

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

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

EEO Public File Report

December 1, 2020 – November 30, 2021

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	2/8/21	7	Number 25 from Attachment A- All listed in Attachment A were notified of the opening	7 Number 25	Number 25 from Attachment A- All listed in Attachment A were notified of the opening
2.	Account Executive	10/6/21	7	Number 25 from Attachment A- All listed in Attachment A were notified of the opening	7 Number 25	Number 25 from Attachment A- All listed in Attachment A were notified of the opening

3.	Account Executive	10/6/21	8	Number 25 from Attachment A- All listed in Attachment A were notified of the opening	8 Number 25	Number 25 from Attachment A- All listed in Attachment A were notified of the opening
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Total number of interviewees for all full time positions: 22

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.

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	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	All Access Online	Joel Denver	24955 Pacific Coast Highway, Malibu, CA 90265		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	bcmail@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	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	Tri-County Career Centers	Paul Ruggiero	45 Oak Street, Ste. 3 Bangor, ME 04401	207.561.4057	0
23	Linkedin	Race Allen	184 Target Industrial Circle Bangor, ME 04401	207.907.7747	0
24	Zip Recruiter	Race Allen	184 Target Industrial Circle Bangor, ME 04401	207.907.7747	0
25	Indeed.com	Race Allen	184 Target Industrial Circle, Bangor, ME 04401	207.907.7747	22

* 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 September 16, 2021 Blueberry Broadcasting LLC participated in a Job Hiring Event at the Bangor Mall. Our participation was to help educate attendees on job opportunities in broadcasting and with Blueberry Broadcasting's two employment units. Blueberry Broadcasting was represented by the Director of Programming & Operations. We also promoted the event for a week leading up to the event on all Blueberry Broadcasting stations.

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

On March 24, 2021 the Blueberry Broadcasting Director of Programming and Operations and the Bangor Operations Director were guest speakers/instructors for a class at the New England School of Communications via Zoom because of Covid-19. The request made was to discuss public file requirements and maintenance which is part of the course. They spoke about the changes that were made in regards to the main studio rule and how all stations were required to post their public files online. They discussed what is covered by the FCC and what is required to be handled by individual stations. They showed the students examples of political files, issues and programs lists, and the EEO report. The students were also given ample time to ask any questions about this subject matter and anything related to Blueberry Broadcasting and broadcasting in general.

On April 13, 2021 Blueberry Broadcasting's Bangor Operations Director was a guest speaker via Zoom video conferencing for a Southern Maine Community College Radio Production course. The focus of the April 13th class was how broadcast radio stations traffic their advertising. Discussed was the process from the first stage, a sales order, all the way to commercials playing over the air. The class was able to see all the steps and sides of a real radio trafficking system via Zoom screen share. They got an overview of all different types of radio advertising; local direct, barter, political candidate ad, issue advertising, etc. Students got to see how the traffic system works internally and how it syncs with the rest of the systems at a radio station. The class left with a strong knowledge of what a Traffic Director job looks like day to day. The students also had the chance to engage in a question-and-answer session. The Q&A was opened to all questions about the broadcast industry.

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

On September 29, 2021 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.