

## 2021 ANNUAL EEO PUBLIC FILE REPORT

### Salt Pond Community Broadcasting Company

Station:	WERU-FM (NCE), Blue Hill, ME
Community of License:	Blue Hill, Maine
Reporting Period:	December 1, 2020 - December 1, 2021
Number of Full-time Employees:	7
Small Market Exemption:	Yes

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Due to the COVID-19 pandemic station staff were unable to attend in-person national radio conferences or local nonprofit seminars and workshops which are part of the station's program to train personnel to upgrade skills. However, at various times during the reporting period, various staff, including the News & Public Affairs Director and News Director did participate in online webinars, several hosted by the National Federation of Community Broadcasters, Corporation for Public Broadcasting and Maine Association of Nonprofits, focusing on acquiring and improving skills.

*Established a **mentoring** program designed to assist members of the community/volunteers to acquire skills needed for broadcast employment and volunteering.*

8 new on-air volunteers were mentored by our professional staff. New volunteer programmers are trained and coached by staff. Volunteers were trained both remotely via Zoom and in-person at the radio station.

*Provided **training** to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.*

Collaborated with 8 area educational and nonprofit organization to produce radio and digital platform content: League of Women Voters, Maine Organic Farmers & Gardeners Association, University of Maine Sea Grant, Maine Humanities Council, Maine State Library, Maine-Wabanaki REACH, OUT Maine, NextStep Domestic Violence Project.

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be*

Due to the COVID-19 pandemic community events were not available for promoting employment and volunteer opportunities in broadcasting. However, our website, e-newsletter and social media continued to provide information on participating in opportunities at WERU.

unaware of such opportunities.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
September 1, 2021	Development Director	WERU newsletter/website

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 3

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Maine Association of Nonprofits	1
WERU newsletter/website/on-air announcements	2

RECRUITING SOURCES USED

Job Title of Position: Development Director

Date of Hire: September 1, 2021

REFERRAL SOURCE	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Maine Association of Nonprofits	565 Congress Street Suite 301 Portland, ME 04101 <a href="https://www.nonprofitmaine.org/">https://www.nonprofitmaine.org/</a> <a href="http://www.nonprofitmaine.org/connect/nonprofit-job-board/">http://www.nonprofitmaine.org/connect/nonprofit-job-board/</a>	Mary Cloutier, Office Coordinator	(207) 871-1885, <a href="mailto:mcloutier@nonprofitmaine.org">mcloutier@nonprofitmaine.org</a>
WERU website and e-newsletters (separate newsletters for volunteers and listeners) and on-air announcements	<a href="https://weru.org/">https://weru.org/</a>	Matt Murphy, General Manager	<a href="mailto:matt@weru.org">matt@weru.org</a> (207) 469-6600

No organizations requested that the station provide it with notice of all job vacancies.