



## OUTREACH 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.*

In a small market, we often hire people with no or minimal experience for our entry-level openings. Thus, training is a given from our managers and more experienced employees.

- P-1 Learning for all new sales consultants.
- RAB Seminars
- Rumple Training
- LBS Local Broadcast Sales

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

Listed job openings in Wisconsin Broadcasters Association Job Bank and Michigan Association of Broadcasters Job Bank

*Participated in **job fairs** by station personnel who have substantial responsibility in the making of hiring decisions*

Participated in the Wisconsin Broadcasters Assoc. Virtual Job Fair the week of March 5, 2022

*Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

- Broadcasters Clinic
- Webinars sponsored by Nautel
- Rumple Training for Managers