

## **EEO Outreach Initiatives for Mississippi Valley Broadcasters, LLC August 1, 2018 to July 31, 2019.**

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

- October of 2018 Mississippi Valley Broadcasters (MVB) teamed up 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. Sales Manager Ron Revere worked with the Chamber to make this event a success. MVB had displays and handouts explaining employment opportunities in broadcasting. Other businesses are encouraged to do the same. MVB helped develop this event and continues to assist development each year, promote the event and offer opportunities from our exhibit booth which is the first booth as you enter the hall.

### **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 looking for students interested in internship opportunities. MVB has an ongoing relationship with internship programs at 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 work two ways. If a school has a student looking for an internship in any area of radio broadcasting the schools will contact us. If we have a project and need and believe it would benefit an intern, MVB will contact the schools. If the intern performs duties normally done by a paid employee at MVB, the intern is 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 (WBA) 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 and then works with the WBA in the selection process. MVB team members 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:**

- In September of 2018 MVB supported the Coulee Region Job Fair. Western Wisconsin Workforce Development board sponsors the event which was held at the Western Technical College on the La Crosse, WI campus. Businesses attending represent a wide variety of career opportunities including manufacturing, temporary services, health care financial services, broadcasting among others. MVB also used its websites to promote the event. Team members had a display and materials promoting broadcasting careers along with materials to hand out.
- In October of 2018 Mississippi Valley Broadcasters personnel participated in the annual Career Expo. This program, which has been going on for many years, is a joint effort by Western Technical College, The Wisconsin Job Fair, the La Crosse Area Chamber of Commerce and 30 area high schools from both Wisconsin and Minnesota. There are morning and afternoon career breakout sessions with presentations made by our team. The sessions on radio broadcasting were well attended with over 2,000 high school juniors taking part in this expo. While there are other radio groups in the area, MVB is asked each year to represent the radio broadcasting industry.
- In January of 2019 MVB team members took part in the 25<sup>th</sup> Career Expo sponsored by Western Technical College. Students from area 11 area school's 8<sup>th</sup> grades were involved in the program which was held at the La Crosse Center in Downtown La Crosse. There were morning and afternoon presentations. The Media presentations were very well attended with hundreds of students taking part. MVB is asked every year to be the radio group to represent our industry.
- In February of 2019 then MVB sales manager Ron Revere along with other team members were invited to speak at a broadcast management Class at University of Wisconsin, La Crosse instructed by Dr. Pat Turner. The 90-minute presentation covered information on all positions at MVB, including duties and responsibilities that go along with each position. Additional focus was given on the day to day operations of a radio group, the future of radio broadcasting, how to prepare for a career in radio broadcasting, recruitment opportunities, and internship possibilities.
- In May of 2019 MVB team members took part in Onalaska's Irving Pertzsch Elementary School's Careers on Wheels program. Vehicles from many different career paths were parked in the lot at Onalaska City Hall. We showed a station vehicle outfitted with remote broadcast equipment and a public-address system to show the students what MVB vehicles are used for. Businesses participating were asked to bring materials that could be handed to the student's parents at the end of the day.

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

- Each employee is asked what further training would help them better perform their duties. In past years this was done on a scheduled quarterly time table. The leadership team talked this over and decided to return to our practice of covering this in informal unscheduled meetings with team members. We tried scheduling these meetings last year. It seemed conflicts kept arising so we returned to our earlier practice which served us well. Managers do performance reviews with their team at least once a quarter. This also helps identify opportunities for further training.
- All team members are offered the opportunity to take the Dale Carnegie Course. On the professional side the course helps the team member create a vision of growth. They are then guided through a goal setting process based on feedback from the team member, the immediate supervisor and management. The Dale Carnegie course is designed to help individuals achieve more and to help them stay focused on their goals.
- The Dale Carnegie course also provides team members with the tools to help them become better communicators and improve human relation skills. While team members are in the course MVB management discuss goals in the course to help team members achieve those goals. If the team member is in a management position the goal of the course is to help them become better managers. If they are not managers, the goal is to help them improve skills that will help them become managers.
- Mississippi Valley Broadcasters team members are given the opportunity to use Radio Advertising Bureau's educational materials and classes. Members are also offered opportunities and sometimes required to attend online courses offered by the RAB and the Wisconsin Broadcasters Association. These deal with both selling and programming of broadcast radio stations plus education on what broadcasters need to know about the web and social media. Our sales team also has scheduled training sessions with our online sales partners. A few courses are offered around the state of Wisconsin, but most now are offered online. We have converted our conference room into a very efficient online learning facility.

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

- EEO policies are outlined in the employee handbook. Each employee is given a copy when he or she is hired by MVB. 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 possible changes in employment regulations MVB keeps an up to date employee handbook. Changes are made, and information circulated when necessary. The last complete update was in November of 2016.