

2012 EEO Public File Report

EEO Out Reach Initiatives for Mississippi Valley Broadcasters, LLC (Including White Eagle Broadcasting Inc. a wholly owned subsidiary) August 1, 2011 to July 31, 2012.

Hosting a Job Fair:

- Mississippi Valley Broadcasters worked with the La Crosse Area Chamber of Commerce to develop a business expo. Job opportunities can be an important part of the event. 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. The radio group had information in the various careers available in broadcasting. Handouts on broadcast career opportunities were available for all interested parties. In addition to broadcasting opportunities a large part of the display in 2011 focused on interactive employment opportunities. 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 aware of the 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 ongoing relationship with 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 2011 Mississippi Valley Broadcasters had an intern working in our promotion department focusing primarily on interactive projects
- 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. He also provided information on broadcasting sales and marketing internship 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 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. A job mentoring program for high school students was explained.

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

- 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 activity serves two purposes. It helps the group draw attention to their “store” thus helping the organization with fundraising. It also gives the students a chance to learn of broadcast career paths and of the radio group’s job mentorship program for high school students.
- The Mississippi Valley Broadcasters General Manager is on a list of business leaders in the La Crosse School District who is available to talk over job shadow opportunities.

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 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.
- Mississippi Valley Broadcasters General Manager Pat Smith spoke to a group of university students at the University of Wisconsin, La Crosse. The students were in a broadcast management class. The focus on the discussion was on education and personality traits needed to be successful in broadcast management.
- Mississippi Valley Broadcasters participated in the Onalaska School District’s Careers on Wheels program. Promotion Director 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 2011 Mississippi Valley Broadcasters began a team improvement project. Using an outside human resources firm each employee has been interviewed. Employee’s career goals were identified. Specific programs for each team member were developed. Management team members were educated on how to work with employees to help them achieve those goals. This program is ongoing.
- In July of 2012 management team members began to develop a formal job orientation program for new employees of the radio group. Development of that program continues. The two newest team members are the first to take part in the new program. Their orientation is underway as this is written.
- All employees of Mississippi Valley Broadcasters 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 Broadcasters takes advantage of sales instruction and management training offered by the Wisconsin Broadcasters Association.

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. Mississippi Valley Broadcasters' human resources consulting firm continues to work on identifying shortcomings in the document and making the necessary updates. This process will be ongoing with constantly changing regulations.