

WAEI-AM, WBAK-FM, WBFB-FM, WKSQ-FM, WLKE-FM, WVOM-FM, WTUX-FM

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

EEO Public File Report

December 1, 2011 – November 30, 2012

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
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There were no hires in the past 12 months

Total number on interviewees for a full time position: 0

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

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

* 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 17, 2012, Blueberry Broadcasting LLC participated in the 15th Annual Career & Resource 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 Program Manager and the Director of Programming & Operations.

On October 11, 2012 Blueberry Broadcasting LLC participated in the 15th Annual Fall Job Fair at the Maine Army National Guard Flight Facility. 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 Program Manager, a female morning show announcer and the Director of Programming & Operations.

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

On February 10, 2012, a Blueberry Broadcasting LLC Production Manager spoke to a group of students at the New England School of Communications about production procedures, the on-air aspects of radio production, the creative process and on- air duties.

On May 30, 2012 a Blueberry Broadcasting Program Director spent the morning at United Technologies Center. He gave radio presentations to five different groups of 8th graders. It was part of their 18th Annual Career Fair.

On July 31, 2012 a Blueberry Broadcasting LLC Operations Manager hosted a tour of nine high school students who attended the New England School of Communications Media Camp. All students were interested in a possible future in broadcasting. They discussed the Blueberry properties, and formats. There was a discussion about talk radio and sports broadcasting as well as the music formats. The students received a tour of the production studio and a tutorial from the Production Director. She showed them how she produces everything from a simple single track commercial to a complex multi voice commercial requiring many elements.

On October 26, 2012 a Blueberry Broadcasting LLC Production Director visited with a Production related class at the New England School of Communications and gave the students tips and tricks as it relates to Production. She also offered helpful ways to give clients what they want and discussed how she got into her career. She explained multi-tasking and organizational skills and how they play a large part of Production. She discussed the student's plans after graduation and offered advice on how to attain their dreams. She also suggested that the students keep a steady stream of their original material available as a resource for others that may be looking to use their talents.

On November 8, 2012, Blueberry Broadcasting LLC Vice President & Chief Operating Officer spoke to a broadcast class at the New England School of Communications. The topics of discussion included radio in general and specifically radio sales.

On November 12, 2012 a Blueberry Broadcasting LLC Operations Manager/Program Director spoke to a broadcast class at the New England School of Communications. The topics of discussion included the production of news and sports shows and events. They discussed the similarities as well as differences. They also discussed common mistakes made by a board operator or producer and how to overcome them.

- c) Initiative: Internship program designed to assist members of the community to acquire skills needed for broadcasting employment.

From May 20, 2012 to August 16, 2012 a student from Norwich University participated in the Blueberry Broadcasting internship program under the guidance of the local Operations Manager. The intern program gives students an inside look at all aspects of the operation. The student had an interest in gathering a better understanding of our production procedures and services. The school requirement for interns is 120 hours which he exceeded.

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

On October 25, 2012, 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.

- e) 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.

- f) 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 sixteen Blueberry Broadcasting stations.