

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

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.

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