
MIDWEST COMMUNICATIONS, INC.

and Affiliates

EQUAL EMPLOYMENT OPPORTUNITY AUDIT

WPBG-FM Radio – Facility ID 42114

Peoria, IL

EXHIBIT 4

OUTREACH RECRUITMENT INITIATIVES

August 1, 2022 through July 31, 2023



2021-2022 Endowed Fund Report

Alpha Media Endowed Scholarship

A Guide to Understanding Your Endowment Report

ENDOWMENT

Gifts to your endowed fund are invested as part of Bradley University's overall endowment. A portion of the earnings, as determined annually by Bradley University's Board of Trustees, is used to make the annual award, and the remainder is reinvested. Reinvestment ensures our endowment will continue to provide meaningful awards in the future. Endowment balances shown on the report include the total gifts contributed to your fund and the **Market Value as of 12/31/2021**.

Total Gifts **\$24,000.00**

Market Value **\$37,643.86**

EARNINGS

Earnings (available earnings) are defined as the portion of the individual endowment's total return made available for scholarships per the University's spending policy. Your report includes **earnings both from year 2021-2022 and estimated earnings for 2022-2023**.

2021-2022 Earnings **\$1,610.20**

2022-2023 Estimated Earnings **\$1,753.49**

How can I grow my endowment?

To ensure future generations can continue to benefit from your long-term investment in Bradley University, we offer the following options for growing your endowment.

Outright Gifts

Outright gifts, such as cash or securities, provide the most immediate return on your partnership with Bradley as well as the greatest tax benefit and savings. Grow your endowment online at bradley.edu/giving or call 309.677.3156.

1897 Legacy Society

Legacy gifts can offer you the opportunity to make a larger contribution to the future of Bradley. There are many types of legacy gifts, including will bequests, charitable gift annuities, charitable remainder trusts, and more. Call 309.677.2241 for more information or visit giftplanning.bradley.edu

Why am I receiving this report?

You are listed as a contact for the scholarship described in this report. Bradley University is grateful for donors who have contributed to or established endowed funds and is pleased to share the progress made possible through these generous gifts. If you wish to make any changes to that information, please contact the Office of Donor Relations at donorrelations@bradley.edu or 309.677.4530.

Questions?

*Contact the Office of Donor Relations at
donorrelations@bradley.edu or 309.677.4530*



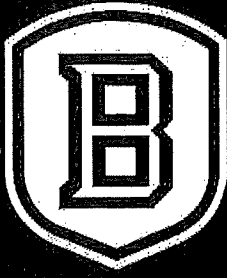
Midwest Communications Endowed Scholarship

2022-2023 Scholarship Recipient(s)

Jennifer Reyes from Addison, IL

Junior, Slane College of Communications and Fine Arts

Communication



SCHOLARSHIP RECIPIENT REPORT 2021 - 2022

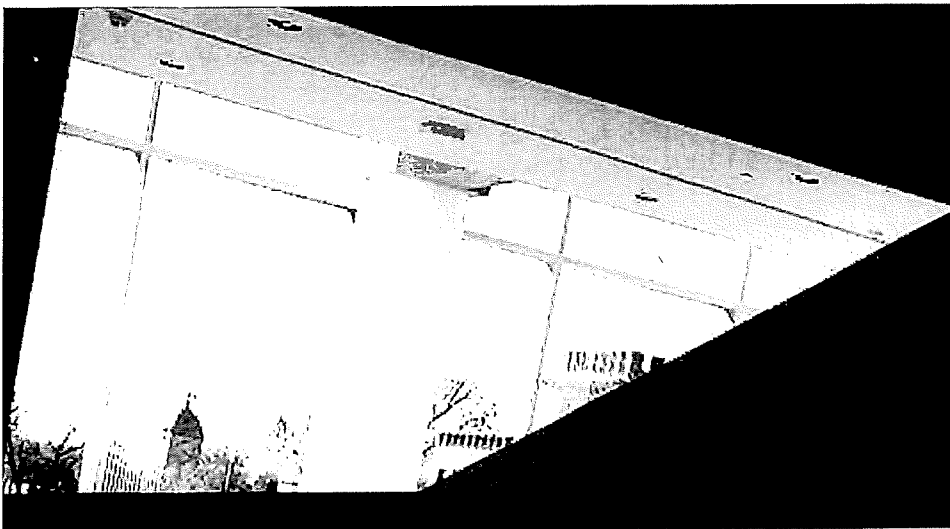
Midwest Communications Endowed Scholarship

Alpha Media

2021-2022 Scholarship Recipient(s)

Jennifer Reyes from Bolingbrook, IL
Junior, Slane College of Communications and Fine Arts
Communication

DONOR RELATIONS
1501 W BRADLEY AVE 309-677-4350
BRADLEY.EDU/GIVING



2021-2022

RECIPIENT REPORT

 **BRADLEY** University

YOUR IMPACT:

Scholarships at Work

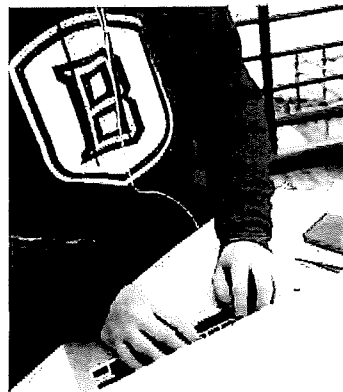
IT IS MY PRIVILEGE TO SHARE THE ENCLOSED 2021-2022 RECIPIENT REPORT.

Like our visionary founder, Lydia Moss Bradley, you have given students the opportunity to experience a Bradley education that balances the liberal arts and sciences with professional training in the classroom and real-world experience. Your scholarship not only positions the students you support for success while they are on campus, it prepares them to thrive in their careers and in their lives.

Because of you, the possibilities are endless.



Erin E. Genovese
Vice President for Advancement



— “ —

I would not be where I am in my artistic career without outside support. Financial support like yours has made my education accessible. I am grateful for this scholarship and the continued belief it expresses in my artistic studies.

MADELINE '21, STUDIO ART

— ” —

— “ —

This scholarship allows me to accomplish my dream of becoming a medical laboratory scientist, where I can benefit society and provide patients with the level of care they deserve. I appreciate your support during my journey through education.

JALEN '22, MEDICAL LABORATORY SCIENCE

— “ —

I decided to come to Bradley from Colorado because of the special education program and the family aspect. I can pursue my dream thanks to the scholarship and education I have received from Bradley!

MEGAN '21, SPECIAL EDUCATION

— ” —

— ” —





BRADLEY University

Alpha Media Representative,

As we complete the 2021-2022 Bradley Academic Year, I wanted to share information with you about who received the scholarship that your generosity makes possible. Without you, one less student might have enrolled this past year. Because of this scholarship program, one more student has experienced Bradley, and the transformational possibilities that a Bradley education offers.

On behalf of this student and Bradley University, thank you!

Tom Richmond '88, '94

Director of Development for the Slane College of Communications & Fine Arts,

Northeast U.S., Minnesota, Kentucky and Tennessee

1501 West Bradley Avenue | Peoria, IL 61625

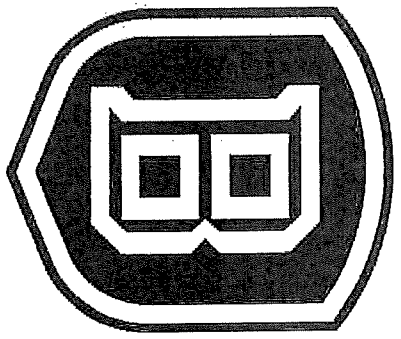
(309) 677-3137 office | (309) 696-5552 cell

richmond@bradley.edu

“

I have personally been the recipient of endowed support and it's a one-of-a-kind feeling to know my university is able to connect me with caring donors like yourself. Thank you for keeping a pathway open for myself, and students like me who are building a future with Bradley.

-Taylor, '24



Alpha Media Endowed Scholarship

Total Gifts
\$24,000.00

Market Value
\$30,529.47

2022-2023 Earnings
\$1,753.49

**2023-2024
Estimated Earnings**
\$1,733.18

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EARNINGS

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“

Bradley has so many tools for ensuring students like me find their own version of success in life, and these tools are made possible by people like you! Thank you!

-Alex, '25

”




YOUR IMPACT AT WORK

This is our favorite time of year, when we get to share the results of your generosity! Thank you, on behalf of everyone at Bradley University, for choosing to support our educational mission. I am lucky enough to see the point of intersection between the gift you make and the impact it creates on campus. This special moment, where your endowment directly uplifts a student, is evidence of Lydia's legacy carrying on through caring individuals like yourself.

You have enriched the Bradley tradition and helped to continually invest in the future of our students and our university. The connection between donors, students and faculty has endured here for over 125 years, and this report is a celebration of what you personally have added to this tradition in the past year.

By creating an endowed fund at Bradley University, you have made a difference for today's students and faculty, and for generations to come. Your support is both valued by those who are benefiting from your generosity and inspiring to those who will be motivated to follow your example of leadership. On behalf of our proud Bradley community, thank you! Now, we want to show you exactly how significant your selflessness has been, by looking at the impact you created.



Andrea Wicker, Director of Donor Relations

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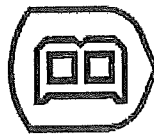
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1897 Legacy Society

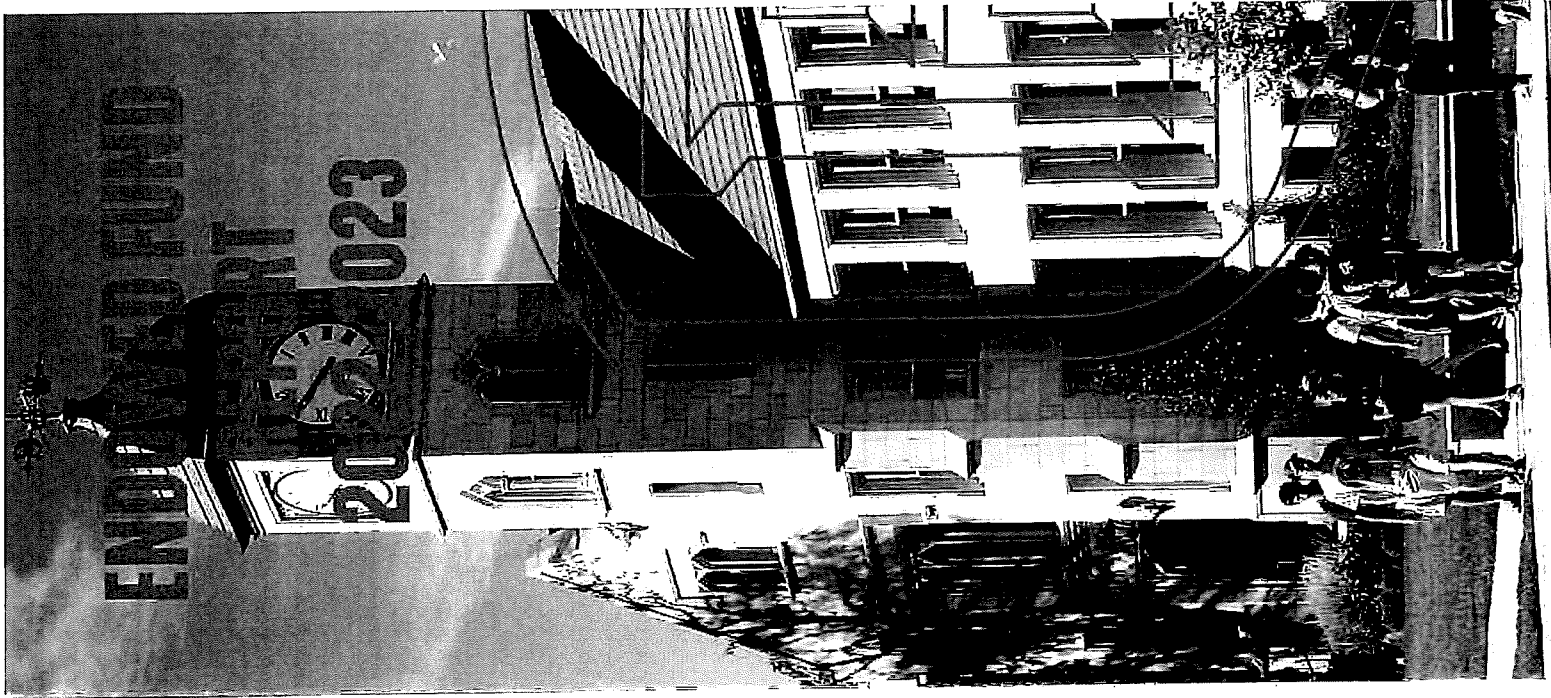
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Donor Relations Office
1501 W Bradley Ave, Peoria, IL 61625
awicker@bradley.edu
(309) 677-4530



Invoice: #217



Hello,

Your invoice has arrived! Bradley University has invoiced you for your 2021 Spring Job & Internship Fair career fair registration. Your total comes to \$300.00.

[View Registration](#)

Registration Date: January 20th 2021
Employer: Midwest Communications, Inc.
Registrant: Shannon Demanes
Billing Address: 331 Fulton Street, Ste #1200, Peoria, IL 61602

Please contact the career fair host for any questions:

Name: Jean Berry
Email: jberry@fsmail.bradley.edu

Itemized List

Item	Date/Time	Cost
Early Bird Rate for Standard Registration	Tuesday, Feb 23, 10:00 am - 3:00 pm CST	\$300.00
		Total Cost: \$300.00
		Less Amount Paid: \$0.00
		Amount Due: \$300.00

Bradley University has indicated that they'll be able to manually accept payments for this career fair.

If you would like to pay by credit card, please email Lisa Hinthorn at lhinthorn@bradley.edu, with a good phone number to reach you. Lisa will call you to process payment. If paying by check, please make the check payable to "Bradley University", and mail to: Smith Career Center Bradley University 1501 West Bradley Avenue Peoria, IL 61625-0105

Best,
The Handshake Team

Handshake



Shannon Demanes <shannon.demanes@mwcradio.com>

Fwd: The Spring Job & Internship Fair – Connecting with Bradley Students

7 messages

Sarah Varnes <sarah.varnes@mwcadvertising.com>
 To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Tue, Jan 5, 2021 at 4:42 PM

Are we doing these?

SarahVarnes

Director of Sales

O: 309-495-4724

C: 309-360-8856



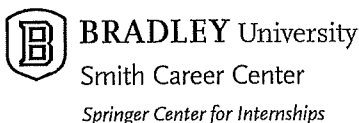
CONTACT: Midwest Communications | 331 Fulton Street 12th Floor | Peoria, IL 61602-1475 | Switchboard 309.637.3700 | Sales 309.495.4710 |
 Production 309.495.4720 | Newsroom 309.495.4730 | Administration 309.495.4740 | Administration Fax 309.673.9562 | Sales Fax 309.673.9538
 | www.midwest360peoria.com

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----- Forwarded message -----

From: **Bradley University's Smith Career Center** <careers@bradley.edu>
 Date: Tue, Jan 5, 2021 at 8:00 AM
 Subject: The Spring Job & Internship Fair – Connecting with Bradley Students
 To: <sarah.varnes@midwest360peoria.com>



Spring Job & Internship Fair

With 2020 behind us, we are excited about this new year and a new perspective on hiring. The best place to start is Bradley University's **Spring Job & Internship Fair**, taking place at 10 a.m. on **Tuesday, February 23, 2021**.

Register Now

Let us help connect you with our students to meet your hiring needs of the new year!

If you need any assistance with your job fair registration, please visit these [step-by-step instructions](#) or contact our office at (309) 677-2510.

Sincerely,
Rick Smith, Ph.D., Senior Director of Employer Services
Smith Career Center, Bradley University
rsmith@bradley.edu

#NetworkBradleyU



Bradley University Smith Career Center | 1501 W Bradley Ave, Peoria, IL 61625

Unsubscribe sarah.varnes@midwest360peoria.com

[Update Profile](#) | [About our service provider](#)

Sent by careers@bradley.edu

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Sarah Varnes <sarah.varnes@mwcadvertising.com>

Tue, Jan 5, 2021 at 4:55 PM

Yes, we will most likely be doing this. I need to talk to Mike about what jobs I can post for this job fair, I sent him an email. In the meantime, will you please register for Handshake, the link is below. This is the program Bradley (and many other universities) use to host their online job fairs. You need an account if you are to interact with any students, and each of us need our own login. When you register please use your "mwcradio" email address. After you register, your account has to be cleared by Midwest Communications, saying you are in fact one of their employees. When I registered it took longer because I used my "midwest360" email and it didn't go to the correct person for approval.

Then after I sign up for the job fair I can select you to talk to the students that are interested in the Marketing Consultant position. You can schedule sessions where any and all students can log into the session and start chatting with you. You can also set up one on ones or interviews, you get to choose what works for you, then the students sign up according to your time frames you provided.

<https://app.joinhandshake.com/>

Thanks,

Shannon Demanes

Business Manager
MWC Advertising - Peoria
Midwest Communications, Inc.
P: 309-637-3700
F:309-673-9562



[Quoted text hidden]

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Mike Wild <mike.wild@mwcadvertising.com>

Tue, Jan 5, 2021 at 4:57 PM

If we register for the career fair by January 21st the fair is only \$300, otherwise after that date it costs \$375 to register.

Also, what jobs would you like me to post for this Bradley career fair?

Thanks,

Shannon Demanes

Business Manager
MWC Advertising - Peoria
Midwest Communications, Inc.
P: 309-637-3700
F:309-673-9562



[Quoted text hidden]

Mike Wild <mike.wild@mwcadvertising.com>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Tue, Jan 5, 2021 at 5:05 PM

Sales, Engineer and IT. And yes let's register!

[Quoted text hidden]

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Mike Wild <mike.wild@mwcadvertising.com>

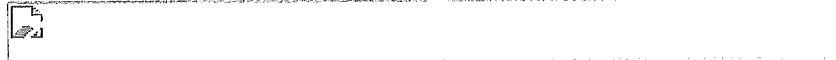
Tue, Jan 5, 2021 at 5:26 PM

Will do. I'll get us registered tomorrow.

Thanks,

Shannon Demanes

Business Manager
MWC Advertising - Peoria
Midwest Communications, Inc.
P: 309-637-3700
F:309-673-9562



[Quoted text hidden]

Sarah Varnes <sarah.varnes@mwcadvertising.com>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Wed, Jan 6, 2021 at 4:29 PM

I am all signed up :-)

SarahVarnes

Director of Sales

O: 309-495-4724

C: 309-360-8856



CONTACT: Midwest Communications | 331 Fulton Street 12th Floor | Peoria, IL 61602-1475 | Switchboard 309.637.3700 | Sales 309.495.4710 | Production 309.495.4720 | Newsroom 309.495.4730 | Administration 309.495.4740 | Administration Fax 309.673.9562 | Sales Fax 309.673.9538 | www.midwest360peoria.com

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[Quoted text hidden]

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Sarah Varnes <sarah.varnes@mwcadvertising.com>

Wed, Jan 6, 2021 at 4:43 PM

Thank you!

Shannon Demanes
Business Manager
MWC Advertising - Peoria
Midwest Communications, Inc.
P: 309-637-3700
F: 309-673-9562



[Quoted text hidden]

WORKPLACE CULTURE AND BEHAVIORS MANAGEMENT GROUP TRAINING JUNE AND JULY, 2023

See Accepted Calendar Invitations at the End of This Document for Attendees and Dates

MEETING GUIDE NOTES AND TALK POINTS:

What is culture? What does it mean here, in our workplace?

Culture

- Culture is behavior. Nothing more.
- It's the sum total of all the behaviors of all of our people.
- It's what they actually do.
- And it's what the company tolerates.
- If we say timeliness is important but people show up late for meetings all the time, then timeliness isn't our culture.

DO WE HAVE A PERFORMANCE CULTURE?

Communicating the Value of Performance

- We must reinforce that value continually.
 - We must have regular performance feedback and communication.
- If we're not doing these things, we're not living in a performance culture.

- If a corporation says they care about their people and then lay people off via email, then caring about people isn't their culture.
 - Caring isn't a behavior.
 - Demonstrating you care is.
 - Caring may be an organizational value, but feelings and values aren't behaviors.
 - You can't make a list of all the things that are acceptable and unacceptable.

So we don't really create, from the start, our culture. Our culture happens naturally.

Even more simply defined, our culture is "how we do things around here."

Now, there are things we can do to help influence how our culture grows and happens. Those things should be our **VALUES** and our **STANDARDS** and **PRINCIPLES**. We, as a company, can establish those things.

But then it's our job – the company and most importantly it's managers – to uphold those standards. So again, if we want a performance-based organization, and performance measurement (you get what you measure and reinforce, right?) is one of our standards, then as a manager, it's up to you to actually set expectations and goals that you can measure, and then have those meetings to review all of that on a regular basis. **YOU** are the enforcer of the culture.

By the way, since all but about five people here actually answer to all of you and not me, **YOU** are the ones that really matter in this process. If you don't do this, then it doesn't happen.

Remember a long time ago we said, "Where the rubber really meets the road is with department-level leadership?" That's why.

Myself – even corporate – we can only do so much. YOU have to spend time focused on behavior – you can influence culture by communicating effective vs. ineffective behavior.

Different types of behavior:

Most people think behaviors are only interpersonal – body language, attitude, etc. – but it's more than that.

The words you say "I'm working on it" vs "I'm working on it and I think we have a broken widget which means we need IT help, and I've set that up – here's our timeline."

Which would you rather hear?

How you actually say those words – that changes the way they're heard. Say this with emphasis on different words.

I didn't **say** you had an **attitude** problem.

Facial expressions You may say you didn't think about that. OK, cool, I'm helping you – you should think about it. The person you're talking to does, and you're responsible for your facial expressions.

7% of MEAN is determined based on words

38% based on tone differences

55% on non-verbal cues – facial expressions being #1 – then body language

"suspicious face" won't get you very far.

Body language crossing arms, looking down or away – not perceived as well as making good eye contact.

Drumming fingers on a conf room table.

"Pretty good" said upbeat tone and smiling vs looking down and low volume.

The receiving person's conf changes dramatically, right?

Most of us don't realize how our comm style helps us or hurts us on a day to day basis.
Culture is all about behaviors.

These are some, but obviously actually doing assigned tasks or completing expectations of growth and change are at the top of the list.

Our people – and even you guys – learn behavior from our interactions with others.

It's like a collection of unwritten behavioral norms over time through trial and error.

Culture simply is "the way we do things around here."

CHANGING IT?

We don't realize how adaptable we actually are. Most people don't cuss as much in front of little kids, right?

We can change, tailor, adapt given the circumstance.

THE WAY WE DO THINGS AROUND HERE HAS GOTTEN US WHERE WE ARE.

YOU JUST SAW THE GRAPHS.

Performance happens every day – not just once a year if you get an annual review. So you must hear about performance regularly if we want a performance culture.

So the big question to start with is what kind of an organization do we want?

Start with values – standards – principles.

But remember culture is irrespective of those. YOUR job is to insist on those values so that it results in the behaviors and develops the culture we'd ideally like. Culture isn't built. It occurs.

It's hard work being an effective manager.

Great to say "we have this value and this is how we would behave to support it."

Next meeting – we're going to talk about how to have those conversations with your people.

Culture isn't created but can be reinforced.

JUNE 14, 2023 MEETING ATTENDEES:

Management Meeting Save More actions

Jun 14, 2023 10:00am to 11:00am Jun 14, 2023 (GMT-05:00) Central Time - Chicago Time zone

All day Monthly on the second Wednesday, until Feb 14, 2024 RSVP: Yes Add note / guests

Event details Find a time

Join with Google Meet meet.google.com/xue-ber-uni

Make it a Zoom Meeting

Conference Room

Add notification

Mike Wild Add a label

Busy Default visibility

Create meeting notes

Group training: Workplace culture and behaviors

Guests

Add guests

13 guests
12 yes (1 in a meeting room)

- Mike Wild Organizer
- Bill Fox
- Brandon Wickwire
- Brandon Schmick
- Courtney Pierce
- Randy Rundle
- Rick Hirschmann
- Robert Brown
- Sara Hale
- Sarah Varnes
- Shannon Demanes Office
- Will Stevenson
- Erika Knollenberg

JULY 12, 2023 MEETING ATTENDEES:

× Management Meeting

Save


More actions ▾

Jul 12, 2023 10:00am to 11:00am Jul 12, 2023 (GMT-05:00) Central Time - Chicago Time zone

All day Monthly on the second Wednesday, until Feb 14, 2024 ▾

RSVP: Yes ▾ Add note / guests


Event details Find a time

 **Join with Google Meet**
meet.google.com/xus-kiaz-unj ⓘ


 ▾ ×

 **Make it a Zoom Meeting**


 Conference Room 

 Add notification

 Mike Wild ▾  Add a label ▾

 Busy ▾ Default visibility ▾ ⓘ

 Create meeting notes

Group training: Workplace culture and behaviors

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1 no

-  Mike Wild
Organizer
-  Bill Fox
-  Brandon Wickwire
-  Brandon Schmick
-  Courtney Pierce
-  Randy Rundle
-  Rick Hirschmann
-  Robert Brown
-  Sara Hale
-  Sarah Varnes
-  Shannon Dermanes 
Office
-  Will Stevenson
-  Erika Knollenberg

Recruitment and Non-Discriminatory Efforts

July 18, 2023



Discussion

- Hiring Manager procedures for job openings.
- Job fair expectations (help out when asked – will discuss more below).
- Other – tours, etc. (will discuss more below).

Review of our responsibilities:

- Offer equal opportunity in employment to all qualified persons. No person shall be discriminated against in employment by such stations because of race, color, religion, national origin, or sex.

Review of our responsibilities:

- Establish, maintain, and carry out a positive continuing program of specific practices designed to ensure equal opportunity and nondiscrimination in every aspect of station employment policy and practice. As a manager, you are responsible for enforcement and execution of our policies, including but not limited to everything we're reviewing today, and we will review this at the HR and Senior Management level.



Review of our responsibilities:

- We need to inform employees of our equal employment opportunity policy and program and enlist their cooperation. We will routinely do this with all openings. We include this in opening postings and all postings are disseminated to our employees through various methods, including but not necessarily limited to, email and physical postings.

Review of our responsibilities:

- We communicate our equal employment opportunity policy and program and employment needs to sources of qualified applicants without regard to race, color, religion, national origin, or sex, and solicit their recruitment assistance on a continuing basis. We reviewed our sources recently in an effort to further our outreach efforts. We will post these on your behalf for all open positions, and we seek to do this through sources which don't indicate or imply and preference in race, national origin, color, religion or gender. Obviously we expect you to avoid any selection technique that could be in any way discriminatory.



**MANAGER TRAINING -
RECRUITING AND NON-
DISCRIMINATORY EFFORTS**





MANAGER TRAINING RECRUITING AND NON-DISCRIMINATORY EFFORTS

Page 1

Discussions:

- Hiring Manager procedures for job openings.
- Pass out attachments with highlights for hiring manager functions versus Business Manager functions. This helps you understand "who does what" when it comes to our EEO process, including recruiting, posting, interviewing, and hiring.
- Job fair expectations (help out when asked – will discuss more below).
- Other – tours, etc. (will discuss more below).

Review of our responsibilities:

- Offer equal opportunity in employment to all qualified persons. No person shall be discriminated against in employment by such stations because of race, color, religion, national origin, or sex.
- Establish, maintain, and carry out a positive continuing program of specific practices designed to ensure equal opportunity and nondiscrimination in every aspect of station employment policy and practice. As a manager, you are responsible for enforcement and execution of our policies, including but not limited to everything we're reviewing today, and we will review this at the HR and Senior Management level.
- We need to inform employees of our equal employment opportunity policy and program and enlist their cooperation. We will routinely do this with all openings. We include this in opening postings and all postings are disseminated to our employees through various methods, including but not necessarily limited to, email and physical postings.
- We communicate our equal employment opportunity policy and program and employment needs to sources of qualified applicants without regard to race, color, religion, national origin, or sex, and solicit their recruitment assistance on a continuing basis. We reviewed our sources recently in an effort to further our outreach efforts. We will post these on your behalf for all open positions, and we seek to do this through sources which don't indicate or imply and preference in race, national origin, color, religion or gender. Obviously we expect you to avoid any selection technique that could be in any way discriminatory.
- Conduct a continuing program to exclude all unlawful forms of prejudice or discrimination based upon race, color, religion, national origin, or sex from its personnel policies and practices and working conditions. This meeting addresses that issue, and other such trainings we have had address this.
- Conduct a continuing review of job structure and employment practices and adopt positive recruitment, job design, and other measures needed to ensure genuine equality of opportunity to participate fully in all organizational units, occupations, and levels of responsibility. We review this periodically, including such times as we evaluate job structure and qualifications for our various initiatives and business needs, but we invite you to contribute your thoughts, as well. As a part of this, we review such things as seniority practices, pay rates, and fringe benefits to make sure they are nondiscriminatory.



MANAGER TRAINING RECRUITING AND NON-DISCRIMINATORY EFFORTS

Page 2

- Recruit for every full-time job vacancy. If we're filling a job by an internal promotion we don't need to recruit. Among other methods, we use recruitment sources we continually refine to make sure we're effective in broad outreach, and we also are required to notify of our openings any organization that requests it.
- We must engage in at least four of these initiatives during each two-year period:
 - (i) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions;
 - (ii) Hosting of at least one job fair;
 - (iii) Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;
 - (iv) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities;
 - (v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
 - (vi) Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies);
 - (vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
 - (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
 - (ix) Establishment of a mentoring program for station personnel;
 - (x) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
 - (xi) Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
 - (xii) Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
 - (xiii) Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
 - (xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
 - (xv) Provision of 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;
 - (xvi) Participation 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 unaware of such opportunities.



MANAGER TRAINING
RECRUITING AND NON-DISCRIMINATORY EFFORTS

Please be conscious of all of these. Examples: Let us know when you have tours and speak before groups. Know that you may be expected to participate in job fairs. Communicate any mentoring opportunities.

- We must retain records to document that we've satisfied all these requirements, and those include all vacancies, recruitment sources, postings, and proof of our processes being complete and according to these guidelines. We also need to keep the number of interviewees for each vacancy and the referral source for each, plus the date the vacancy was filled the recruitment source of the eventual hire. Please follow the guidelines on the list we passed out. It will help you do this.



Review of our responsibilities:

- Conduct a continuing program to exclude all unlawful forms of prejudice or discrimination based upon race, color, religion, national origin, or sex from its personnel policies and practices and working conditions. This meeting addresses that issue, and other such trainings we have had address this.



Review of our responsibilities:

- Conduct a continuing review of job structure and employment practices and adopt positive recruitment, job design, and other measures needed to ensure genuine equality of opportunity to participate fully in all organizational units, occupations, and levels of responsibility. We review this periodically, including such times as we evaluate job structure and qualifications for our various initiatives and business needs, but we invite you to contribute your thoughts, as well. As a part of this, we review such things as seniority practices, pay rates, and fringe benefits to make sure they are nondiscriminatory.

Review of our responsibilities:

- Recruit for every full-time job vacancy. If we're filling a job by an internal promotion we don't need to recruit. Among other methods, we use recruitment sources we continually refine to make sure we're effective in broad outreach, and we also are required to notify of our openings any organization that requests it.



Review of our responsibilities:

We must engage in at least four of these initiatives during each two-year period:

- (i) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions;
- (ii) Hosting of at least one job fair;
- (iii) Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;
- (iv) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities;
- (v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
- (vi) Participation in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies);
- (vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
- (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
- (ix) Establishment of a mentoring program for station personnel;
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- (xii) Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
- (xiii) Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
- (xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
- (xv) Provision of 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;
- (xvi) Participation 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 unaware of such opportunities.

Please be conscious of all of these. Examples: Let us know when you have tours and speak before groups.. Know that you may be expected to participate in job fairs.

Communicate any mentoring opportunities.



- We must retain records to document that we've satisfied all these requirements, and those include all vacancies, recruitment sources, postings, and proof of our processes being complete and according to these guidelines. We also need to keep the number of interviewees for each vacancy and the referral source for each, plus the date the vacancy was filled the recruitment source of the eventual hire. Please follow the guidelines on the list we passed out. It will help you do this.



BRIDGET WOOD - THE FIRST 49 DAYS TRAINING AUGUST AND SEPTEMBER, 2023 MANAGER'S GUIDE

Salespeople aren't born, they are trained

WELCOME

This training program consists of 3 phases that are organized this way in the sales person's workbook:

Phase 1 - The first 21 days
(Pages 9- 21)

Phase 2 - The next 14 days (week 4 and 5)
(Pages 22-30)

Phase 3 - The last 14 days of training (week 6 and 7)
(Pages 31-40)

We strongly encourage you to read the information presented on the first few pages of the sales person's workbook (page 3 - page 7) in order to gain an understanding of the theory and strategy behind this program. It can offer you a foundation to draw from as you guide your new salesperson through the First 49 Days.

THE POINT

What you need to know and determine in the first 49 days:

- Will this new sales person do whatever it takes to complete the tasks given them, in the time allotted?
- Can they be proactive enough to schedule and keep appointments?
(starting with making and being prepared for appointments with you and your sales team)
- What is their skill level in the following areas :
 - Introductions
 - Listening and getting feedback
 - Creativity
 - Presenting and asking for money
 - Can they be coached and will they learn and adapt?

You will discover these things over the next 49 days. But, in order to make an accurate evaluation, we encourage you to follow the process step by step.

MANAGER'S GUIDE 03 THE FIRST 49 DAYS

Education is not so much the filling of a bucket ... But the lighting of a fire

THE PROCESS

At the end of this 7 week training program, your new sales person will have worked the entire process from the beginning of the sale to the end, 15 times. They will have chosen and added 15 accounts to their list, completed meaningful research on 15 accounts, written and presented 15 Introduction / Elevator Speeches, conducted 15 Discovery Interviews, written and produced 15 ads, and created and presented 15 proposals.

We know that the time frame we have given sales people to complete these tasks may, at times, be a bit constricted. It is done intentionally, and is an important part of this training program. Having immediate success (a closed sale) is a likely outcome of the first 49 days because they are following a pattern of activities that will lead to success. But, getting a "Yes" to a proposal, is NOT the intended outcome of this training program.

The intended outcome is practice in doing the necessary steps in the proper order, and creating a pattern of selling that always leads to success.

The intended outcome is to teach them how to find needs, create proposals, ask for the sale, manage their account list, get more decisions (yes or no) and less continuances. To teach them to work at a high pace from day one, instead of teaching them to become a "professional visitor."

If you allow the process to work, and ask the sales person to be accountable to the requirements, inside the time allotted, you give them their best opportunity to learn what it takes to succeed.

In addition you will be able to learn for yourself in just 49 days if they are someone who can succeed in your company and on your team.

THE PROFESSIONAL VISITOR

The first thing that is so damaging to a new sales person is usually created and bred by us (their managers). We give the sales people a whirlwind review of our products and services, give them an email address, phone and business cards, and a list of people to go and meet.

That list in our hands or the hands of an experienced sales person would likely create results, and so we confidently send them out the door. We justify that we hired someone who "can sell" and that they need to "sink, or swim"... this approach however usually turns the salesperson into a professional visitor, because that is what we asked them to do... go and meet the accounts. Three months later we wonder why they haven't made more progress.

We justify these actions in our minds because of the exceptions to the normal rule (those sales people who are successful in spite of our efforts). The lightning in a bottle new hires that didn't need much help.

We call this the gambling effect. Gambling is addictive because of the inconsistency of the payout and it's that inconsistency that creates the false belief system that you can actually win. Yes, some really lucky people have won big (lightning in a bottle) but there are billion dollar examples up and down the Las Vegas strip that should remind us all that very few people ever win when they gamble.

We are sure in your own market you can list a handful of businesses that opened and grew at an astounding pace and never needed advertising (lightning in a bottle). Yes, those examples exist, but for the rest of the business world, advertising is a necessity to create a successful business.

This 49 day program takes away the gamble and gives you and the new sales person step by step instructions on how to be a superhero media sales person.

TRAIN THE SKILL AS THEY HAVE A NEED

Usually in the first few days and weeks of a sales person's employment, we spend time in "training" them on how to use our tools (email, forms, production orders, traffic system, Rumble (crm), weekly reports etc. This training is rarely successfully transferred to them and usually is needed to be "re-taught" when they have an account that said yes.

We know from psychology that training on new skills without context (a real account that they are entering for themselves) rarely ever creates lasting retention. Yet we still spend all that time and effort inundating salespeople with information they are not likely to remember. Once we feel like they have a "good overview," we give them business cards and a list of people to go and meet.

This 49 day program presents the training moments for the skills as they are needed to fulfill assignments. We have found this kind of training to be far more effective and it allows the new sales person to retain the information better and gives the manager freedom from unnecessary repetition.

Tell me and I forget, teach me and I may remember, involve me and I learn."
- Benjamin Franklin

One more thing that usually hurts new sales people right out of the gate, is the experience we call "the duck on the pond effect". They look around and see the most veteran, most successful sales people who appear to be gliding (like a duck) on top of the water with very little effort. They want to be successful so they try and "match"

the perceived effort and pace of those veterans. What they don't realize is that "gliding across the top of the water takes a tremendous amount of effort and work . Underneath the water you'll see how fast and powerfully the duck pushes its legs, and how much water it is actually moving underneath the surface. Adopting a relaxed pace at the beginning is damaging to a new sales person who is looking for a rhythm and speed to operate inside. Un-training that "perceived" slow pace is difficult, and if we don't catch it quickly it becomes a rut they get stuck in.

You can help your new sales person by expecting a high pace from the first day. Though it will be difficult at first, let them learn how to make it look like they are "gliding calmly" across the top of the water while actively pushing underneath.

Phase 1 - 1st Three weeks

Phase 2 - Next Two weeks

Phase 3 -Last 2 weeks of training

In each of the three phases you will assist your new sales person to:

- Identify and claim 5 accounts
- Research each account
- Create a customized Introduction / Elevator Speech
- Conduct a Discovery Interview
- Create proposals and write and produce spec ads
- Deliver those proposals to their accounts.

All within the allotted time. (Phase one is 3 weeks long, while phase 2 and 3 are each two weeks in length)

In addition they will be asked to schedule meetings with you and your sales team where they present and practice the work they are doing before they interact with the accounts.

3 PHASE TRAINING PROGRAM

In phase one there is much required of you. As their sales manager, you will need to be deeply involved in each step of their training. As phase two and phase three unfold you will take larger and larger steps back and allow and expect that the new salesperson to do the work on their own and then presents it to you for feedback and review. On the following pages of this workbook, you will find the meetings and assignments given to the sales person and what your roles and responsibilities for those phases require

On the pages of the sales person's workbook, you will find In bold, the meetings you will conduct with your new sales person.

We have outlined the purpose of the meeting, the training that should be presented and what activities and assignments should be reviewed. Follow that workbook through the three phases.

We encourage you to allow the salesperson to schedule these meetings with you. It gives them the opportunity to develop the skill of contracting and asking right from the start.

This will become one of a few critical evaluations you make through this process. How well did they schedule, and prepare for meetings with you and your sales team?

HOWEVER, please stay connected with the assignments and timelines. You may need to help them in the first phase or two with reminders and setting up meetings to keep up with the brisk pace this program requires.

Additionally, you will see what activities and assignments the sales person must complete before the next meeting with you can be scheduled.

Bradley University- Smith Career Center
Burgess Hall, first floor
(309) 677-2510, careers@bradley.edu
bradley.edu/scc

This message was sent by
Contact Us

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Christopher Impens <dr.chris@1049thewolf.com>

Mon, Aug 15, 2022 at 3:12 PM

We are now registered for the Part Time Job fair at Bradley on Tuesday, August 23rd. The event goes from 10-12pm. I can go early to set up if you want to show up by 10. I think we should also use at least one of the new pop up banners along with the Midwest Communications banner that shows all our stations. I'll bring blank applications and personality profiles for students to fill out on the spot if they would like to.

Thank you,

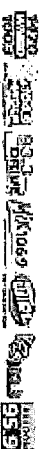
Shannon Demanes

Business Manager

MWIC Advertising

Midwest Communications, Inc.

P-309-495-4748,F-309-673-9562



[Quoted text hidden]

Dr. Chris <dr.chris@1049thewolf.com>
Reply-To: dr.chris@1049thewolf.com
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Tue, Aug 16, 2022 at 9:28 AM

4/17/24, 10:06 AM

mwradio.com Mail - Attendance Confirmation for 2022 Part-Time Employment Expo

Sounds good...thank you

[Quoted text hidden]

--

DrChrisMichaels

Brand Manager 104.9 The Wolf

Afternoon Drive Host 3:00-7:00

O 309.495.4760 M 309.360.0456

CONTACT: | 331 Fulton Street 12th Floor | Peoria, IL 61602-1475 | Switchboard 309.637.3700 | Sales 309.495.4710 | Production 309.495.4720 | Newsroom 309.495.4730 | Administration 309.495.4740 | Administration Fax 309.673.9562 | Sales Fax 309.673.9538

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BRADLEY_{net}WORK

Invoice #200101468

Invoice Date 08/19/2022

Item	Detail	Amount
Job Fair Registration	2022 Fall Job & Internship Fair - Registration Type: STANDARD REGISTRATION (1 FULL-TIME POSITIONS)	\$400.00
	Full-Time: Select this item if offering Full-Time positions at the fair. After completing job fair registration, post your job descriptions and how to apply in Bradley netWORK. Contact jlberry@bradley.edu with questions. x 1	\$0.00
Sub Total		\$400.00
TOTAL		\$400.00

Payment Details

Payment Status Unpaid
Payment Method --
Received Date --
Note --

Contact

Name Shannon Demanes
Company Midwest Communications, Inc.
Title Business Manager
Email shannon.demanes@mwcadvertising.cc
Phone Number 309-495-4748

Payment Information

Thank you for registering. You will be receiving an Approval Packet with more information in a separate email.

Payment Details:

Before making a payment, please wait until you receive an email approval accepting your registration. If you would like to pay by credit card, please call the Smith Career Center at 309-677-2515.

If paying by check, please make check payable to "Bradley University", and mail to: Smith Career Center Bradley University 1501 West Bradley Avenue Peoria, IL 61625-0105

Unsubscribe esther.gillis@mwcradio.com

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by careers@bradley.edu

Cooper Banks <cooper.banks@1470wmbd.com>

Mon, Aug 15, 2022 at 4:13 PM

To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

It looks like that should work for me -- I'll bring someone in to cover if necessary.

[Quoted text hidden]

Shannon Demanes <shannon.demanes@mwcadvertising.com>

Mon, Aug 15, 2022 at 4:23 PM

To: Cooper Banks <cooper.banks@1470wmbd.com>

Thank you. I will provide additional information and materials once we get closer to the date and I know all who is going to attend.

Thank you,

Shannon Demanes

Business Manager

MWC Advertising

Midwest Communications, Inc.

P:309-495-4748/F:309-673-9562



[Quoted text hidden]

Shannon Demanes <shannon.demanes@mwcadvertising.com>

Wed, Aug 17, 2022 at 9:37 AM

To: Rick Hirschmann <rick.hirschmann@mwcradio.com>

I will be on vacation during the Bradley University's Fall full time job fair that we always participate in, so in order to attend we need those with hiring capabilities for our open positions to go. The job fair is at Bradley University in the Coliseum from 11am-3pm on Thursday, September 22nd. The Full Time News Anchor position and Production Director positions are the only full time positions we currently have open. Would you be able to attend the job fair? Cooper said he will attend. You could both stay the whole time or split the time between the two of you. Please let me know if you can attend or not as I need to get us registered for the event.

Thank you,

Shannon Demanes

Business Manager

MWC Advertising

Midwest Communications, Inc.

P:309-495-4748/F:309-673-9562



[Quoted text hidden]

Sarah Varnes <sarah.varnes@mwcadvertising.com>

Wed, Aug 17, 2022 at 1:54 PM

To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Cc: Cooper Banks <cooper.banks@1470wmbd.com>

Right now I think I can make this work.....

SarahVarnes

Director of Sales

O: 309-495-4726

C: 309-360-8856



CONTACT: Midwest Communications | 331 Fulton Street 12th Floor | Peoria, IL 61602-1475 | Switchboard 309.637.3700 | Sales 309.495.4710 | Production 309.495.4720 | Newsroom 309.495.4730 | Administration 309.495.4740 | Administration Fax 309.673.9562 | Sales Fax 309.673.9538 | www.midwest360peoria.com

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[Quoted text hidden]

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Sarah Varnes <sarah.varnes@mwcadvertising.com>
Cc: Cooper Banks <cooper.banks@1470wmbd.com>

Thu, Aug 18, 2022 at 4:54 PM

I registered for the Bradley University Fall Job Fair. I will forward you more information once I receive the confirmation email.

Shannon Demanes
Business Manager
MWC Advertising
Midwest Communications, Inc.
P:309-495-4748/F:309-673-9562



[Quoted text hidden]

Cooper Banks <cooper.banks@1470wmbd.com>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Thu, Aug 18, 2022 at 6:00 PM

Ok cool!
[Quoted text hidden]



GRADUATE AND PROFESSIONAL SCHOOL FAIR

I-74 Graduate & Professional School Fair

📅 Wednesday, October 19, 2022

🕒 9:00 a.m. – 2:00 p.m (CDT)

📍 VIRTUAL Handshake platform

The Graduate and Professional School Fair will be virtual, and will take place in the Handshake platform in conjunction with 5 other institutions. **Registration for the fair within Handshake is required for students to attend.**

We HIGHLY encourage students to start using with the new Handshake Virtual Job Fair system a few weeks before the virtual fair.

Over 65 school programs are attending.

Students can follow these three simple steps to get started in Handshake:

STEP 1

Log in to Handshake.

Select Bradley University from the drop-down menu: <https://app.joinhandshake.com/login>.

STEP 2

Create your Handshake profile.

Not sure how to do that? Check out the article "Getting Started with Handshake": <https://bit.ly/3fPRtUf>.

Best practice is to set your profile to Public for schools connected to Bradley University. Learn how to do that here: <https://bit.ly/2XQUeM9>.

STEP 3

Register for the fair and join Group Sessions and/or 1-on-1 sessions with programs of interest.

Here's a quick guide on how to sign up for a virtual fair: <https://bit.ly/3itZY4Q>.

Tips and Resources

- [Tips for the Graduate and Professional School Fair \(PDF\)](#)
- [How to Make the Most of the Graduate and Professional School Fair \(PDF\)](#)
- [Applying to Graduate School \(PDF\)](#)
- [Additional information about graduate school \(timeline, exams, and additional resources\)](#)
- [Virtual Job Fair Tips Information Guide](#)

Preparation Checklist

- Register for the Fair as soon as possible. This is the only way to prepare for and attend the fair.
- Read about virtual job fairs within the Handshake platform.
- Prepare for this fair by attending virtual workshops.
- Set up your Handshake profile and upload your resume. Best practice is to set your profile to Public for schools connected to Bradley University.
- Be prepared to deliver your 30-second elevator pitch when meeting a school representative.
- After speaking with a school/program, be sure to say “thank you” and follow-up with those that interest you.
- Schedule an appointment with your career advisor to discuss additional search strategies.
- If you require any special accommodations, please contact David Schwartz at dschwartz@bradley.edu.

by: Darionte Matthews
Posted: Feb 16, 2023 / 07:47 PM CST
Updated: Feb 16, 2023 / 08:10 PM CST

SHARE    

PEORIA, Ill. (WMMB) — Hundreds of Bradley University students met with potential future employers on Thursday during the university's Spring Job and Internship fair.

More than 150 agencies and companies, many of them new to the fair, set up booths inside the university's Renaissance Coliseum.

They displayed careers in health, education, technology, construction, engineering, business, law enforcement, administration, and more.

Students followed in, professionally dressed with resumes in hand, and got the chance to see what was available, network, and start the conversations to help get their foot in the doors for future careers.

Dr. Rick Smith, the Interim Executive Director of the Smith Career Center, said from day one, students are learning the essential skill sets needed for the careers they were observing at the fair.

"We're really encouraging our, for instance, our first-year students to engage with the employers and ask them questions about what they should be doing in order to prepare for their future and hopefully to get an internship," Smith said. "For juniors, we're trying to help them to get an internship because oftentimes those employers are looking to convert them at the end of the summer to a full-time role upon graduation."

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