

2014 EEO Public File Report

EEO Out Reach Initiatives for Mississippi Valley Broadcasters, LLC (Including White Eagle Broadcasting Inc. a wholly owned subsidiary) August 1, 2013 to July 31, 2014.

Hosting a Job Fair:

- Once again in 2013 Mississippi Valley Broadcasters worked with the La Crosse Area Chamber of Commerce to develop a business expo. Job opportunities are important part of the event. Mississippi has handouts and contacts explaining employment opportunities in broadcasting. Other businesses are encouraged to do the same. The radio 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 focused on the training a broadcast sales person and the tools that are used. Mississippi Valley Broadcasters, LLC 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 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.
- Mississippi Valley Broadcasters communicates with area universities each year looking for students interested in internship opportunities. Mississippi Valley Broadcasters has an on going 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. In 2013-2014 two interns from the University of Wisconsin, La Crosse was brought on to work with morning and work with interactive promotions,
- Sales Manager Tom Nankival talked to a marketing class at the University of Wisconsin, La Crosse. He discussed the future economics of radio and the impact that will have on future career opportunities.
- WKBH-FM program director Kelly Wilde spoke at a career festival at La Crosse Aquinas High School. He outlined current careers in radio broadcast g and which educational paths work best for the various careers. He also painted a picture of the future of radio, how career opportunities may change and talked about possible educational paths. Kelly now is the radio speaker. At one time this rotated among radio groups but Kelly has experience teaching at a local broadcast school so he now does this presentation yearly.
- DECCA students of G-E-T High School were invited to our group studios to record advertisements for a business project they were beginning. We gave them hands on broadcast experience. Tours were given explaining all employment opportunities within the group. This is an annual event.

EEO Out Reach Initiatives for Mississippi Valley Broadcasters, LLC (cont.)

Participation in Job Fairs by station personnel who have substantial responsibility in making hiring decisions:

- Mississippi Valley Broadcasters Operations Manager Debbie Brague and WQCC Program Director John Stevenson participated in the annual job fair hosted by the La Crosse Area Chamber of Commerce. Students in the sixth grade from eight area middle schools were bussed to the La Crosse Center. There were two presentations, one in the morning and another in the afternoon. The sessions on the media were well attended with about 200 total students taking part. The La Crosse Group now is asked each year to represent our industry.
- Mississippi Valley Broadcasters participated in the Onalaska School District's Careers on Wheels program. WQCC Air Personality Jacklyn Daniels spoke with students about career opportunities in broadcasting and the education needed. Radio Group Vehicles were put on display.

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

- In June of 2010 Mississippi Valley Broadcasters began a team improvement project. We continue to work with our outside personal consultant. 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.
- 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 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 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.
- In 2013 the Dale Carnegie Sales Course was offered in La Crosse. It is only offered every couple of years. All members of the sales team that had not taken the course were offered the opportunity with two sales people taking advantage of the opportunity. The advantage of the Dale Carnegie Sales Course is it teaches the basics successful sales people use. It's adjusted for economic conditions. It also teaches selling all products and services not just broadcasting. Should one of our sales team decide to leave and find sales employment this sales training will benefit them in that position.

EEO Out Reach Initiatives for Mississippi Valley Broadcasters, LLC (cont.)

- 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. 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 advertising. Certain programs were attended by members of the program management team as well. These were programs dealing with audience research and online usage.

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.
- In 2013-14 Mississippi Valley Broadcasters continued its relationship with an outside human relations firm. Any concerns would have been reported to our designated person within our company. It would then have been referred to our human resources consultant to address the problem.