

WABK-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, 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	12/3/18	1	Number 1 from Attachment A- All listed were notified of the opening	1 Number 1 Radio Stations	Number 1 from Attachment A- All listed were notified of the opening
2.	Account Executive	10/28/19	1	Number 1 & Number 20 from Attachment A- All listed were notified of the opening	1 Number 1 Radio Stations as well as #20 Employee Referral	Number 1 & Number 20 from Attachment A- All listed 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>
<b>1</b>	<b>Blueberry Broadcasting Radio Stations</b>	<b>Jack O'Brien</b>	<b>125 Community Drive, Suite 201 Augusta, ME 04330</b>	<b>207.623.9000 ext. 112</b>	<b>2</b>
<b>2</b>	<b>Eastern Maine Development Corporation</b>	<b>Angela Oechsle</b>	<b>45 Oak St. Suite 4 Bangor, Maine 04401</b>	<b>207-561-4001</b>	<b>0</b>
<b>3</b>	<b>Urban League</b>		<b>88 Warren Street Roxbury, MA 02119</b>	<b>617.442.4519</b>	<b>0</b>
<b>4</b>	<b>Maine Association of Broadcasters</b>	<b>Suzanne Goucher Suzanne@mab.org</b>	<b>69 Sewall Street Suite 2 Augusta, ME 04330</b>	<b>207.623.3870</b>	<b>0</b>
<b>5</b>	<b>New England School of Communications</b>	<b>Mark Nason nasonm@husson.edu</b>	<b>One College Circle Bangor, ME 04401</b>	<b>207.941.7176 Fax 207.947.3987</b>	<b>0</b>
<b>6</b>	<b>Husson University</b>		<b>One College Circle Bangor, ME 04401</b>	<b>207.941.7000 Fax 207.947.3987</b>	<b>0</b>
<b>7</b>	<b>The University of Maine Orono Campus</b>	<b>Patty Counihan jeankatz@maine.edu</b>	<b>5748 Memorial Union Orono, ME 04469-5748</b>	<b>207.581.1359 Fax 207.581.3003</b>	<b>0</b>
<b>8</b>	<b>National Association of Broadcasters</b>	<b>nab@nab.org</b>	<b>1771 N Street NW Washington, DC 20036</b>	<b>202.429.5300</b>	<b>0</b>
<b>9</b>	<b>Thomas College Career Services</b>	<b>Rich Grant</b>	<b>180 West River Rd. Waterville, ME 04901</b>	<b>207.859.1204</b>	<b>0</b>
<b>10</b>	<b>AWC National Headquarters *</b>	<b>* Returned</b>	<b>* Removed From List</b>		<b>0</b>
<b>11</b>	<b>Colby College</b>	<b>Shauna Hirshfield</b>	<b>4140 Mayflower Hill Waterville, ME 04901-8841</b>	<b>207-859-4140</b>	<b>0</b>
<b>12</b>	<b>International Women's Media Foundation</b>	<b>info@iwmf.org</b>	<b>1625 K Street NW, Suite 1275 Washington, DC</b>	<b>202.496.1992</b>	<b>0</b>

			<b>20006</b>		
<b>13</b>	<b>National Assoc. Of Black College Broadcasters</b>	<b><a href="mailto:bcrmail@aol.com">bcrmail@aol.com</a> or <a href="mailto:lojelks@aol.com">lojelks@aol.com</a></b>	<b>PO Box 3191 Atlanta, GA 30302</b>	<b>404.523.6136 Fax 404.523.5467</b>	<b>0</b>
<b>14</b>	<b>Society for Human Resource Management</b>		<b>1800 Duke St. Alexandria, VA 22314</b>	<b>800.283.7476</b>	<b>0</b>
<b>15</b>	<b>Saint Joseph's College of Maine</b>	<b>Prof. William Yates</b>	<b>278 White's Bridge Rd. Standish, ME 04084</b>	<b>207.893.7914</b>	<b>0</b>
<b>16</b>	<b>University of Southern Maine</b>	<b>Stephanie Towns stowns@usm.maine.edu</b>	<b>PO Box 9300 Portland, ME 04104</b>	<b>207.780.4141</b>	<b>0</b>
<b>17</b>	<b>Southern Maine Community College</b>	<b>Don Woodward</b>	<b>2 Fort Road So. Portland, ME 04106</b>	<b>207.741.5500</b>	<b>0</b>
<b>18</b>	<b>University of New England</b>	<b>jnevers@une.edu</b>	<b>11 Hills Beach Road Biddeford, ME 04005-9599</b>	<b>207.602.2503</b>	<b>0</b>
<b>19</b>	<b>Blueberry Broadcasting Web Sites</b>	<b>Jack O'Brien</b>	<b>125 Community Drive, Suite 201 Augusta, ME 04330</b>	<b>207.623.9000 Ext. 112</b>	<b>0</b>
<b>20</b>	<b>Employee Referral</b>	<b>Bruce Biette</b>	<b>125 Community Drive, Suite 201 Augusta, ME 04330</b>	<b>207.623.9000 Ext. 103</b>	<b>1</b>
<b>21</b>	<b>Outside Referral</b>	<b>Bruce Biette</b>	<b>125 Community Drive, Suite 201 Augusta, ME 04330</b>	<b>207-623-9000 Ext 112</b>	<b>0</b>
<b>22</b>	<b>Career Center</b>	<b>Michael Shirley</b>	<b>98 North Ave. Suite 20 Skowhegan, ME 04976</b>	<b>207-474.4950</b>	<b>0</b>
<b>23</b>	<b>Tri-County Career Centers</b>	<b>Paul B. Ruggiero</b>	<b>45 Oak Street, Ste. 3 Bangor, ME 04401</b>	<b>207.561.4057</b>	<b>0</b>
<b>24</b>	<b>Linkedin</b>	<b>Race Allen</b>	<b>184 target Industrial Circle , Bangor, ME 04401</b>	<b>207.907.7747</b>	<b>0</b>
<b>25</b>	<b>Zip Recruiter</b>	<b>Race Allen</b>	<b>184 Target Industrial Circle, Bangor, ME 04401</b>	<b>207.907.7747</b>	<b>0</b>

**\* Asterisk denotes recruitment sources which requested job notification announcements  
Attachment B**

## **Attachment B**

**WABK-FM, WQSK-FM, WVQM-FM, WMCM-FM, WQSS-FM, WVOM-AM, WTOS-FM**

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### **EEO Public File Report December 1, 2018 – November 30, 2019**

#### **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 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 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.**