

## **2017 EEO Public File Report**

**EEO Outreach Initiatives for Mississippi Valley Broadcasters, LLC (Including White Eagle Broadcasting Inc. a wholly subsidiary) August 1, 2016 to July 31, 2017.**

### **Hosting a Job Fair:**

- October 27, 2016 Mississippi Valley Broadcasters worked with the La Crosse Area Chamber of Commerce to continue to grow the area's largest expo. Job opportunities are an important part of the event. Mississippi Valley Broadcasters (MVB) has multimedia displays and handouts for explaining employment opportunities in broadcasting. Other businesses are encouraged to do the same. The media group airs numerous announcements promoting the event. Mississippi Valley Broadcasters team members were present for the entire event with information on broadcasting careers. All Mississippi Valley Broadcasters stations broadcast live from the event to create awareness. This past year Mississippi Valley Broadcasters continued to focus on digital and social networking opportunities and how broadcasters use the technology. Internships were encouraged. Mississippi Valley Broadcasters, LLC helped develop and is a major sponsor of the event.

### **Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment:**

- Mississippi Valley Broadcasters communicates with area universities each year looking for students interested in internship opportunities. Mississippi Valley Broadcasters has an ongoing relationship with the internship programs of the University of Wisconsin-La Crosse, Viterbo University, La Crosse, Western Technical College, La Crosse and Winona State University, Winona Minnesota. The agreements with the schools are two ways. If a school has a student looking for an internship in broadcasting the school will contact us. If we have a project and need an intern, MVB contacts the school. If the intern does work normally done by a paid employee at the radio group the intern will be paid for those duties.

### **Participation in scholarship programs designed to assist students interested in pursuing a career in Broadcasting:**

- Mississippi Valley Broadcasters is a participant in the Wisconsin Broadcasters Association scholarship program. Young people interested in pursuing broadcasting careers are invited to apply for the scholarship program. MVB works with the WBA to make students award and then works with the WBA in the selection process. Manager Pat Smith took part in the selection process to determine the awarding of the scholarship.

**Participation in Job Fairs and college appearances by station personnel who have substantial responsibility in making hiring decisions:**

- October 6<sup>th</sup>, 2016 Mississippi Valley Broadcasters Promotions Director, Heidi Hanse, Production/Creative Director Chris Callaway and WLXR Program Director Gary Michaels participated in the annual Career Expo, a joint effort by Western Technical College, the Wisconsin Education Fair, the La Crosse Area Chamber of Commerce and 30 area high schools. There are morning and afternoon career breakout sessions with presentations made by our staff. The sessions on radio broadcasting were well attended, with over 2000 high school juniors taking part in this expo. The La Crosse Media Group is now asked each year to represent our industry.
- January 25<sup>th</sup>, 2017 Mississippi Valley Broadcasters Operations Manager John Stevenson, WLXR Program Director Gary Michaels, Production/Creative Director Chris Callaway and Promotions Director, Heidi Hanse participated in the 24th Annual 8<sup>th</sup> Grade Career Expo hosted by Western Technical College. Students in the 8<sup>th</sup> grade from 11 area middle schools were bused to the La Crosse Center, where they attended morning and afternoon presentations. The sessions on the media were well attended, with hundreds of students taking part. The La Crosse Media Group is asked each year to represent our industry.
- On February 14, 2017 Sales Manager, Erik Sjolander, and Promotions Director, Heidi Hanse were invited to speak in the Broadcast Media Management Class at UW La Crosse instructed by Pat Turner. The 90 minute presentation included a PowerPoint presentation that covered information on all positions at the La Crosse Radio Group including duties and responsibilities. Additional focus was on the day to day operations, the future of broadcasting, how to prepare for a career in broadcasting, recruitment opportunities, and internship openings.

**Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions:**

- Quarterly each employee is asked what further training would help them better perform their duties. They are also given feedback on how they should improve and an improvement plan is put together. As a result of the interviews members of the management team hold performance review meetings with their team members at least once a quarter and more often when an issue is identified in both their professional and personal lives.
- On the professional side the course helps them create a professional vision of growth. It then guides them through a goal setting process to All team members are offered the opportunity to take the Dale Carnegie course at no charge to them. The Dale Carnegie course is designed to help individuals achieve more in help them focus on those goals.
- Employees then learn principles to help them become better communicators and improve their human relations skills. While employees are in the course Mississippi Valley Broadcasters management discuss their goals and help them set the course that will help them achieve their goals.

- Mississippi Valley Broadcasters team members are given the opportunity to use on to use Radio Advertising Bureau's educational opportunities as well as those from the National Association of Broadcasters. The WBA offers weekly webinars dealing with all areas of selling broadcasting, interactive and social media offerings. For some offerings all members of our sales team were required to attend. Other offerings were attended by smaller groups or individuals when the program focused on a smaller or specific business using radio or internet advertising.

**Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination:**

- EEO policies are outlined in employee handbook. Each employee is given a copy when he or she is hired by Mississippi Valley Broadcasters, LLC. The employee handbook outlines the procedures to be taken in the event a complaint is to be filed. Because of changes in job duties and overtime regulations the La Crosse Media Group has an updated employee handbook as of November 2016.
- In 2016-17 Mississippi Valley Broadcasters continued its relationship with an outside human relations firm. Any concerns will be reported to our designated person within our company. It would then be referred to our human resources consultant to address the problem.