

# Exhibit 4

## OUTREACH INITIATIVE SUMMARY

~ ~ ~

Type of Outreach    ☐ Meeting                      ☐ Scholarship  
                                 ☐ Job Fair                      ☐ Event  
                                 ☐ Visit                      ☒ Other  
                                 ☐ Internship

Name of Outreach Initiative Next Gen Leadership Program

Name and Title of Contact Person for Initiative Dan Seeman

Market

Participants/Titles Account Executive

Date(s) or Timeframe 7/2018 - 5/2019

Description of Outreach Initiative, including summary of actions taken by Company participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

The Hubbard Radio Nextgen Leadership  
Program identifies, rewards and develops  
future leaders of the company.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

10/10/16

## Hubbard Radio's NextGen Leadership Program 2017-2018

### **Background:**

Hubbard Radio and the Hubbard family have been committed to the broadcast business for over 90 years. That commitment to broadcasting extends to our communities, the broadcast industry and our people. Since Stanley E. Hubbard first launched WAMD-AM in 1923 the success of Hubbard Broadcasting and Hubbard Radio has been due to the strength of our leadership and the people that truly make up our company. The Hubbards are bullish on the broadcast industry and committed to further growth in our markets and for the broadcast business itself. As we look to the future we realize that identifying the next generation of leadership is a critical initiative for the future of Hubbard.

### **Opportunity:**

To create a program that identifies and develops the future leaders of the company; inviting them to attend the NAB/RAB Radio Show.

### **Participation Procedure:**

NextGen candidates will be identified through a three step process:

1. Market Managers and department heads will nominate potential NextGen leaders by filling out the following nomination form:
  - a. Name of Nominee:
  - b. Market:
  - c. Station:
  - d. Current Position:
  - e. Nominees Email Address:
  - f. Nominees Telephone Number:
  - g. Please submit a paragraph about why you think this nominee is a good candidate for the Hubbard Radio NextGen Leadership Program. Please consider the following criteria for nomination:
    - i. How has the nominee demonstrated a desire to grow?
    - ii. How has the nominee demonstrated ideas and initiatives that move the company forward?
    - iii. How has this nominee proven sustained performance?
    - iv. How does this employee reflect the Hubbard culture of Honesty, Fairness and Innovation?

(Nominees can come from any department at any level in the radio station. The market manager will nominate any potential department heads that they think is right for the program. Department heads will nominate employees from their department.)
2. Once nominations are received, the Market Managers will send out an application to each of the nominees. The nominees will answer the following questions:
  - a. Name of Nominee:
  - b. Market:

- c. Station:
  - d. Current Position:
  - e. Years in Position:
    - i. What are your professional goals within Hubbard Radio?
    - ii. What goals and action plans have you put into place to grow your career and to grow the organization?
    - iii. What professional accomplishments are you most proud of?
    - iv. What does the Hubbard culture mean to you and how will it help you meet your professional career goals?
3. When the Market Managers receive the completed applications, they will be responsible to select up to two participants based on the following criteria:
- a. Employee has shown a desire to grow with Hubbard Radio.
  - b. Employee has ideas and solutions to improve the operation and move the company forward.
  - c. Employee has demonstrated sustained performance in their current position.
  - d. Employee embraces the Hubbard culture of Honesty, Fairness and Innovation.
4. There will be an introduction conference call for NextGen participants prior to arriving in Austin.

#### **The Participants Receive:**

- Trip to Radio Show (hotel, air, expenses)
- Full registration for Radio Show
- Opportunity to attend a portion of Hubbard Radio Management meetings
- Dinner with Ginny, Drew, Dave and Hubbard Radio market managers
- Lunch with all the managers during the management meetings
- Here's a potential itinerary for the 2017 Radio Show in Austin:

Tuesday, September 5th	<ul style="list-style-type: none"> <li>-Arrive in Austin</li> <li>-Introduction evening social hour with NextGen participants and management</li> <li>-Introduction dinner exclusive to NextGen participants</li> </ul>
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Wednesday, September 6th	<ul style="list-style-type: none"> <li>-Breakfast</li> <li>-Morning -NextGen Meeting</li> <li>-Lunch with everyone</li> <li>-Afternoon – join Hubbard Radio Management meetings</li> <li>-Dinner with Hubbard Management and NextGen participants</li> </ul>
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Thursday, September 6th	<ul style="list-style-type: none"> <li>-Attend Radio Show Seminars</li> </ul>
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-Pre-Marconi social hour  
-Marconi awards and dinner

Friday, September 7th      -Depart Austin

**Expectations:**

- The NextGen participants will be assigned seminars to attend. The NextGen committee will assign seminars based on the professional background and future goals of the NextGen participants.
- Five in Five
  - Within five days of returning to their markets, the NextGen participants will be asked to share five ideas, experiences, epiphanies, concepts, etc. that they took from the Radio Show with their market managers. The market managers will share the Five in Five ideas with appropriate department heads, staff and the other markets.

**Proposed Timeline:**

- |                 |   |
|-----------------|---|
| • June 15, 2017 | Introduce NextGen Leadership Program to the markets |
| • June 19, 2017 | Nominating process opens                            |
| • June 30, 2017 | Nominating process closes                           |
| • July 10, 2017 | Application process opens                           |
| • July 24, 2017 | Application process closes                          |
| • July 31, 2017 | Participants announced                              |

## OUTREACH INITIATIVE SUMMARY

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Type of Outreach    ☐ Meeting                      ☐ Scholarship  
                         ☐ Job Fair                      ☐ Event  
                         ☒ Visit                      ☐ Other  
                         ☐ Internship

Name of Outreach Initiative College Student Tour

Name and Title of Contact Person for Initiative Dan Wileman

Market

Participants/Titles Program Director

Date(s) or Timeframe 11/21/18

Description of Outreach Initiative, including summary of actions taken by Company participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

Valerie Winter, a student at Bemidji State University stopped by to tour our  
studios. It was a requirement for her class and she was given a full  
tour and there was a full question and answer session. Topics covered  
included everything from the automation systems to how things flow  
with our operation at Hubbard Radio Brainerd. She requested access  
to our public file and was given instruction on how to view it on-line.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

A friend was made.

10/10/16

Jerve, Justin

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**From:** Winter, Valerie J <Valerie.Winter@pine.edu>  
**Sent:** Thursday, November 15, 2018 11:12 AM  
**To:** Brainerd Business; Brainerd The Loon  
**Subject:** Radio tour

To whom this may concern,

Hi, I'm a Bemidji State University student, and for a class we need to visit a radio station. I would be interested in meeting with a program director or general manager perhaps.

I will be down near Brainerd on Wednesday the 21st and I was hoping that I could do it that day.

Thank you

Valerie winter

320-279-2426

Get [Outlook for iOS](#)

## OUTREACH INITIATIVE SUMMARY

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                             ☐ Job Fair                      ☐ Event  
                             ☒ Visit                      ☐ Other  
                             ☐ Internship

Name of Outreach Initiative Brainerd Lakes Chamber Leadership Program

Name and Title of Contact Person for Initiative Dan Wileman

Market

Participants/Titles Program Director

Date(s) or Timeframe 06/13/18

Description of Outreach Initiative, including summary of actions taken by Company participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

A group of about 4 people involved with the Brainerd Lakes Leadership

Program visited our studios to learn more about Hubbard Radio Brainerd.

There was a full tour and discussion of our interaction with community and  
the benefits of working together.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

Many friends were made.

10/10/16



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                             ☒ Job Fair                      ☐ Event  
                             ☐ Visit                              ☐ Other  
                             ☐ Internship

Name of Outreach Initiative Brainard Community Job Fair

Name and Title of Contact Person for Initiative Jamie Davidson

Market

Participants/Titles Regional Controller / General Manager

Date(s) or Timeframe 4/4/18

Description of Outreach Initiative, including summary of actions taken by Company participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

Regional Controller and General Manager of the  
employment unit helped plan and promote  
the Brainard Community Job Fair. We put on  
this event with RACEP/Brainard WorkBee  
Center and the Brainard Dispatch.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

10/10/16

## PLAN TO JOIN US AT THE JOB FAIR!

**WHAT:** Brainerd Community Job Fair – sponsored by: Hubbard Broadcasting, Brainerd Dispatch, Central Lakes College and Rural Minnesota CEP.

**WHEN:** April 4, 2018, from 10 a.m. – 2 p.m. Networking and set-up starting at 8:30 a.m. with hospitality room and light refreshments.

**WHERE:** Central Lakes College, Brainerd Campus

We will provide the display table, chairs and job seekers! We have a private interview office available the day of the job fair to be shared by all employers attending.

To register: Please complete the registration form at the bottom of this letter and return it by Wednesday, March 14<sup>th</sup> to be included in our promotional materials. **Due to the large response in prior years, please RSVP early to reserve your spot! Space is limited. Local employers receive preference for spaces. Out-of-town employers will be on a waitlist and notified of availability at close of registration.**

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### Brainerd Community Job Fair Registration Form

Business Name: Hubbard Radio Brainerd  
Contact Person: Justin Lerve Phone # 218-390-8406  
E-mail Address: Lerve@hubbardradio.com  
Mailing Address: 13225 Dogwood Dr.  
Baxter, MN 56425

Name of Person(s) who will be attending: Justin Lerve

Employment Opportunities (Job Titles you are currently recruiting for)

Account Executive

- ☐ If your **display** requires an electrical connection, please check or double-click the box.  
We will do our best to accommodate your request. **Please plan to provide your own power cords.**

Please return form to: Rural MN CEP  
204 Laurel St, Suite 21  
Brainerd, MN 56401  
Fax: 218-828-6194

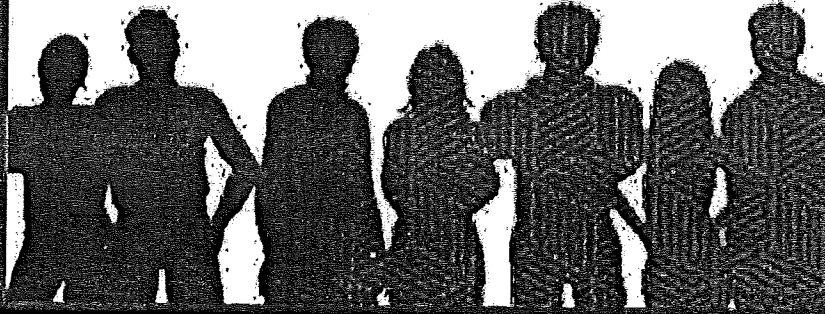
or email to: MaryLouS@RMCEP.com

Our Sponsors:



**Brainerd Lakes Community**

# Job Fair



**Our Sponsors**



**jobsHQ**  
BRAINERD DISPATCH

**CLC** CENTRAL  
LAKES COLLEGE



**Wednesday, April 4, 2018**

**10:00 – 2:00**

**Central Lakes College**

## Tips for Successful Interviewing

- ★ Be prepared and professional
- ★ Dress for the position
- ★ Introduce yourself to the employers at the Job Fair
- ★ Have your “Elevator Pitch” ready—sell your skills
- ★ Ask employers about their company and job openings

**We want to help you succeed!**

Connect with the Brainerd WorkForce Center staff beforehand for resume help, interview practice, or any questions you may have.

For more information:



Call the Brainerd WorkForce Center @ 218-828-2450  
Follow us on Facebook: [www.facebook.com/CEPBrainerd](http://www.facebook.com/CEPBrainerd)

**Jerve, Justin**

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**From:** Marylou Smith <MarylouS@rmcep.com>  
**Sent:** Friday, March 02, 2018 9:57 AM  
**Subject:** Brainerd Community Job Fair  
**Attachments:** Job Fair Registration Form 2018.docx

Rural Minnesota CEP is proud to once again sponsor the Brainerd Community Job Fair at Central Lakes College on April 4, 2018. This event is free to all registered participants.

The registration form for the job fair is attached. If you are interested in participating in this year's event, please complete the registration form and return it by March 14, 2018. Please submit your registration early as space is limited.

We look forward to having you participate in this worthwhile event.

Jama Davidson  
Team Leader  
Rural MN CEP, Inc.  
204 Laurel Street, Suite 21  
Brainerd, MN 56401  
218.828.2450 Main  
218.828.6194 Fax

Follow us on Facebook: [www.facebook.com/CEPBrainerd](http://www.facebook.com/CEPBrainerd)



"Your Future Is Our Business"

# THE FCC, EEO, AND YOU

Michelle E. Ott  
Hubbard Broadcasting, Inc.  
Nov 2018

Please turn off or silence phones. Thank you!

## Why is this important?

**Federal Communications Commission**  
Washington, D.C. 20554

**WABN-TV, INC.**  
310 UNIVERSITY AVENUE, N.W.  
ATLANTA, GA 30303-2099  
RE: WABN-TV, INC. (NAB File No. 18-100)

February 24, 2018

Dear Sirs:

1. In accordance with 47 C.F.R. § 1.1212(a)(2)(v) of the Commission's rules, the station is required to provide the following information regarding its EEO program. A copy of the station's EEO program is attached for your reference.

2. If the station is not required under the rules to have an EEO program, please provide the following information:

(a) Station's EEO program

(b) Station's EEO program

(c) Station's EEO program

(d) Station's EEO program

(e) Station's EEO program

(f) Station's EEO program

(g) Station's EEO program

(h) Station's EEO program

(i) Station's EEO program

(j) Station's EEO program

(k) Station's EEO program

(l) Station's EEO program

(m) Station's EEO program

(n) Station's EEO program

(o) Station's EEO program

(p) Station's EEO program

(q) Station's EEO program

(r) Station's EEO program

(s) Station's EEO program

(t) Station's EEO program

(u) Station's EEO program

(v) Station's EEO program

(w) Station's EEO program

(x) Station's EEO program

(y) Station's EEO program

(z) Station's EEO program

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(u) Station's EEO program

(v) Station's EEO program

(w) Station's EEO program

(x) Station's EEO program

(y) Station's EEO program

(z) Station's EEO program

## FCC Random Audits

**5% of broadcast license holders will be randomly audited annually**

- ✓ 2 most recent Annual EEO Public File Reports
- ✓ Dated copies of all communications announcing each full time position-identify separately Prong 2 sources
- ✓ Total number of interviewees and referral sources
- ✓ All documentation demonstrating performance of long-term recruitment initiatives (Outreach)
- ✓ Any pending or resolved EEO complaints
- ✓ Description of management's responsibilities related to EEO
- ✓ Description of efforts to analyze its EEO program
- ✓ Description of analysis done re: pay, benefits, seniority practices, promotions & selection techniques and tests to ensure they provide equal opportunity.



**Employment Laws**  
+  
**FCC Rule**  
+  
**HBI Policy/Philosophy =**  
**Station Management**  
**Responsibility**

## Agenda

- What is EEO?
- Employment Laws
- FCC EEO Rule
- HBI's EEO Policy,  
Procedures & Expectations

## OUTREACH INITIATIVE SUMMARY

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Type of Outreach    ☐ Meeting                      ☐ Scholarship  
                                 ☐ Job Fair                      ☐ Event  
                                 ☐ Visit                      ☒ Other  
                                 ☐ Internship

Name of Outreach Initiative Job Shadow

Name and Title of Contact Person for Initiative Ken Thomas

Market  
Participants/Titles Program Director

Date(s) or Timeframe 11/28/18

Description of Outreach Initiative, including summary of actions taken by Company participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

A high school student interested in radio did  
a job shadow with the WJSS Morning Show.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

10/10/16



**Jerve, Justin**

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**From:** Michael Francis <michael.francis@isd181.org>  
**Sent:** Tuesday, October 30, 2018 1:16 PM  
**To:** Jerve, Justin  
**Cc:** Brainerd Business; Hilborn, Jeff  
**Subject:** Re: Radio Shadowing  
**Attachments:** Stubbed Attachments.htm

This message's contents have been archived by the Barracuda Message Archiver.

image001.png (7.6K)

image001.png (7.6K)

Thank you for replying.

She doesn't have much in mind. She mentioned that her alarm clock is WJJY, so I thought I'd start there for her. I can ask her if there is a specific on air talent, but first I just wanted to see if shadowing was something you did. How would we work this?

Thanks!

Mike Francis

On Tue, Oct 30, 2018 at 1:10 PM Jerve, Justin <jjerve@hubbardradio.com> wrote:

Definitely,

Thanks reaching out Mike. Does she have a station or on-air talent already in mind? Looping in our GM Jeff Hilborn who will help assist as well.

Justin Jerve, Regional Controller

Hubbard Radio Northern Minnesota

Alexandria | Bemidji | Brainerd | Wadena

Cell: 218.390.8406 | Office: 218.822.4461



**From:** Michael Francis [mailto:[michael.francis@lsd181.org](mailto:michael.francis@lsd181.org)]  
**Sent:** Monday, October 29, 2018 9:20 AM  
**To:** Brainerd Business  
**Subject:** Radio Shadowing

Hello,

My name is Mike Francis, and I'm a career Adviser at Brainerd and Crosby High schools.

I have a student that is extremely interested in radio, and I was wondering if you allow students to shadow your hosts at all so she could see if it is something she would like to pursue.

Thank you for your time,

Mike Francis

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                         ☒ Job Fair                      ☐ Event  
                         ☐ Visit                              ☐ Other  
                         ☐ Internship

Name of Outreach Initiative Burned Lakes Community Job Fair

Name and Title of Contact Person for Initiative Joan Davidson

Market

Participants/Titles Regional Controller

Date(s) or Timeframe 4/3/19

Description of Outreach Initiative, including summary of actions taken by Company participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

Regional Controller helped plan and participated  
in the job fair. Spoke to students  
and community members about radio and our  
current openings in Northern MN.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

10/10/16

# **BRAINERD LAKES COMMUNITY JOB FAIR**

## **WHEN**

**Wednesday, April 3<sup>rd</sup>  
10am – 2pm**

## **WHERE**

**Central Lakes College  
501 West College Drive, Brainerd, MN**

## **WHO**

**This event is open to anyone  
needing a job or a job change**

## **SPONSORS**



## **TIPS TO GET THE MOST OUT OF JOB FAIRS**

**Be Prepared** – Research the companies that will be at the job fair so you know what they do and where you might want to work

**Dress for Success** – Dress for a job fair as you would for a job interview

**Introduce yourself and be prepared to give your "Career Pitch"** – Summarize in a few sentences what skills you can bring to the employer and what experience you have

**Bring Copies of your Resume** – You can bring multiple resumes that are custom tailored to different positions that you are interested in

**Be Enthusiastic** – Even if you are nervous, remember to smile and keep a positive attitude

**Ask Questions** – Employers are looking for candidates who are truly interested in their company

**Collect Business Cards** – As you wrap up the interview with the recruiter, thanking them for their time, ask for a business card so you have the recruiter's full name and contact information

## **WE WANT TO HELP YOU SUCCEED!**

Connect with CareerForce staff beforehand for resume help, interview practice, or any questions you may have.

For more information  
call CareerForce Brainerd at  
**218-828-2450**

Follow us on Facebook:  
[www.facebook.com/CEPBrainerd](http://www.facebook.com/CEPBrainerd)



Location: CLC  
Date: February 5, 2019  
Time: 10:00 A.M. Room C209

## Meeting Agenda 3/19/2019

4/2 AM Show Interviews Team

Sue Hilgert or  
Jenna

- I. Job Fair Scheduled for April 3, 2019, 10am-2pm
- II. E-mails went out with a great response of vendors – Problem, we have more vendors than spaces available (Heather and Bonnie will explain why we haven't dropped some vendors). Can we expand to cafeteria? Extend Hallway C? Double up some vendors? Smaller tables available?
- III. Partner Role Updates:  
Jen and Jeff/Justin – Media packages went out. Have we had a large response?  
Option 1 – 20 :30 second radio spots, 3 col x 5" full color ad, Free 5" liner in classified Mon-Fri, 2-week virtual job fair (up to 5 positions on JobsHQ) = \$755  
Option 2 – 15 :30 second radio spots, 3 col x 4" full color ad, Free 4" liner in classified Mon-Fri, 2-week virtual job fair (up to 5 positions on JobsHQ) = \$610  
Option 3 – 10 :30 second radio spots, 2 col x 4" full color ad, Free 4" liner in classified Mon-Fri, 2-week virtual job fair (up to 3 positions on JobsHQ) = \$310  
  
Suzie – Confirmed we have two computers in the computer commons for job seekers to do electronic applications. Confirmed that we have W119 for a reception area. Confirmed that the Mad Hugger Café will be open from 7:30am to 2:00pm. Will be providing water for vendors.  
  
Hubbard Radio – Do we have a schedule of radio spots for this year? Do we have a spot on the morning show to promote job fair? Hubbard will be doing scheduled blogs about the job fair and doing their big push about 2 weeks prior to the event (starting next week?)  
  
Rural MN CEP – E-mails were sent. We have 57 vendors. In the process of coordinating tables and table tent cards. Still need to update vendor surveys – possibly will be doing surveys via SurveyMonkey this year (additional questions we want answers to?). Flyers should be done and sent today. Resume class is 3/19/2019 so unable to promote. Will be providing Trail Mix for vendors.



Location: CLC  
Date: February 5, 2019  
Time: 10:00 A.M. Room C209

**Bonnie and Suzie** - Will be doing a walk-through of CLC this week or next better idea of the layout and how to place tables for vendors.

**DEED** – Karen Wells has the PDF for the Job Fair and will putting out a blast one week in advance and again the day before as a reminder.

**Still Need Confirmation –**

- Suzie did get an e-mail from faculty noting students that could help, has the number of students been confirmed? What will be their duties? (assist job seekers to vendors, welcoming people at different entrances, interpreting maps for vendors/job seekers?)
- Do we have verification of Parking signs from campus security?
- Is Jen still doing Star Paper Plates on tables of employers that hire people under 18 years old?
- What are we putting in bags at the welcome table for job seekers? Do we need help with stuffing bags?
- How do we want to stagger vendor booths? (refer to vendor listing)

**IV. Issues to Address** – Sending out Registration Forms with advertising packages has caused confusion. Lesson learned for next year.

**V. Reminder** that vendors can unload at South Door #24 but need to park in the West parking lot. This should be included in advertising.

**VI. Reminder e-mail and drop dead date** – Not needed. We have filled all available space.





Location: CLC  
Date: February 5, 2019  
Time: 10:00 A.M. Room C209

*Sunny*

## Meeting Agenda

- I. Review Minutes from last meeting – Job Fair Scheduled for April 3, 2019, 10am-2pm, 46 booths plus 4 sponsor table booths
- II. Review e-mail listing of vendor invites that will go out today. (slightly delayed due to technology issues)
- III. Confirm Partner Roles:

Jen and Jeff – Coordination of efforts for a media package

Suzie – Reservations of space for the fair, students to help with greeting and set-up, parking signs. Do we have computer lab use for job applications? Reception Room for vendors?

Hubbard Radio – Review of last year's radio spots and update the times. Previously a quick piece about the Job Fair was played during the Hubbard's morning shows. ?

Rural MN CEP – Sending out invitations, coordinating tables, updating survey questions for both vendors/seekers, table tent cards, send out job fair flyers to all partners to distribute. Will be providing trail mix for snacks.

DEED – Sending out a blast on MinnesotaWorks/CareerForce to advertise job fair

- IV. Reminder that vendors can unload at South Door #24 but need to park in the West parking lot. This should be included in advertising. \*
- V. Reminder e-mail will be sent out March 7<sup>th</sup>. Deadline to register is Wednesday, March 13<sup>th</sup>. Drop dead date is Wednesday, March 20<sup>th</sup>

*3/19/19  
10am*

*StA Schedule  
Hearny*

*Blog's  
Copley  
Randy  
a change*

*Bobo*

*Events Calendar on website*

*Advertise More*

*review message write community not just CLC  
Date 1 day or 2 out*



Location: CLC  
Date: February 5, 2019  
Time: 10:00 A.M. Room C209

(priority will be given to past vendors). Heather will be updating invitation form, registration forms, move-in letter, and maps. Heather is also the main contact for updating the spreadsheet with interested vendors.

### Parking

Vendors can unload at the South Door #24 but need to park in the West parking lot. Job seekers will also be directed to park in West parking lot.

### Notes

- If vendors are a no show, they will be disqualified from following year
- A wait list will be put together in the event that a vendor cancels
- All partners will advertise job fair on their Facebook platforms (Heather will post in local community pages)
- No boot camp this year but will be highlighting the resume classes at CareerForce on February 19<sup>th</sup> from 1pm - 3pm and March 9<sup>th</sup> from 1 pm - 3 pm
- Logos are all good to go
- We should reach out to local schools and alternative schools to get more students to come
- Once flyers and forms are approved, we can send them out to CLC instructors, so they can help promote

### Next meeting is February 26<sup>th</sup> at 10 am at CLC (back up date of March 5<sup>th</sup>)

Please find out by this meeting what budget we all have for water and nuts (tentatively RMCEP will provide trail mix and CLC will provide water, no coffee this year). Along with a concept of advertising packages. Updated flyers will be available at this time as well as a tentative timeline for deadlines, etc.





Location: CLC  
Date: February 5, 2019  
Time: 10:00 A.M. Room C209

## January 30<sup>th</sup> Meeting Minutes

### Contact Information & Job Fair Location

Contact information was verified for all partners via sign-in sheet. Job Fair date was confirmed as Wednesday, April 3, 2019 from 10:00 am to 2:00 pm. Discussion took place as to location on the CLC campus and if we could expand the fair if needed. We discussed the possibility of the gym, West Wing, East Wing, and upstairs. Consensus was that we keep the job fair location as is and limit the number of booths to 46 spots plus 4 sponsor tables (same as last year). Jeff brought up that if we keep the fair as "first come first serve" it will spur employers to respond quicker in the future. We will not be needing interview rooms since they have not been used the past two years.

### Partner Roles and Goals

Suzie (CLC) – Suzie will be reserving the space at CLC for the fair, working with IT on the scrolling sign, and look into finding students to help with greeting, set-up, and directing employers to their booths and job seekers to the fair. Parking signs will be taken care of by CLC (Joy Larson is head of security at CLC). If CLC has a standing spot on PodcastOne: Community Focus, Suzie can put out information about the job fair. Suzie will also look at a room for vendors (refreshments, etc.).

Jeff and Jen – Coordination of efforts for a media advertising package. We can let employers know via flyers that this package is available, prices, and what it covers (print, digital, virtual job fair, etc.). Those interested will be directed to Jen.

Jen – Will be putting together star paper plates to put on tables of employers that hire people under 18 years old. Also putting together virtual job fair starting at 2pm the day of the job fair and running for two weeks afterward (employees will know about this ahead of time, but job seekers will not). Last year Linda and Jen put together schwag bags, are we still interested in doing bags again this year?

Jeff – Will have Jocks do some radio blogs about the job fair

Rural MN CEP – Bonnie is point of contact for vendors to confirm their spot and whether they will need electrical outlets (first come first served). Local vendors have top priority, however, if the deadline comes and locals have not filled all spots, we will open booths to companies farther away

## OUTREACH INITIATIVE SUMMARY

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Type of Outreach    ☐ Meeting                      ☐ Scholarship  
                                 ☐ Job Fair                      ☐ Event  
                                 ☐ Visit                      ☐ Other  
                                 ☒ Internship

Name of Outreach Initiative Mariah Friberg Intern

Name and Title of Contact Person for Initiative Danny Wild

Market Participants/Titles Danny Wild, PD / Kim Churack, Sals / Jeff H. Horn  
GM.

Date(s) or Timeframe May 31<sup>st</sup> - August 26<sup>th</sup> 2019

Description of Outreach Initiative, including summary of actions taken by Company participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

Engagement of duties including, voice tracking,  
Promo appearances, on s. tv promo prep, On Air S. window,  
Commercial recording, sales calls for radio air time  
and for Digital 2600, Blog Posts and  
Social Media Posts. She also worked at  
our front desk.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

Mariah had a great attitude and was  
professional and enthusiastic. After her  
exposure to our business she thinks  
she would entertain working with us in the  
future. (D)

10/10/16

## OUTREACH INITIATIVE SUMMARY

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Type of Outreach    ☐ Meeting                      ☐ Scholarship  
                                 ☐ Job Fair                      ☐ Event  
                                 ☐ Visit                      ☒ Other  
                                 ☐ Internship

Name of Outreach Initiative NextGen Leadership Program

Name and Title of Contact Person for Initiative Don Secnan

Market  
Participants/Titles Digital Media Director

Date(s) or Timeframe 6/7/19 - 5/31/20

Description of Outreach Initiative, including summary of actions taken by Company participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

The Hubland Radio NextGen Leadership Program  
identifies, rewards and develops future leaders at  
the company. The Digital Media Director  
participated in 2019-2020.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

10/10/16

## Hubbard Radio's NextGen Leadership Program 2019-2020

### Background:

Hubbard Radio and the Hubbard family have been committed to the broadcast business for over 90 years. That commitment to broadcasting extends to our communities, the broadcast industry and our people. Since Stanley E. Hubbard first launched WAMD-AM in 1923 the success of Hubbard Broadcasting and Hubbard Radio has been due to the strength of our leadership and the people that truly make up our company. The Hubbards are bullish on the broadcast industry and committed to further growth in our markets and for the broadcast business itself. As we look to the future we realize that identifying the next generation of leadership is a critical initiative for the future of Hubbard.

### Opportunity:

To create a program that identifies and develops the future leaders of the company, inviting them to attend the NAB/RAB Radio Show and participate in the NextGen Challenge.

### Participation Procedure:

NextGen candidates will be identified through a three step process:

1. Market Managers and department heads will nominate potential NextGen leaders by filling out the following nomination form:
  - a. Name of Nominee:
  - b. Market:
  - c. Station:
  - d. Current Position:
  - e. Nominees Email Address:
  - f. Nominees Telephone Number:
  - g. Please submit a paragraph about why you think this nominee is a good candidate for the Hubbard Radio NextGen Leadership Program. Please consider the following criteria for nomination:
    - i. How has the nominee demonstrated a desire to grow?
    - ii. How has the nominee demonstrated ideas and initiatives that move the company forward?
    - iii. How has this nominee proven sustained performance?
    - iv. How does this employee reflect the Hubbard culture of Honesty, Fairness and Innovation?

(Nominees can come from any department at any level in the radio station. The market manager will nominate any potential department heads that they think is right for the program. Department heads will nominate employees from their department.)

2. Once nominations are received, the Market Managers will send out an application to each of the nominees. The nominees will answer the following questions:
  - a. Name of Nominee:
  - b. Market:
  - c. Station:
  - d. Current Position:
  - e. Years In Position:
    - i. What are your professional goals within Hubbard Radio?
    - ii. What goals and action plans have you put into place to grow your career and to grow the organization?
    - iii. What professional accomplishments are you most proud of?
    - iv. What does the Hubbard culture mean to you and how will it help you meet your professional career goals?
  
3. When the Market Managers receive the completed applications, they will be responsible to select up to two participants based on the following criteria:
  - a. Employee has shown a desire to grow with Hubbard Radio.
  - b. Employee has ideas and solutions to improve the operation and move the company forward.
  - c. Employee has demonstrated sustained performance in their current position.
  - d. Employee embraces the Hubbard culture of Honesty, Fairness and Innovation.
  
4. There will be an introduction conference call for NextGen participants prior to arriving in Dallas.

**The Participants Receive:**

- Trip to Radio Show (hotel, air, expenses)
- Full registration for Radio Show
- Opportunity to attend a portion of Hubbard Radio Management meetings
- Dinner with Ginny, Drew, Dave and Hubbard Radio market managers and senior leadership
- Lunch with all the managers during the management meetings
- Here's a potential Itinerary for the 2019 Radio Show In Dallas:

Tuesday, September 24 <sup>th</sup>	<ul style="list-style-type: none"> <li>-Arrive In Dallas</li> <li>-Introduction evening social hour with NextGen participants and management</li> <li>-Introduction dinner exclusive to NextGen participants</li> </ul>
Wednesday, September 25 <sup>th</sup>	<ul style="list-style-type: none"> <li>-Breakfast</li> <li>-Morning -NextGen Meeting</li> <li>-Lunch with everyone</li> </ul>

	-Afternoon – Join Hubbard Radio Management meetings -Dinner with Hubbard Management and NextGen participants
Thursday, September 26 <sup>th</sup>	-Attend Radio Show Seminars -Pre-Marconi social hour -Marconi awards and dinner
Friday, September 27 <sup>th</sup>	-Depart Dallas

#### **Expectations:**

- The NextGen participants will be assigned seminars to attend. The NextGen committee will recommend seminars based on the professional background and future goals of the NextGen participants.
- Five in Five
  - Within five days of returning to their markets, the NextGen participants will be asked to share five ideas, experiences, epiphanies, concepts, etc. that they took from the Radio Show with their market managers. The market managers will share the Five in Five ideas with appropriate department heads, staff and the other markets.

#### **Proposed Timeline:**

- July 15, 2019 Introduce 2019-20 NextGen Leadership Program to the markets
- July 15, 2019 Nominating process opens
- July 26, 2019 Nominating process closes
- July 29, 2019 Application process opens
- August 9, 2019 Application process closes
- August 16, 2019 Participants announced

## OUTREACH INITIATIVE SUMMARY

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Type of Outreach    ☐ Meeting                      ☐ Scholarship  
                         ☐ Job Fair                      ☐ Event  
                         ☒ Visit                      ☐ Other  
                         ☐ Internship

Name of Outreach Initiative High School Class Tour

Name and Title of Contact Person for Initiative Tracee Colgrove

Market  
Participants/Titles Ken Thomas, PD, WJZY

Date(s) or Timeframe 12/14/18 1-2:00pm

Description of Outreach Initiative, including summary of actions taken by Company, participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

Pillager High School students were given a tour of Radio station, and were told about all different types of jobs in radio, and about how the station works.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

Foster relationships with area high-schools

10/10/16

## OUTREACH INITIATIVE SUMMARY

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Type of Outreach    ☐ Meeting                      ☐ Scholarship  
                                 ☐ Job Fair                      ☐ Event  
                                 ☒ Visit                              ☐ Other  
                                 ☐ Internship

Name of Outreach Initiative Station Tour - Lakes Area Median Explorers  
Name and Title of Contact Person for Initiative Pete Mohs

Market  
Participants/Titles Regional Controller

Date(s) or Timeframe 9/11/19

Description of Outreach Initiative, including summary of actions taken by Company participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

Regional Controller gave a tour of the  
Station to the Lakes Area Median Explorers  
Scout group. They learned about road  
and asked questions during the tour.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

10/10/16



**Jerve, Justin**

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**From:** Pete Mohs <Pete.Mohs@brainerddispatch.com>  
**Sent:** Wednesday, September 4, 2019 11:31 AM  
**To:** Jerve, Justin  
**Cc:** Hilborn, Jeff  
**Subject:** Re: Explorer post visit

Thanks so much for your help Jeff, and we look forward to touring with Justin. We have a small group of 6 people, but they do ask good media questions. Thanks.

**Pete Mohs**

**Publisher**

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**ECHO JOURNAL**



On Wed, Sep 4, 2019 at 11:21 AM Jerve, Justin <[jjerve@hubbardradio.com](mailto:jjerve@hubbardradio.com)> wrote:

See you next week Pete, call my cell phone when you arrive at the station. Thanks!

Justin Jerve, Regional Controller

Hubbard Radio Northern Minnesota

Alexandria | Bemidji | Brainerd | Wadena

Cell: 218.390.8406 | Office: 218.822.4461

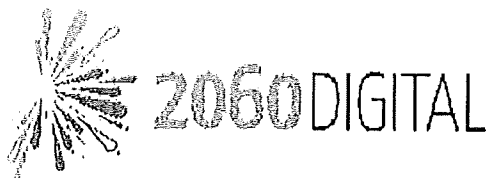
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**From:** Pete Mohs [<mailto:Pete.Mohs@brainerddispatch.com>]

**Sent:** Wednesday, September 4, 2019 9:14 AM

**To:** Hilborn, Jeff <[JHilborn@hubbardradio.com](mailto:JHilborn@hubbardradio.com)>

**Subject:** Explorer post visit

Hi Jeff,

A few months back I mentioned that a Lakes Area (Media) Explorers Scouting group of boys and girls was formed for this year. We've done monthly night sessions at the Dispatch talking about media, and now the group would like to visit your radio station.

Our group of two or three parents, and four youth, is hoping to tour your radio station next Wednesday (Sept. 11) at 6 p.m. Would that be possible? Our sessions are usually less than an hour.

Thanks Jeff. I appreciate your help with our Explorer group.

**Pete Mohs**

**Publisher**

t: 218-855-5855 : e: [pete.mohs@brainerddispatch.com](mailto:pete.mohs@brainerddispatch.com)

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## OUTREACH INITIATIVE SUMMARY

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Type of Outreach    ☐ Meeting                      ☐ Scholarship  
                                 ☐ Job Fair                      ☐ Event  
                                 ☒ Visit                      ☐ Other  
                                 ☐ Internship

Name of Outreach Initiative Saul Bunyan Transition Program

Name and Title of Contact Person for Initiative Kati Reynolds

Market

Participants/Titles Bill Satre PD of KBLB (Brainerd Market)

Date(s) or Timeframe 2/6/2019 @ 9:30am

Description of Outreach Initiative, including summary of actions taken by Company participants, e.g. number of people contacted; number of resumes received; distributing information, discussion notes, etc.

12 special needs students were  
introduced to radio and  
broadcasting in a tour of the  
Hubbard facility. He demonstrated  
the computer systems and requirements  
of running a radio studio.

Outcome(s) of this Initiative, if any, e.g. persons referred and/or hired; establish a new contact; follow-up completed, etc.

-None-

10/10/16