

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

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

### EEO Public File Report

December 1, 2018 – November 30, 2019

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	Account Executive	7/8/19	2	Number 1 from Attachment A- All listed in Attachment A were notified of the opening	2 Number 1	Number 1 from Attachment A- All listed in Attachment A were notified of the opening

Total number of interviewees for all full time positions: 2

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)

**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	Blueberry Broadcasting Radio Stations	Jack O'Brien	125 Community Drive, Suite 201 Augusta, ME 04330	207.623.9000 ext. 112	2
2	Eastern Maine Development Corporation	Angela Oechsle	45 Oak St. Suite 4 Bangor, ME 04401	207-561-4001	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	Mark Nason nasonm@husson.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 *	* Returned	* Removed from list		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	<a href="mailto:bermail@aol.com">bermail@aol.com</a> or <a href="mailto:lojelks@aol.com">lojelks@aol.com</a>	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	Saint Joseph's College of Maine	Prof. William Yates	278 White's Bridge Rd. Standish, ME 04084	207.893.7914	0

16	University of Southern Maine	Stephanie Towns stowns@usm.maine.edu	PO Box 9300 Portland, ME 04104	207.780.4141	0
17	Southern Maine Community College	Don Woodward	2 Fort Road So. Portland, ME 04106	207.741.5500	0
18	University of New England	jnevers@une.edu	11 Hills Beach Road Biddeford, ME 04005-9599	207.602.2503	0
19	Blueberry Broadcasting Web Sites	Jack O'Brien	125 Community Drive, Suite 201 Augusta, ME 04330	207.623.9000 Ext. 112	0
20	Employee Referral	Bruce Biette Race Allen	184 Target Industrial Circle Bangor, ME 04401	207.907.7783 207.907.7747	0
21	Outside Referral	Bruce Biette	184 Target Industrial Circle Bangor, ME 04401	207.907.7783	0
22	Career Center	Michael Shirley	98 North Ave. Suite 20 Skowhegan, ME 04976	207.474.4950	0
23	Tri-County Career Centers	Paul B. Ruggiero	45 Oak Street, Ste. 3 Bangor, ME 04401	207.561.4057	0
24	Linkedin	Race Allen	184 Target Industrial Circle Bangor, ME 04401	207.907.7747	0
25	Zip Recruiter	Race Allen	184 Target Industrial Circle Bangor, ME 04401	207.907.7747	0

\* 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 23, 2019 Blueberry Broadcasting LLC participated in the 22nd Annual Spring Career Fair at the Anah Shriners. 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 and our Bangor Operations Director. We also promoted the Career Fair with a three hour live broadcast on WBFB/WBFE/WMCM.**

**On October 22, 2019 Blueberry Broadcasting LLC participated in the 22nd Annual Fall Career Fair at Anah Shriners. 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:**

**On March 20, 21 & 22, 2019 Blueberry Broadcasting hosted a high school student that is interested in pursuing a career in radio broadcasting. The student was provided the opportunity to visit our business and learn first-hand what our employees experience on a day-to-day basis. He was able to observe activities, ask questions and gain a better understanding of what is expected daily. he was able to experience all aspects of our facilities. he spent quality time with our Director of Programming & Operations, our Digital Support team, On-Air and production.**

**On July 31st, 2019 Blueberry Broadcasting News Director and On-Air Personality Ric Tyler was invited to speak to a group of student campers at the New England School of Communications media camp. The summer camp hosts students from Maine and from across New England for several days of informative sessions. Ric began his animated and interactive discussion challenging the students with questions that drew an understanding of the ratings process that is so crucial to television and radio. He touched on such points as diaries, people meters, telephone reminders to participants and the flaws inherent in the system. They then delved into the concept to exploiting the flaws in an effort to accrue the needed ratings to make for a successful career in broadcasting. He then led the future broadcasters in a thesis of how many broadcasters enter the profession with hopes of garnering love/affection/adulation, money and/or power/responsibility. They then studied the early broadcast careers of two former colleagues to explain how attempting to move into larger markets may require them to sacrifice one of the aforementioned attributes and the risk of losing positions in their climb to larger markets. In his final moments, he set a timer on his mobile device for the "lightning Round" to answer any questions as quickly and honestly as possible.**

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

**On October 8, 2019 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) 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.**