



EEO PUBLIC FILE REPORT

Atlantic Coast Radio, LLC

A. Employment Unit covered:

Atlantic Coast Radio, LLC. 779 Warren Avenue, Portland, Maine 04103

WPEI-FM, Saco, Maine
WPPI-FM, Topsham, Maine
WJJB-FM, Gray, Maine
WLOB-AM, Portland, Maine
WRED-AM, Westbrook, Maine
W263BZ, Portland, Maine
W223BH, Portland, Maine
W252EI, Brunswick, Maine

B. Reporting Period:

November 20, 2021 to November 19, 2022

C. Full-time Vacancies Filled during Reporting Period: None

D. Two Initiatives were conducted in the reporting period; The 2022 Open House conducted in September, and a November Job Fair search for an account executive. Both initiatives were conducted virtually. Participants had to schedule appointments with Sales manager Morgan Grumbach. General Manager Jon Van Hoogenstyn conducted the interviews with him. Recaps of the two initiatives follow.

E. Our WJJB afternoon team hosted an intern this past summer. He was a Merrimack College student athlete who is interested in sports radio.

E. EEO Community contact. Announcements were run in December and June. Mailers were also sent out to the community contact list announcing the initiatives.

EEO 2022 OPEN HOUSE, THURSDAY, SEPT. 22ND

Due to an abundance of caution, we decided to continue with the "Open House" on a virtual basis. Covid cases are still popping up. We followed our usual outreach methods, with an advertisement in Craigslist under two categories, sales and tv/film/video/radio, a saturation schedule of 54 spots on WJJB, WPEI, and WLOB, and a mailer to our community groups. We asked potential participants to email us so that we could set up Zoom sessions. GM Jon Van Hoogenstyn and sales manager Morgan Grumbach attended the sessions.

We had five participants. Two responded due to the Craigslist advertisement, three responded to the radio advertisements. Most of our participants expressed an interest in switching careers. We do not have any full time openings at this time, so we endeavored to recommend a couple of next steps, such as producing a demo tape in the couple of cases where on air seemed to be the career direction. We also explained that we have limited on air positions and the bulk of our employees have been with us fifteen years or more. We did not encounter anyone who was interested in sales.

It appears that due to the general feeling that the pandemic is under control, there appears to be more people who are either jumping back into the job market, or are looking for a career change.

EEO JOB FAIR, WEDNESDAY NOVEMBER 16TH

We decided to target potential sales people in the November initiative. Last years Job Fair yielded two solid candidates for a sales position. This year, we ran 34 announcements on each of our stations from November 9 through November 15th. We ran a Craigslist ad and mailed a notice to our community contact list. Of the three interviews scheduled on November 16, one was responding to the radio advertisement, one to our Craigslist ad, and one responded to both advertisements. One interviewee did not appear. Two interviews needed to reschedule for later dates. We expect the lower response is due to the competitive environment for sales people which we do not expect to change for the foreseeable future.

jobs

tv/film/video/radio

favorite

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flag

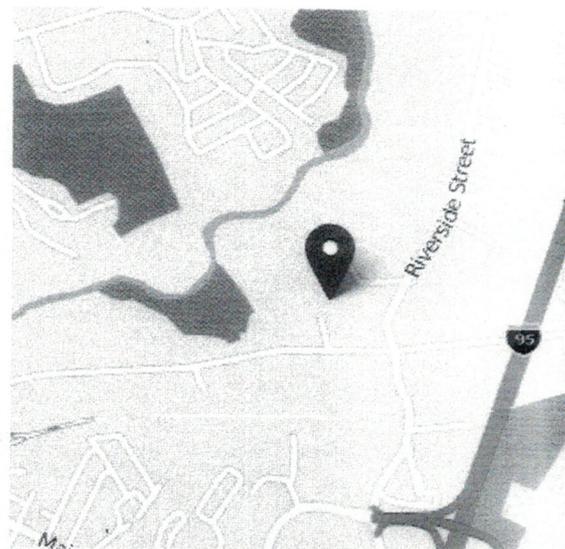
share

Posted less than a minute ago on: 2022-09-14 10:45

Contact Information:

Atlantic Coast Radio- Employment Open House (Portland)

image 1 of 3



compensation: **Compensation depends on positions available**

employment type: **full-time**

job title: **Broadcast Open House**

Atlantic Coast Radio - WJJB / WPEI / WLOB - Open House

Have you ever thought about a career in the broadcast industry? Either on the air, reading the news, production, or in advertising sales? Atlantic Coast Radio, home of 96.3 WJJB SportsRadio, 95.5/95.9 WPEI Sports, and 100.5/1310 WLOB News, is hosting a virtual open house on Thursday 9/22/2002. Email your resume to or call 207-773-9695 to set up a time and meeting link. Station staff is looking forward to talking to you about breaking into the broadcast industry.

ATLANTIC COAST RADIO IS AN EQUAL OPPORTUNITY EMPLOYER.

QR Code Link to This Post



ATLANTIC COAST RADIO
 779 Warren Avenue
 Portland, ME 04103 USA

Order #: 157-00081
 Description: Open House WLOB
 Date Entered: 9/6/2022
 P.O.#:
 Salesperson: House, Account
 Invoice Frequency: Billed at end of Media/EOS, Sorted by Date

WLOB NEWS
 779 WARREN AVENUE
 PORTLAND, ME 04103 USA

On-Air Schedule

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
1 9/12/2022	9/18/2022	WLOB-AM	06:00:00a to 12:00:00a	Weekly	:30	39	0.00	0.00	5	5	5	5	5	7	7
2 9/19/2022	9/21/2022	WLOB-AM	06:00:00a to 12:00:00a	Weekly	:30	15	0.00	0.00	5	5	5	0	0	0	0

Order Start Date: 9/12/2022 Order End Date: 9/21/2022 Spots: 54 Total Charges: \$0.00

Nondiscrimination. Atlantic Coast Radio (Big Jab/WPEI/WLOB) does not discriminate on the basis of race or ethnicity in the sale, placement, or scheduling of advertising. Any order for advertising that includes any such restriction will not be accepted.

Projected Media Month/End-Of-Schedule Billing Totals for WLOB NEWS / 157-00081 :

	<u>Spot Count</u>	<u>Net Billing</u>
September 2022	54	\$0.00

Confirmed & Accepted for ATLANTIC COAST RADIO By:

Accepted for WLOB NEWS By:

 Please Sign and Return One Copy

ATLANTIC COAST RADIO
 779 Warren Avenue
 Portland, ME 04103 USA

Order #: 865-00085
 Description: Open House WPEI
 Date Entered: 9/6/2022
 P.O.#:
 Salesperson: House, Account
 Invoice Frequency: Billed at end of Media Month, Sorted by Date

WPEI/WPPI RADIO
 779 WARREN AVENUE
 PORTLAND, ME 04103

On-Air Schedule

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
1 9/12/2022	9/18/2022	WPEI-FM	06:00:00a to 12:00:00a	Weekly	:30	39	0.00	0.00	5	5	5	5	5	7	7
2 9/19/2022	9/21/2022	WPEI-FM	06:00:00a to 12:00:00a	Weekly	:30	15	0.00	0.00	5	5	5	0	0	0	0

Order Start Date: 9/12/2022 Order End Date: 9/21/2022 Spots: 54 Total Charges: \$0.00

Nondiscrimination. Atlantic Coast Radio (Big Jab/WPEI/WLOB) does not discriminate on the basis of race or ethnicity in the sale, placement, or scheduling of advertising. Any order for advertising that includes any such restriction will not be accepted.

Projected Media Month Billing Totals for WPEI/WPPI RADIO / 865-00085 :

	<u>Spot Count</u>	<u>Net Billing</u>
September 2022	54	\$0.00

Confirmed & Accepted for ATLANTIC COAST RADIO By: _____

Accepted for WPEI/WPPI RADIO By: _____

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ATLANTIC COAST RADIO
 779 Warren Avenue
 Portland, ME 04103 USA

Order #: 140-00225
 Description: Open House WJJB
 Date Entered: 9/6/2022
 P.O.#:
 Salesperson: House, Account
 Invoice Frequency: Billed at end of Media/EOS, Sorted by Date

WJJB/WRED RADIO
 779 WARREN AVENUE
 PORTLAND, ME 04103 USA

On-Air Schedule

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
1 9/12/2022	9/18/2022	WJJB-AM/FM	06:00:00a to 12:00:00a	Weekly	:30	39	0.00	0.00	5	5	5	5	5	7	7
2 9/19/2022	9/21/2022	WJJB-AM/FM	06:00:00a to 12:00:00a	Weekly	:30	15	0.00	0.00	5	5	5	0	0	0	0

Order Start Date: 9/12/2022 Order End Date: 9/21/2022 Spots: 54 Total Charges: \$0.00

Nondiscrimination. Atlantic Coast Radio (Big Jab/WPEI/WLOB) does not discriminate on the basis of race or ethnicity in the sale, placement, or scheduling of advertising. Any order for advertising that includes any such restriction will not be accepted.

Projected Media Month/End-Of-Schedule Billing Totals for WJJB/WRED RADIO / 140-00225 :

	<u>Spot Count</u>	<u>Net Billing</u>
September 2022	54	\$0.00

Confirmed & Accepted for ATLANTIC COAST RADIO By:

Accepted for WJJB/WRED RADIO By:

 Please Sign and Return One Copy

Atlantic Coast Radio Client: Atlantic Coast Radio Job Fair

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BILLBOARD
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15 SECONDS
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60 SECONDS

HAVE YOU THOUGHT ABOUT A CAREER IN THE BROADCAST INDUSTRY? ON THE AIR, IN NEWS, PRODUCTION, OR ADVERTISING SALES? ATLANTIC COAST RADIO IS HOLDING A VIRTUAL OPEN HOUSE, THURSDAY SEPTEMBER TWENTY-SECOND. EMAIL A RESUME TO MORGAN AT ATLANTIC COAST RADIO DOT COM OR CALL SEVEN, SEVEN, THREE, NINE SIX, NINE FIVE TO SET UP A TIME AND A MEETING LINK. STATION STAFF WILL BE HAPPY TO TALK TO YOU ABOUT THE BROADCASTING INDUSTRY. A VIRTUAL ATLANTIC COAST RADIO OPEN HOUSE, THURSDAY SEPTEMBER TWENTY-SECOND. CONTACT US NOW TO SET UP A MEETING TIME. ATLANTIC COAST RADIO IS AN EQUAL OPPORTUNITY EMPLOYER.



EEO COMMUNITY GROUP CONTACT LIST REVISED 2021

NEW ENGLAND SCHOOL OF COMMUNICATIONS
ONE COLLEGE CIRCLE
BANGOR, ME. 04401

NAACP
151 NEWBURY ST.
PORTLAND, ME. 04101

MAINE DEPARTMENT OF LABOR
45 COMMERCE DR..
AUGUSTA, ME. 04330

UNIVERSITY OF MAINE SYSTEM
5781 WINGATE HALL
ORONO, ME. 04469

UNIVERSITY OF MAINE DEPT. OF COMMUNICATIONS AND JOURNALISM
5724 DUNN HALL
ORONO, ME. 04469

SOUTHERN MAINE COMMUNITY COLLEGE
2 FORT RD., MEDIA CENTER., BLDG #11
SOUTH PORTLAND, ME 04101

UNIVERSITY OF SOUTHERN MAINE
119 PAYSON SMITH
PORTLAND, ME.04103

WORLD AFFAIRS COUNCIL OF MAINE
USM, PORTLAND CAMPUS
98 BEDFORD ST
PORTLAND, ME 04104

JAPAN AMERICAN SOCIETY
PO BOX 8461
PORTLAND, ME 04104



Atlantic Coast Radio - WJJB / WPEI / WLOB - Open House

Have you ever thought about a career in the broadcast industry? Either on the air, reading the news, production, or in advertising sales? Atlantic Coast Radio, home of 96.3 WJJB SportsRadio, 95.5/95.9 WPEI Sports, and 100.5/1310 WLOB News, is hosting a virtual open house on Thursday 9/22/2002. Email your resume to or call 207-773-9695 to set up a time and meeting link. Station staff is looking forward to talking to you about breaking into the broadcast industry.

ATLANTIC COAST RADIO IS AN EQUAL OPPORTUNITY EMPLOYER.

CL maine

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[jobs](#)

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favorite

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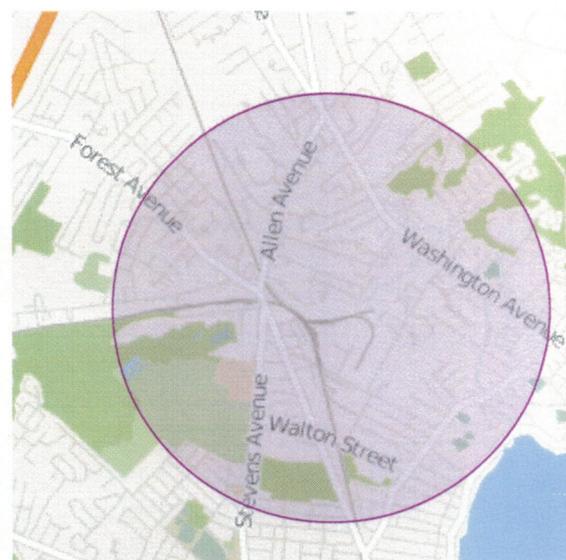


Posted about a minute ago on: 2022-11-10 10:01

Contact Information:

Advertising Sales Rep (Portland, ME)

image 1 of 3



compensation: **Commission**

employment type: **full-time**

job title: **Account Executive**

Atlantic Coast Radio, Home of Sports Radio 96.3 WJJB, 95.5/95.9 WPEI and 100.5/1310 WLOB is looking for a full-time advertising sales rep. We are hosting a virtual job fair on Wednesday November 16th. Previous media sales experience is preferred but not necessary.

Requirements:

- You must be a team player
- Have a strong self-motivated work ethic
- Have your own reliable transportation

Please send a resume Attn: Morgan Grumbach and we will schedule a time for your interview on Wednesday 11/16.

Atlantic Coast Radio is an Equal Opportunity Employer.

QR Code Link to This Post



ATLANTIC COAST RADIO
 779 Warren Avenue
 Portland, ME 04103 USA

Order #: **157-00083**
 Description: Virtual Job Fair WLOB
 Date Entered: 10/28/2022
 P.O.#:
 Salesperson: House, Account
 Invoice Frequency: Billed at end of Media/EOS, Sorted by Date

WLOB NEWS
 779 WARREN AVENUE
 PORTLAND, ME 04103 USA

On-Air Schedule

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
1 11/9/2022	11/13/2022	WLOB-AM	06:00:00a to 12:00:00a	Weekly	:30	22	0.00	0.00	0	0	5	5	6	6	0
2 11/14/2022	11/15/2022	WLOB-AM	06:00:00a to 12:00:00a	Weekly	:30	12	0.00	0.00	6	6	0	0	0	0	0

Order Start Date: 11/9/2022 Order End Date: 11/15/2022 Spots: 34 Total Charges: \$0.00

Nondiscrimination. Atlantic Coast Radio (Big Jab/WPEI/WLOB) does not discriminate on the basis of race or ethnicity in the sale, placement, or scheduling of advertising. Any order for advertising that includes any such restriction will not be accepted.

Projected Media Month/End-Of-Schedule Billing Totals for WLOB NEWS / 157-00083 :

	<u>Spot Count</u>	<u>Net Billing</u>
November 2022	34	\$0.00

Confirmed & Accepted for ATLANTIC COAST RADIO By: _____

Accepted for WLOB NEWS By: _____

 Please Sign and Return One Copy

ATLANTIC COAST RADIO
 779 Warren Avenue
 Portland, ME 04103 USA

Order #: **140-00227**
 Description: Virtual Job Fair WJJB
 Date Entered: 10/28/2022
 P.O.#:
 Salesperson: House, Account
 Invoice Frequency: Billed at end of Media/EOS, Sorted by Date

WJJB/WRED RADIO
 779 WARREN AVENUE
 PORTLAND, ME 04103 USA

On-Air Schedule

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
1 11/9/2022	11/13/2022	WJJB-AM/FM	06:00:00a to 12:00:00a	Weekly	:30	22	0.00	0.00	0	0	5	5	6	6	0
2 11/14/2022	11/15/2022	WJJB-AM/FM	06:00:00a to 12:00:00a	Weekly	:30	12	0.00	0.00	6	6	0	0	0	0	0

Order Start Date: 11/9/2022 Order End Date: 11/15/2022 Spots: 34 Total Charges: \$0.00

Nondiscrimination. Atlantic Coast Radio (Big Jab/WPEI/WLOB) does not discriminate on the basis of race or ethnicity in the sale, placement, or scheduling of advertising. Any order for advertising that includes any such restriction will not be accepted.

Projected Media Month/End-Of-Schedule Billing Totals for WJJB/WRED RADIO / 140-00227 :

	<u>Spot Count</u>	<u>Net Billing</u>
November 2022	34	\$0.00

Confirmed & Accepted for ATLANTIC COAST RADIO By:

Accepted for WJJB/WRED RADIO By:

 Please Sign and Return One Copy

ATLANTIC COAST RADIO
 779 Warren Avenue
 Portland, ME 04103 USA

Order #: **865-00087**
 Description: Virtual Job Fair WPEI
 Date Entered: 10/28/2022
 P.O.#:
 Salesperson: House, Account
 Invoice Frequency: Billed at end of Media Month, Sorted by Date

WPEI/WPPI RADIO
 779 WARREN AVENUE
 PORTLAND, ME 04103

On-Air Schedule

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
1 11/9/2022	11/13/2022	WPEI-FM	06:00:00a to 12:00:00a	Weekly	:30	22	0.00	0.00	0	0	5	5	6	6	0
2 11/14/2022	11/15/2022	WPEI-FM	06:00:00a to 12:00:00a	Weekly	:30	12	0.00	0.00	6	6	0	0	0	0	0

Order Start Date: 11/9/2022 Order End Date: 11/15/2022 Spots: 34 Total Charges: \$0.00

Nondiscrimination. Atlantic Coast Radio (Big Jab/WPEI/WLOB) does not discriminate on the basis of race or ethnicity in the sale, placement, or scheduling of advertising. Any order for advertising that includes any such restriction will not be accepted.

Projected Media Month Billing Totals for WPEI/WPPI RADIO / 865-00087 :

	<u>Spot Count</u>	<u>Net Billing</u>
November 2022	34	\$0.00

Confirmed & Accepted for ATLANTIC COAST RADIO By: _____

Accepted for WPEI/WPPI RADIO By: _____

Please Sign and Return One Copy

COPY-Atlantic Coast Radio

Atlantic Coast Radio Client VAL HALLA FALL2015

Instructions: Double Space, 12 Arial Font, CAPS and spell out numbers

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BILLBOARD

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15 SECONDS

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60 SECONDS

WLOB NEEDS YOU. WLOB AND ATLANTIC COAST RADIO IS HOSTING A VIRTUAL JOB FAIR ON WEDNESDAY NOVEMBER SIXTEENTH. WE ARE CURRENTLY LOOKING FOR AN OUTSIDE ADVERTISING SALES REPRESENTATIVE. YOU MUST BE A TEAM PLAYER, HAVE A STRONG, SELF-MOTIVATED WORK ETHIC AND YOUR OWN RELIABLE VEHICLE. SEND A COVER LETTER AND RESUME TO MORGAN AT ATLANTIC COAST RADIO DOT COM AND WE'LL SET UP A TIME FOR AN INTERVIEW. ATLANTIC COAST RADIO IS LOOKING FOR ADVERTISING SALES REPRESENTATIVES AND HOSTING A VIRTUAL JOB FAIR, NOVEMBER SIXTEENTH. ATLANTIC COAST RADIO IS AN EQUAL OPPORTUNITY EMPLOYER.

COPY-Atlantic Coast Radio

Atlantic Coast Radio Client VAL HALLA FALL2015

Instructions: Double Space, 12 Arial Font, CAPS and spell out numbers

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BILLBOARD

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15 SECONDS

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60 SECONDS

THESE STATIONS HAVE CARRIED SOME OF THE GREATEST GAMES OF YOUR FAVORITE TEAMS. WANT TO BE PART OF ANOTHER WINNING TEAM? ATLANTIC COAST RADIO IS HOSTING A VIRTUAL JOB FAIR ON WEDNESDAY NOVEMBER SIXTEENTH. YOU MUST BE A TEAM PLAYER, HAVE A STRONG, SELF-MOTIVATED WORK ETHIC AND YOUR OWN RELIABLE TRANSPORTATION. SEND A COVER LETTER AND RESUME TO MORGAN AT ATLANTIC COAST RADIO DOT COM. PREVIOUS SALES EXPERIENCE IS PREFERRED BUT NOT REQUIRED. THE ATLANTIC COAST RADIO VIRTUAL JOB FAIR, WEDNESDAY NOVEMBER SIXTEENTH. EMAIL MORGAN AT ATLANTIC COAST RADIO DOT COM. ATLANTIC COAST RADIO IS AN EQUAL OPPORTUNITY EMPLOYER.



EEO COMMUNITY GROUP CONTACT LIST REVISED 2021

NEW ENGLAND SCHOOL OF COMMUNICATIONS
ONE COLLEGE CIRCLE
BANGOR, ME. 04401

NAACP
151 NEWBURY ST.
PORTLAND, ME. 04101

MAINE DEPARTMENT OF LABOR
45 COMMERCE DR..
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WORLD AFFAIRS COUNCIL OF MAINE
USM, PORTLAND CAMPUS
98 BEDFORD ST
PORTLAND, ME 04104

JAPAN AMERICAN SOCIETY
PO BOX 8461
PORTLAND, ME 04104



November 8, 2022

Atlantic Coast Radio is seeking an outside advertising sales person. We are interviewing interested persons on Wednesday, November 16. If you are interested, please send a cover letter and resume to Mr. Morgan Grumbach, General Sales Manager, at morgan@atlanticcoastradio.com. No prior advertising sales is necessary. We will train the right individual. Atlantic Coast Radio is an EOE employer.