



EEO NARRATIVE REPORT FOR ATLANTIC COAST RADIO

We host two community outreach events every year. A career day in the spring, where we invite listeners to our radio station for interviews, and a fall job fair at a hotel in town Portland, which is a walk-in event. The events are always promoted via the radio stations, a craigslist advertisement, and letters detailing events to our community contact organizations. Our on air people also mentor college age students who are interested in the radio business.

2020 proved to be difficult with the coronavirus. Our studios were shuttered to all guests and sales personnel. Accordingly, we postponed the Career Day at the radio stations. We adapted in the fall, and ran the job fair virtually via an interview and appointment process with zoom. The event was held on November 17th. For a second initiative, we were able to continue an internship in studio with a recent college graduate on our afternoon show on WJJB, despite the virus.

The zoom appointment regimen received a positive response from our participants. We used that formula for both the Career Day (June 22, 2021) and the fall job fair. (October 12, 2021). We filled a job opening through a candidate recruited through the job fair.

We are confident that our use of Craigslist, our radio spots, and our mailers and our events have been effective in attracting candidates to our radio stations. Station management always conducts these meetings. Individuals who are interested in the radio business are given advice on how to proceed and what their opportunities are.

Compiled by Jon Van Hoogenstyn, General Manager, ACR

November 23, 2021