine on a day- to- day basis. He discussed all of the Blueberry Brands, core demographics and Public Service initiatives conducted by the company. They discussed how he interacts with listeners and they spoke about Public Files. There was a Q&A at the end of the class regarding possible opportunities with future positions in broadcasting..

On August 4, 2015 a Blueberry Broadcasting Operations Manager hosted 20 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 Tuesday September 15, 2015 Blueberry Broadcasting Bangor Operations Director was a guest for the Broadcast Management and Programming Class at the New England School of Communications on the campus of Husson University. The class is an advanced level course only for upper classmen. During the ninety minute conversation style lecture, our Operations Director retraced the steps of his career path and how he got the position he currently holds today with the company. The course instructor was looking for students to get a broad picture of how we program and run our radio stations, so the discussion also focused on his day to day duties within the organization. He took many questions ranging from how programming decisions are made, how the corporate management structure works at Blueberry Broadcasting, who and how music is picked for each individual station/brand, what the day of a Blueberry on-air personality is like and how every department within the company has to work together on a daily basis.

On November 4, 2015 Blueberry Broadcasting Director of Programming & Operations and the Bangor Operations Director spoke to a class at the New England School of Communications on the Husson University campus. **TO BE COMPLETED**

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

On October 7, 2015, 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.