
MIDWEST COMMUNICATIONS, INC.
and Affiliates

EQUAL EMPLOYMENT OPPORTUNITY AUDIT

WPBG-FM Radio – Facility ID 42114

Peoria, IL

EXHIBIT 4

OUTREACH RECRUITMENT INITIATIVES

August 1, 2021 through July 31, 2022

2021-2022 Endowed Fund Report

Alpha Media Endowed Scholarship

A Guide to Understanding Your Endowment Report

ENDOWMENT

Gifts to your endowed fund are invested as part of Bradley University's overall endowment. A portion of the earnings, as determined annually by Bradley University's Board of Trustees, is used to make the annual award, and the remainder is reinvested. Reinvestment ensures our endowment will continue to provide meaningful awards in the future. Endowment balances shown on the report include the total gifts contributed to your fund and the **Market Value as of 12/31/2021**.

Total Gifts \$24,000.00

Market Value \$37,643.86

EARNINGS

Earnings (available earnings) are defined as the portion of the individual endowment's total return made available for scholarships per the University's spending policy. Your report includes **earnings both from year 2021-2022 and estimated earnings for 2022-2023**.

2021-2022 Earnings \$1,610.20

2022-2023 Estimated Earnings \$1,753.49

How can I grow my endowment?

To ensure future generations can continue to benefit from your long-term investment in Bradley University, we offer the following options for growing your endowment.

Outright Gifts

Outright gifts, such as cash or securities, provide the most immediate return on your partnership with Bradley as well as the greatest tax benefit and savings. Grow your endowment online at bradley.edu/giving or call 309.677.3156.

1897 Legacy Society

Legacy gifts can offer you the opportunity to make a larger contribution to the future of Bradley. There are many types of legacy gifts, including will bequests, charitable gift annuities, charitable remainder trusts, and more. Call 309.677.2241 for more information or visit giftplanning.bradley.edu

Why am I receiving this report?

You are listed as a contact for the scholarship described in this report. Bradley University is grateful for donors who have contributed to or established endowed funds and is pleased to share the progress made possible through these generous gifts. If you wish to make any changes to that information, please contact the Office of Donor Relations at donorrelations@bradley.edu or 309.677.4530.

Questions?

Contact the Office of Donor Relations at
donorrelations@bradley.edu or 309.677.4530



Midwest Communications Endowed Scholarship

2022-2023 Scholarship Recipient(s)

Jennifer Reyes from Addison, IL

Junior, Slane College of Communications and Fine Arts

Communication



SCHOLARSHIP RECIPIENT REPORT 2021 - 2022

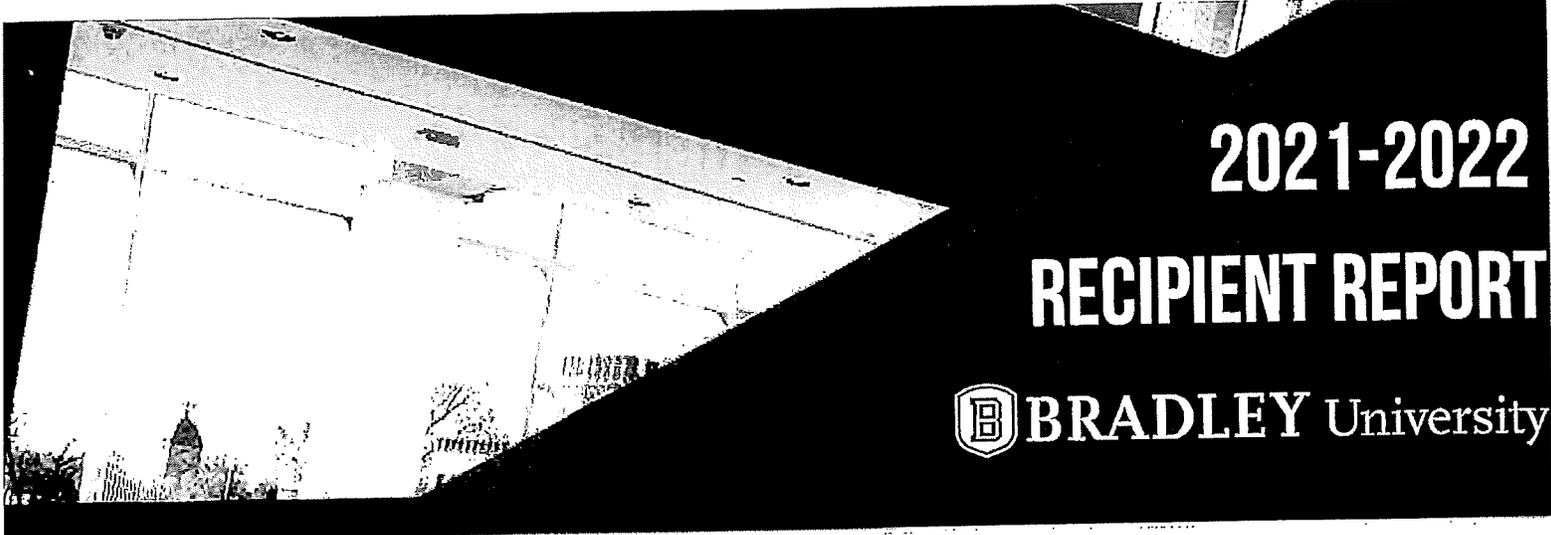
Midwest Communications Endowed Scholarship

Alpha Media

2021-2022 Scholarship Recipient(s)

Jennifer Reyes from Bolingbrook, IL
Junior, Slane College of Communications and Fine Arts
Communication

DONOR RELATIONS
1501 W BRADLEY AVE 309-677-4350
BRADLEY.EDU/GIVING



2021-2022

RECIPIENT REPORT

 BRADLEY University

YOUR IMPACT:

Scholarships at Work

IT IS MY PRIVILEGE TO SHARE THE ENCLOSED 2021-2022 RECIPIENT REPORT.

Like our visionary founder, Lydia Moss Bradley, you have given students the opportunity to experience a Bradley education that balances the liberal arts and sciences with professional training in the classroom and real-world experience. Your scholarship not only positions the students you support for success while they are on campus, it prepares them to thrive in their careers and in their lives.

Because of you, the possibilities are endless.



Erin E. Genovese
Vice President for Advancement



“
I would not be where I am in my artistic career without outside support. Financial support like yours has made my education accessible. I am grateful for this scholarship and the continued belief it expresses in my artistic studies.
MADELINE '21, STUDIO ART

“
This scholarship allows me to accomplish my dream of becoming a medical laboratory scientist, where I can benefit society and provide patients with the level of care they deserve. I appreciate your support during my journey through education.
JALEN '22, MEDICAL LABORATORY SCIENCE

“
I decided to come to Bradley from Colorado because of the special education program and the family aspect. I can pursue my dream thanks to the scholarship and education I have received from Bradley!
MEGAN '21, SPECIAL EDUCATION





BRADLEY University

Alpha Media Representative,

As we complete the 2021-2022 Bradley Academic Year, I wanted to share information with you about who received the scholarship that your generosity makes possible. Without you, one less student might have enrolled this past year. Because of this scholarship program, one more student has experienced Bradley, and the transformational possibilities that a Bradley education offers.

On behalf of this student and Bradley University, thank you!

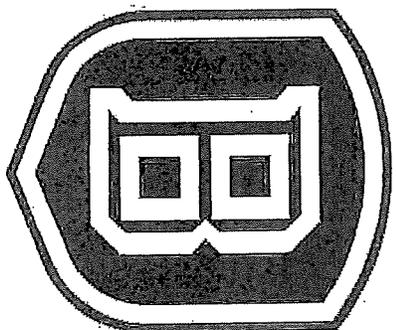
Tom Richmond '88, '94

Director of Development for the Slane College of Communications & Fine Arts,
Northeast U.S., Minnesota, Kentucky and Tennessee
1501 West Bradley Avenue | Peoria, IL 61625
(309) 677-3137 office | (309) 696-5552 cell
richmond@bradley.edu

“

I have personally been the recipient of endowed support and it's a one-of-a-kind feeling to know my university is able to connect me with caring donors like yourself. Thank you for keeping a pathway open for myself, and students like me who are building a future with Bradley.

-Taylor, '24



Alpha Media Endowed Scholarship

Total Gifts
\$24,000.00

Market Value
\$30,529.47

2022-2023 Earnings
\$1,753.49

**2023-2024
Estimated Earnings**
\$1,733.18

A GUIDE TO UNDERSTANDING YOUR ENDOWMENT REPORT

ENDOWMENT

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EARNINGS

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“

Bradley has so many tools for ensuring students like me find their own version of success in life, and these tools are made possible by people like you! Thank you!

-Alex, '25

”



YOUR IMPACT AT WORK

This is our favorite time of year, when we get to share the results of your generosity! Thank you, on behalf of everyone at Bradley University, for choosing to support our educational mission. I am lucky enough to see the point of intersection between the gift you make and the impact it creates on campus. This special moment, where your endowment directly uplifts a student, is evidence of Lydia's legacy carrying on through caring individuals like yourself.

You have enriched the Bradley tradition and helped to continually invest in the future of our students and our university. The connection between donors, students and faculty has endured here for over 125 years, and this report is a celebration of what you personally have added to this tradition in the past year.

By creating an endowed fund at Bradley University, you have made a difference for today's students and faculty, and for generations to come. Your support is both valued by those who are benefitting from your generosity and inspiring to those who will be motivated to follow your example of leadership. On behalf of our proud Bradley community, thank you! Now, we want to show you exactly how significant your selflessness has been, by looking at the impact you created.



Andrea Wicker, Director of Donor Relations

How can I grow my endowment?

To ensure future generations can continue to benefit from your long-term investment in Bradley University, we offer the following options for growing your endowment.

Outright Gifts

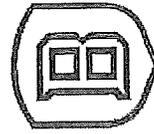
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1897 Legacy Society

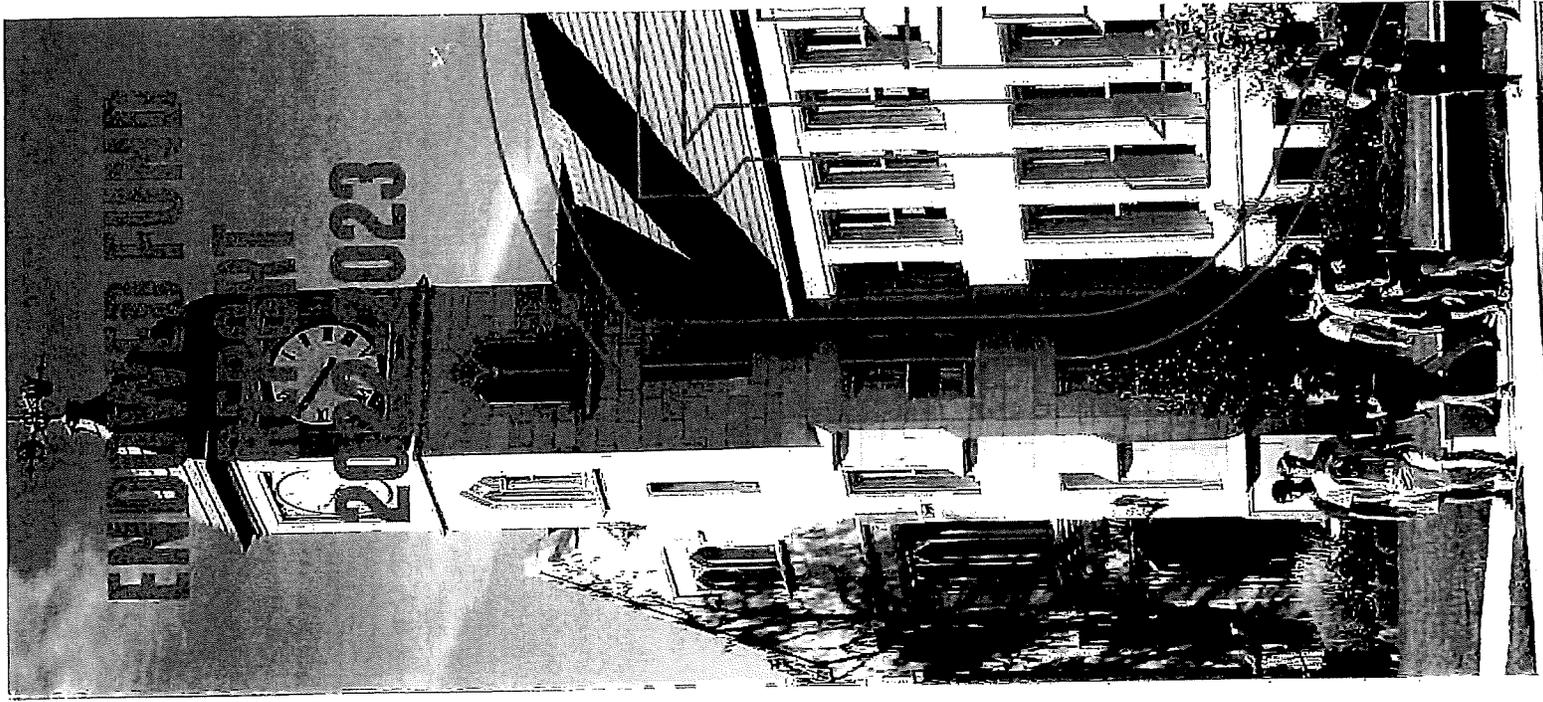
Legacy gifts can offer you the opportunity to make a larger contribution to the future of Bradley. There are many types of legacy gifts, including will bequests, charitable gift annuities, charitable remainder trusts, and more. Call 309.677.2241 for more information or visit giftplanning.bradley.edu

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You are listed as a contact for the scholarship described in this report. Bradley University is grateful for donors who have contributed to or established endowed funds and is pleased to share the progress made possible through these generous gifts. If you wish to make any changes to that information, please contact the Office of Donor Relations.



Donor Relations Office
1501 W Bradley Ave, Peoria, IL 61625
awicker@bradley.edu
(309) 677-4530





Shannon Demanes <shannon.demanes@mwcradio.com>

Attendance Confirmation for In-Person: 2021 Part-Time Employment Expo

1 message

Smith Career Center <notifications@bradley.12twenty.com>
Reply-To: careers@bradley.edu
To: shannon.demanes@mwcadvertising.com

Tue, Jul 27, 2021 at 12:01 PM

BRADLEY_{net}WORK

Attendance Confirmation for In-Person: 2021 Part-Time Employment Expo

Dear Shannon Demanes,

You have registered for In-Person: 2021 Part-Time Employment Expo on Tuesday, 24 August 2021 10:00AM CDT.

You will be receiving an email and invoice when your registration is approved.

Location: Renaissance Coliseum

Dress Code: Casual

We look forward to seeing you! If you are no longer able to attend, cancel your registration at the earliest opportunity.

Bradley University- Smith Career Center

Burgess Hall, first floor

(309) 677-2510, careers@bradley.edu

bradley.edu/scc

4/17/24, 10:36 AM

mwcradio.com Mail - Attendance Confirmation for In-Person: 2021 Part-Time Employment Expo
Contact Us



Shannon Demanes <shannon.demanes@mwcradio.com>

Bradley University – CONFIRMATION for 2021 Part-Time Employment Expo

2 messages

Smith Career Center <careers@bradley.edu>
To: Jean Berry <jlberry@fsmail.bradley.edu>
Bcc: shannon.demanes@mwcadvertising.com

Wed, Aug 11, 2021 at 4:32 PM

Thank you for your interest in Bradley University! We appreciate your registration for our **2021 Part-Time Employment Expo** career event scheduled for Tuesday, August 24, 2021 from 10 am to 12 PM. Confirmation details are attached below.

*****We ask that you share this information with all of your recruiters who will be attending this event.**

Please post your job descriptions for this event to Bradley netWORK. If you need assistance with posting jobs, please contact jlberry@bradley.edu.

Off Campus Employer Confirmation and Information.pdf
421K

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Christopher Impens <christopher.impens@mwcradio.com>

Wed, Aug 11, 2021 at 4:40 PM

Hi Doc,

Attached is some information on the Part Time job fair at Bradley on the 24th.

Shannon Demanes.
Business Manager
MWC Advertising - Peoria
Midwest Communications, Inc.
P: 309-637-3700
F:309-673-9562



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Off Campus Employer Confirmation and Information.pdf
421K



BRADLEY University
Smith Career Center

Part-Time Employment Expo 2021

Tuesday, August 24, 2021 10:00 a.m. – Noon

Held in Bradley University's Renaissance Coliseum

CONFIRMATION AND INFORMATION

We are delighted your organization will be participating in Bradley University's Part-Time Employment Expo. We hope you will be successful in identifying Bradley students for your paid, part-time positions. You may also use the Expo to pre-screen candidates for internship opportunities; however, please be advised that this is a casual fair and the students are just back from summer break. Below is additional information regarding the Expo. Please contact David Schwartz at dschwartz@fsmail.bradley.edu or call the Smith Career Center at (309) 677-2510, if you have any questions or if you need to cancel your participation.

Schedule

- 8:45 a.m. - 9:30 a.m. – Registration and Set-up
- 10:00 a.m. - Expo Opens for Students

Registration and set-up will begin at 8:45 a.m. on Tuesday, August 24, in Bradley's Renaissance Coliseum. The Expo will open for students at 10:00 a.m. Each employer will be assigned a 6-foot table. Electrical outlets will not be available and large floor displays are not recommended; most employers use small tabletop displays and table banners. For questions regarding any of the above, please contact David Schwartz at dschwartz@fsmail.bradley.edu

◆ Additional Information

Students attend this fair to look for paid, part-time, on- and off-campus jobs and internships. Our students will still be moving in, so they may or may not have resumes, and most will be dressed very casually. Please feel free to distribute a short application or direct students to an online application process. Please try to keep the application process short and simple, so that students can speak to several employers.

◆ Parking

Free parking will be available in Bradley's Main Street Parking Deck, located on the corner of Main St. and Maplewood Ave. (Campus map can be found at <https://www.bradley.edu/dotAsset/86318.pdf>). Bradley's Renaissance Coliseum is conveniently located right across the street from the parking deck. To enter the Coliseum, employers should use the front entrance on Main Street. Look for the "employer entrance" signs to guide you. If you would like assistance with boxes or display items, students will be available to carry in items at the front entrance on Main Street.



Shannon Demanes <shannon.demanes@mwcradio.com>

Greater Peoria Hiring Extravaganza

1 message

Brandon Thompson <bthompson@peoriachamber.org>
Reply-To: Brandon Thompson <resp-cpuud-4xj9y-gezi4@peoriachamber.chambermaster.com>
To: shannon.demanes@mwcradio.com

Mon, Aug 2, 2021 at 2:27 PM

Hello!

The Greater Peoria business community invites your organization to join us in sharing information about the exciting job opportunities in Central Illinois and putting our community back to work.

Co-sponsored by the Peoria Area Chamber of Commerce, along with the Greater Peoria Economic Development Council, Discover Peoria, Goodwill, CareerLink, and the Illinois Department of Commerce and Economic Opportunity, the Greater Peoria Hiring Extravaganza will take place on Wednesday, September 1, 2021.

The concept is simple: on September 1, each participating organization will place purple balloons outside of their business to signify they are actively hiring! We will maintain an ongoing list of participating businesses on the GPEDC website. Upon registration, your company will be added to this list provided you complete this form below confirming your participation prior to August 9th.

Our plan is to publicize heavily approximately one month prior to the event. Media coverage will be key in the success of the Hiring Extravaganza and you attracting qualified candidates. We ask that you spread the word throughout your communication channels. These could include:

- Social Media (your Facebook and/or Instagram page)
- Your website
- Business partners and contacts via email
- Customers – walk in or virtual

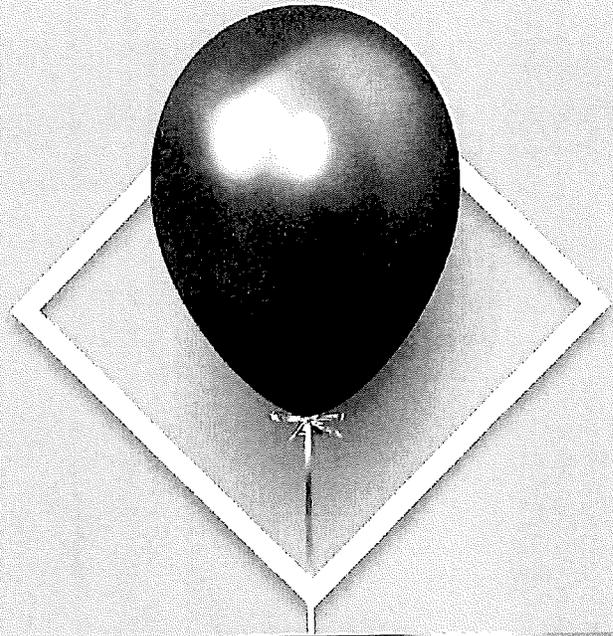
Attached is a graphic with event details which can be posted on social media, sent via email, or printed and distributed.

Please consider having your business participate. We are all struggling to find employees, so let's band together and help each other out. For questions or more information, please contact Kari Rauh at the Greater Peoria EDC. Her email is krauh@greaterpeoriaedc.org.

Thank you for your commitment to growing your business in Central Illinois! We are fortunate to have you living, working, and investing in our community.

THE GREATER PEORIA HIRING EXTRAVAGANZA

WEDNESDAY, SEPTEMBER 1, 2021
GREATER PEORIA BUSINESSES WILL BE HOLDING A
ONE DAY HIRING EVENT!



Jobs for all skills & all levels of experience. If you see purple balloons outside of their business...
THEY'RE HIRING!!! For a full list of participating employers visit **GREATERPEORIAEDC.ORG**
LOOK FOR THE PURPLE BALLOONS!

Sincerely,



Brandon Thompson

Director of Marketing & Events

Peoria Area Chamber of Commerce

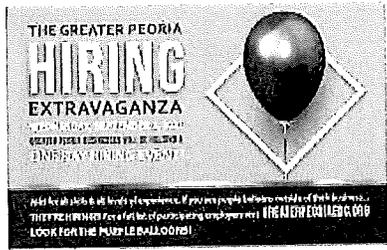
(309) 495-5901 | (309) 337-9286

bthompson@peoriachamber.org

www.PeoriaChamber.org

403 NE Jefferson Ave., Peoria, IL 61603





GPHiring.jpg
163K



Shannon Demanes <shannon.demanes@mwcradio.com>

Hiring Extravaganza

2 messages

Rachel Notter <GPEDCWorkforce@greaterpeoriaedc.org>
To: Rachel Notter <GPEDCWorkforce@greaterpeoriaedc.org>
Bcc: shannon.demanes@mwcadvertising.com

Tue, Aug 10, 2021 at 11:17 AM

Good morning!

Thank you so much for registering to participate in the Greater Peoria Hiring Extravaganza. We're thrilled you'll be joining us on September 1st as we make your business visible to our job seekers in our region!

HyVee on Sheridan has generously offered to donate a bouquet of three purple balloons to each participating company. They will have additional purple balloons and other supplies available for purchase as well. Pick up is available the day before the event (August 31) or the day of the event (September 1). You can place these balloons outside your business on September 1 to signify you are participating and prepare to welcome job seekers.

Please let us know:

- 1) Do you want balloons (and if so, how many?)
- 2) The name of the individual who will be picking them up

Thank you again for helping us connect members of our community to a fresh start and the available jobs at your company!

Sincerely,
Kari Rauh and the GPEDC team

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Rachel Notter <GPEDCWorkforce@greaterpeoriaedc.org>

Tue, Aug 10, 2021 at 11:22 AM

Yes, we would like 2 bouquets of balloons please. Since we are located on the 12th floor of the Civic Center Plaza, I would like to put the balloons outside the building then also on the 12th floor. And I will be the one to pick up the balloons.

Thank you,
Shannon Demanes
Business Manager
MWC Advertising - Peoria
Midwest Communications, Inc.
P: 309-637-3700
F:309-673-9562



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Shannon Demanes <shannon.demanes@mwcradio.com>

Additional Hiring Resources after Hiring Extravaganza

1 message

Tue, Sep 21, 2021 at 2:50 PM

Kari Rauh <krauh@greaterpeoriaedc.org>
To: Kari Rauh <krauh@greaterpeoriaedc.org>
Bcc: shannon.demanes@mwcadvertising.com

Dear Company Partner,

Thanks again for participating in the Hiring Extravaganza a few weeks ago! Dozens of companies hired employees and noted an increase in web traffic and online applications as a direct result of the experience. We are happy you chose to join us! If you didn't get a chance to fill out the survey, please shoot me an email with a line or two about what outcomes (if any) you noticed and how we can improve for next time.

We'd like to keep the momentum going in helping you find talent. Here are a few other opportunities/resources:

1) **Scheduling Assistance for Virtual Interviews.** Goodwill has generously offered their assistance to help your company sort through the increased number of applications your company received that day. Goodwill would work with your company to schedule virtual interviews on Zoom with individuals that had applied at the Extravaganza. They'll work to find a day and time that works best for you. If you would like their assistance, contact tantram@goodwillpeo.org (cc'd here).

2) **Promotion of your company to regional high schoolers (and their parents) through CareerSpark's Hiring Event.** This digital on-demand expo and hiring fair (held by Junior Achievement and GPEDC) provides interactive activities and numerous exhibits showcasing our region's diverse careers & employers in healthcare, manufacturing, business, agriculture, and more. Employers can invest in the experience by becoming an exhibitor and spotlighting their company to high school students, educators, parents, and other businesses. We'd love to promote your company. To learn more, RSVP for a Zoom info session or contact sally.eastman@ja.org.

3) **Ongoing promotion of your company through our website.** We will keep the webpage we built for the Hiring Extravaganza to allow for ongoing promotion of your company (greaterpeoriaedc.org/hiring) and will be incorporating this into a wider talent attraction strategy/campaign (GP 2030). You can read more about this effort [here](#).

We will also be updating our GPEDC workforce website to include relevant up-to-date legislative information and resources that will offer assistance to employers for developing and retaining their workforce. We plan to have this new site up by the end of October/beginning of November, so stay tuned!

4) **Participate in focus groups** to share about the skills/competencies you're seeking so we can help you find talent. If you're interested in participating (by way of survey and interview), let me know (krauh@greaterpeoriaedc.org) and I'll share more details.

Thanks for your good work today,

--

Kari Rauh | Schedule a meeting with me

Director of Workforce Solutions | Greater Peoria EDC

401 NE Jefferson Avenue, Peoria, IL 61603

(309) 495-5973 | krauh@greaterpeoriaedc.org

For business and economic development information related to COVID-19 please visit www.gpcovid.com

MANAGEMENT MEETING SUB-AGENDA

Managers Present: Shannon Demanes, Sarah Varnes, Rick Hirschmann, Randy Rundle, Courtney Pierce, Chris Impens, Rob Brown, Cooper Banks, Ian Sayles

MANAGER TRAINING - RECRUITING AND NON-DISCRIMINATORY EFFORTS

This meeting was interactive and involved a Powerpoint presentation plus example documents. The following are topic bullet points:

Discussions:

- Hiring Manager procedures for job openings.
- Pass out attachments with highlights for hiring manager functions versus Business Manager functions. This helps you understand "who does what" when it comes to our EEO process, including recruiting, posting, interviewing, and hiring.
- Job fair expectations (help out when asked – will discuss more below).
- Other – tours, etc. (will discuss more below).

Review of our responsibilities:

- Offer equal opportunity in employment to all qualified persons. No person shall be discriminated against in employment by such stations because of race, color, religion, national origin, or sex.
- Establish, maintain, and carry out a positive continuing program of specific practices designed to ensure equal opportunity and nondiscrimination in every aspect of station employment policy and practice. As a manager, you are responsible for enforcement and execution of our policies, including but not limited to everything we're reviewing today, and we will review this at the HR and Senior Management level.
- We need to inform employees of our equal employment opportunity policy and program and enlist their cooperation. We will routinely do this with all openings. We include this in opening postings and all postings are disseminated to our employees through various methods, including but not necessarily limited to, email and physical postings.
- We communicate our equal employment opportunity policy and program and employment needs to sources of qualified applicants without regard to race, color, religion, national origin, or sex, and solicit their recruitment assistance on a continuing basis. We reviewed our sources recently in an effort to further our outreach efforts. We will post these on your behalf for all open positions, and we seek to do this through sources which don't indicate or imply and preference in race, national origin, color, religion or gender. Obviously we expect you to avoid any selection technique that could be in any way discriminatory.
- Conduct a continuing program to exclude all unlawful forms of prejudice or discrimination based upon race, color, religion, national origin, or sex from its personnel policies and practices and working conditions. This meeting addresses that issue, and other such trainings we have had address this.
- Conduct a continuing review of job structure and employment practices and adopt positive recruitment, job design, and other measures needed to ensure genuine equality of opportunity to participate fully in all organizational units, occupations, and levels of responsibility. We review this periodically, including such times as we evaluate job structure and qualifications for our various initiatives and business needs, but we invite you to contribute your thoughts, as well. As a part of this, we review such things as seniority practices, pay rates, and fringe benefits to make sure they are nondiscriminatory.

MANAGEMENT MEETING SUB-AGENDA

MANAGER TRAINING - RECRUITING AND NON-DISCRIMINATORY EFFORTS

- Recruit for every full-time job vacancy. If we're filling a job by an internal promotion we don't need to recruit. Among other methods, we use recruitment sources we continually refine to make sure we're effective in broad outreach, and we also are required to notify of our openings any organization that requests it.
- We must engage in at least four of these initiatives during each two-year period:
 - (i) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions;
 - (ii) Hosting of at least one job fair;
 - (iii) Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;
 - (iv) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities;
 - (v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
 - (vi) Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies);
 - (vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
 - (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
 - (ix) Establishment of a mentoring program for station personnel;
 - (x) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
 - (xi) Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
 - (xii) Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
 - (xiii) Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
 - (xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
 - (xv) Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
 - (xvi) Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

PAGE 3 OF 3

MANAGEMENT MEETING SUB-AGENDA

MANAGER TRAINING - RECRUITING AND NON-DISCRIMINATORY EFFORTS

Please be conscious of all of these. Examples: Let us know when you have tours and speak before groups. Know that you may be expected to participate in job fairs. Communicate any mentoring opportunities.

- We must retain records to document that we've satisfied all these requirements, and those include all vacancies, recruitment sources, postings, and proof of our processes being complete and according to these guidelines. We also need to keep the number of interviewees for each vacancy and the referral source for each, plus the date the vacancy was filled the recruitment source of the eventual hire. Please follow the guidelines on the list we passed out. It will help you do this.



Shannon Demanes <shannon.demanes@mwcradio.com>

Another Speaking Engagement at Bradley

2 messages

Scott Wheeler <scott.wheeler@mwcadvertising.com>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Fri, Nov 19, 2021 at 1:01 PM

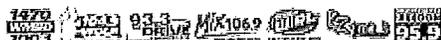
Who: Rob Brown, WKZF Brand Manager
What: Spoke to a Bradley upper-level Journalism class about changes in media, employment, and storytelling
When: 11/18/21 4pm-5:15pm
Where: Caterpillar Global Communications Center, Room 207, Bradley University
Why: At the invitation of Associate Professor of Television Arts, Dr. Chad Clark
How: in person

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Scott Wheeler <scott.wheeler@mwcadvertising.com>

Fri, Nov 19, 2021 at 1:02 PM

Thank you!

Shannon Demanes
Business Manager
MWC Advertising
Midwest Communications, Inc.
P:309-495-4748/F:309-673-9562



[Quoted text hidden]



Shannon Demanes <shannon.demanes@mwcradio.com>

BU Speaking

5 messages

Scott Wheeler <scott.wheeler@mwcadvertising.com>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Tue, Nov 2, 2021 at 12:39 PM

Shannon...

I spoke to a Bradley Audio Production class yesterday 11/1/21 3pm-5pm. If that counts for some EEO points or whatever.

Also, I'm working with some of their faculty in an advisory role to try and freshen the communications curriculum at BU. If hat also counts for EEO stuff, I can send you details

Thanks
Rob

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Scott Wheeler <scott.wheeler@mwcadvertising.com>

Tue, Nov 2, 2021 at 2:16 PM

Hi Scott,

Thank you for letting me know about both of these. Would you please send me details on both of these situations. We have to give more of a description when documenting these events for our EEO requirements so I will need a bit more information on who/what/where/why/how.

Thank you,

Shannon Demanes

Business Manager

Midwest Communications, Inc.

P:309-495-4748/F:309-673-9562

[Quoted text hidden]

Scott Wheeler <scott.wheeler@mwcadvertising.com>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Tue, Nov 2, 2021 at 2:47 PM

Who: Rob Brown, WKZF Brand Manager

What: Met with several faculty in the Department of Communications at Bradley University to get familiar with the program and facilities in advance of making some suggestions for program updates and changes

When: 10/21/21 1pm-5pm



Shannon Demanes <shannon.demanes@mwcradio.com>

Fwd: Media, Arts, and Design Job and Internship Fair | Registration Open

7 messages

Mike Wild <mike.wild@mwcadvertising.com>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Mon, Oct 4, 2021 at 1:51 PM

FYI - let's discuss.

----- Forwarded message -----
From: **Tim Huelsing** <tim.huelsing@mwcadvertising.com>
Date: Mon, Oct 4, 2021 at 11:43 AM
Subject: Fwd: Media, Arts, and Design Job and Internship Fair | Registration Open
To: Mike Wild <mike.wild@mwcradio.com>

Hey Mike,

I have registered for this virtual career fair - you are welcome to sign in and interview students as well.

Tim
----- Forwarded message -----
From: **SIU Career Development Center via joinhandshake.com** <handshake@mail.joinhandshake.com>
Date: Mon, Oct 4, 2021 at 11:23 AM
Subject: Media, Arts, and Design Job and Internship Fair | Registration Open
To: <tim.huelsing@mwcradio.com>



Dear Tim,

The Career Development Center at Southern Illinois University invites you to our **first Media, Arts, and Design Job and Internship Fair**. The fair will be held virtually on Wednesday, November 3 via the Handshake platform. The fair is open to all students with an interest in a career in media, arts, and design.

Programs and Specializations

- **Architectural Studies | Construction Management and Operations**
- **Art** (Art Education, Art History, Ceramics, Communication Design, Drawing, Glass, Industrial Design, Metalsmithing, Painting, Photography, Printmaking, and Sculpture)
- **Cinema, Media Arts, and Photography**
- **Fashion Design and Merchandising**
- **Interior Design**
- **Journalism**
- **Mass Communication and Media Arts** (Theory and Research, Professional Media & Media Management)
- **Music**

- **Musical Theater**
- **Radio, Television, and Digital Media** (Digital Media Arts and Animation, Electronic Journalism, Game Design and Development, Media Industries, Radio-Audio, Television/Video Production, Electronic Sports Media)
- **Theater** (Costume Design, Directing, Lighting Design, Light and Sound Technology, Musical Theater, Playwriting, Scenic Design, Technical Direction, Theater, Theater Design and Production)

Career Fair

SIU Media, Arts, and Design (MAD) Job and Internship Fair | Fall 2021

Wed, Nov 3 3:00 pm CDT - 7:00 pm CDT

- 4 employers attending

[Register](#)

[See Details](#)

We're excited to have employers recruiting our students. Please contact me if you have questions.

Sincerely,

Sheila Colombo, PHR
 Employer Relations Coordinator
 sheila.colombo@siu.edu
 618.453.1045

This email was sent to Tim Huelsing from Southern Illinois University - Carbondale.
 Unsubscribe from Southern Illinois University - Carbondale • Unsubscribe from all Career

Centers

P.O. Box 40770, San Francisco, CA 94140

Shannon Demanes <shannon.demanes@mwcadvertising.com>
 To: tim.huelsing@mwcadvertising.com

Tue, Oct 19, 2021 at 3:14 PM

Hi Tim,

Mike forwarded me your email regarding the SIU job fair and I would like to login and interview students as well, I appreciate the offer. I have used Handshake a few times but never with another interviewer outside of our market. Do I need to do anything different to be able to join in on this virtual job fair?

Thank you,

Shannon Demanes

Business Manager

Midwest Communications, Inc.

P:309-495-4748/F:309-673-9562

[Quoted text hidden]

Tim Huelsing <tim.huelsing@mwcadvertising.com>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Tue, Oct 19, 2021 at 3:16 PM

Hey Shannon-

I don't think so. Log into handshake and if you have issues let me know. I have not scheduled any interview yet.

Tim
[Quoted text hidden]

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Tim Huelsing <tim.huelsing@mwcadvertising.com>

Tue, Oct 19, 2021 at 3:17 PM

Will do, thank you.

Shannon Demanes

Business Manager

Midwest Communications, Inc.

P:309-495-4748/F:309-673-9562

[Quoted text hidden]

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Tim Huelsing <tim.huelsing@mwcadvertising.com>

Wed, Nov 3, 2021 at 12:14 PM

Hi Tim,

I noticed that there are no 1 on 1 interviews or group sessions set up in Handshake for the SIU virtual job fair today. Do you mind if I create a couple group sessions so I can participate in the job fair?

Thank you,

Shannon Demanes

Business Manager

Midwest Communications, Inc.

P:309-495-4748/F:309-673-9562

On Tue, Oct 19, 2021 at 3:16 PM Tim Huelsing <tim.huelsing@mwcadvertising.com> wrote:
[Quoted text hidden]

Tim Huelsing <tim.huelsing@mwcadvertising.com>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Wed, Nov 3, 2021 at 12:25 PM

Not at all go for it
[Quoted text hidden]

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Tim Huelsing <tim.huelsing@mwcadvertising.com>

Wed, Nov 3, 2021 at 12:35 PM

Thank you!

Shannon Demanes

Business Manager

Midwest Communications, Inc.

P:309-495-4748/F:309-673-9562

[Quoted text hidden]



Shannon Demanes <shannon.demanes@mwcradio.com>

Sincerest Thanks - Knox-Monmouth Virtual Career & Internship Fair

1 message

Fri, Nov 5, 2021 at 2:19 PM

Kendra Hein <khein@knox.edu>

Cc: "Dugan, Marnie M." <mdugan@monmouthcollege.edu>, Scott Crawford <rscrawford@knox.edu>

Bcc: shannon.demanes@mwcadvertising.com

Happy Friday everyone,

Thank you all so very much for participating in our 3rd annual Knox-Monmouth Career & Internship Fair. Although we didn't have the student engagement at the level we wanted, I still feel many invaluable connections were made.

Going forward, we plan to host this fair in person next year and move it up to early October.

As always, we welcome your feedback, so if you could please take 5 minutes to fill out this Google Form, I would greatly appreciate it.

If you're interested in hosting a 30-min virtual info session with students, for the winter term please let me know. Our slots are filling up quickly~!

Have a wonderful weekend. 😊

Thank You,

Kendra Hein (she,her,hers)

Assistant Director, Program Development

Bastian Family Center for Career Success

Knox College

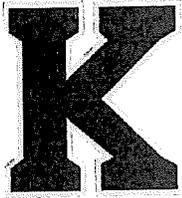
2 East South St., K-232

Galesburg, IL 61401-4999

309-341-7436



Invoice: #61



Hello,

Your invoice has arrived! Knox College has invoiced you for your Knox-Monmouth Virtual Career & Internship Fair: Matching Talent w/ Opportunity career fair registration. Your total comes to \$100.00.

[View Registration](#)

Registration Date: October 21st 2021
Employer: Midwest Communications, Inc.
Registrant: Shannon Demanes
Billing Address: 331 Fulton Street, Suite 1200, Peoria, IL 61602

Please contact the career fair host for any questions:
Name: Kendra Hein
Email: khein@knox.edu

Itemized List

Item	Date/Time	Cost
For Profit Organizations	Thursday, Nov 4, 11:00 am - 4:00 pm CDT	\$100.00
		Total Cost: \$100.00
		Less Amount Paid: \$0.00
		Amount Due: \$100.00

Knox College has indicated that they'll be able to manually accept payments for this career fair.

Thank you for registering to attend the Knox-Monmouth Virtual Career Fair on Thursday, November 4. If paying by check, please make check payable to Knox College and mail to the following address: Knox College Center for Career Success K-232 2 East South St. Galesburg, IL 61401 If paying by credit card, please use the link below: <https://securelb.imodules.com/s/289/form.aspx?sid=289&gid=1&pgid=2972&cid=4953>

Best,
The Handshake Team





P.O. Box 40770, San Francisco, CA 94140



Shannon Demanes <shannon.demanes@mwcradio.com>

Final steps to prepare for the Bradley Job Fair

1 message

Rick Smith <rsmith@fsmall.bradley.edu>
To: shannon.demanes@mwcadvertising.com

Tue, Feb 16, 2021 at 8:32 AM

Shannon Demanes - Midwest Communications, Inc.:

As a **Bradley University Spring Job & Internship Fair** registered employer, we want to continue to share information, insights, and resources prior to the event.

The event is in one week! Thank you for creating schedules so students can reserve times. **Don't forget to CLAIM your schedule! This is a common oversight.**

(as of 2/15, 5:30 p.m.)

Employer profile issues - Missing majors / major groups, no school years

Schedules claimed - yes, 2 of 2

Jobs in Handshake - no

QUESTIONS? ISSUES? NEED HELP SETTING UP YOUR SPACE?

My colleagues, Dave Kokandy and David Schwartz, continue to be available to assist employers, answer questions, and offer advice. **We want to help you as your questions and issues arise!** You can schedule a meeting with them at:

- Dave Kokandy's calendar - <https://scc-bus-employer-services.youcanbook.me/>
- David Schwartz's calendar - <https://scc-employer-jobfair-support.youcanbook.me/>

ADVICE

- Now is the time to check, verify, test your technology -- video and audio. We HIGHLY recommend that you use the Chrome browser. This article will help -- **Handshake Video Requirements & Troubleshooting (Employers)**
- Some companies (financial institutions and other companies that deal with sensitive data) have strict firewalls that can prevent employees from joining video sessions
- Be sure to log in at least 60 minutes prior to the start of the fair to test audio and video
- Try using a cell phone hotspot to connect to get around firewalls
- Engage students **now**. Here are a few articles to help you:
- Using Search Students Feature
- How to Send a Student a Message
- Downloading Public Resumes (this is a **VERY** common question)

BEST PRACTICES

- Prior to the start of a 1:1 or group session, open the student profile(s) in a new browser tab
- Download participant resume(s) (if the student has uploaded one & set it to public)
- View information about the student
- Use the "Notes" feature (right side of the screen, blue button) to take notes during the session
- At the end of the meeting, consider providing the student with your contact information or following up with an email, *especially* if you would typically provide a business card at an in-person fair. **Students will be unable to message you through Handshake** unless you message them first, and your contact information is **not** visible to students within the platform.

If you have any questions, please reach out to our staff!

We are here to help,



Shannon Demanes <shannon.demanes@mwcradio.com>

Receipt for Midwest Communications, Inc. Employer: Registration for 2022 Virtual Spring Job & Internship Fair at Bradley University

1 message

Handshake <handshake@notifications.joinhandshake.com>
To: shannon.demanes@mwcadvertising.com
Cc: lhinthorn@fsmail.bradley.edu

Wed, Feb 23, 2022 at 2:18 PM



Receipt for registration for Midwest Communications, Inc.

Hello,

Your payment for Midwest Communications, Inc. Employer: Registration for 2022 Virtual Spring Job & Internship Fair at Bradley University has been received. We recommend that you keep this email for your records.

Amount Paid: **\$475.00**

Date paid: **February 23rd 2022 at 2:18 pm CST**

Thank you,
The Handshake Team

If you'd no longer like to receive emails like this you can sign in to manage your notification preferences or unsubscribe.



P.O. Box 40770, San Francisco, CA 94140



Shannon Demanes <shannon.demanes@mwcradio.com>

Register for job fair - Midwest Communications Inc.

8 messages

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Jean Berry <jlberry@fsmail.bradley.edu>

Thu, Feb 10, 2022 at 2:22 PM

Hi Jean,

Is there any way we could still register for the Spring Job Fair? I tried on Handshake but it says it's too late. We were going to come to the in person fair on the 22nd if we can still register.

Thank you,

Shannon Demanes
Business Manager
MWC Advertising
Midwest Communications, Inc.
P:309-495-4748/F:309-673-9562



Jean Berry <jlberry@fsmail.bradley.edu>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Thu, Feb 10, 2022 at 7:02 PM

Shannon,
Thank you for reaching out regarding registration for our fair. To accommodate you, we will open registration from 10-12am on Friday, February 11th. It is **incredibly important** that you get into Handshake during that time and complete your registration. You must choose the option to register for **BOTH** fairs, at a cost of \$475. Please fill ALL fields out, referring to the following images. The section titled "Looking For" is where you will attach jobs or list job titles and choose related information.

Registration Options

Please select your registration options below

Tuesday, Feb 15, 10:00 am - 2:00 pm

Registration Type

- Register for BOTH Virtual & In-Person Fairs - Registration includes both the Virtual Fair on February 15, 2022 and the In-Person Fair on February 22, 2022. *If you want to be a sponsor, select a sponsorship level below. Organization is limited to 3 representatives at the In-Person fair. Additional representatives cost \$20 each and can be added in the Add-on Items section. - \$475.00
- Register for ONLY the Virtual Fair - Registration includes ONLY the Virtual Fair on February 15, 2022. If you want to be a sponsor, select a sponsorship level below. - \$375.00
- Special Rate for Non-Profit & Governmental Agencies -- Register for BOTH Virtual & In-Person Fairs - 30 spots are available for non-profit organizations with 501c3 status or governmental agencies. This special rate is \$150 and includes both the Virtual Fair on February 15, 2022 and the In-Person Fair on February 22, 2022. Registration required by Monday, February 7, 2022. Organization is limited to 3 representatives at the In-Person Fair. Additional representatives cost \$20 each and can be added in the Add-on Items section. - \$150.00
- Special Rate for Non-Profit & Governmental Agencies -- Register for ONLY the Virtual Fair -- Spots are available for non-profit organizations with 501c3 status or governmental agencies. This special rate is \$125 and includes ONLY the Virtual Fair on February 15, 2022. Registration required by Monday, February 7, 2022. - \$125.00
- Gold Package: Sponsorship & Registration - Gold Sponsorship includes items checked in Gold column on Sponsor Benefits and Recognition grid at: www.bradley.edu/offices/student/acc/employers/fairs/fairreg.dot. Includes registration for BOTH the Virtual (Tuesday, February 15, 2022) and the In-Person (Tuesday, February 22, 2022) fairs. Package limited to 2. - \$4,000.00
- Silver Package: Sponsorship & Registration - Silver Sponsorship includes items checked in Silver column on Sponsor Benefits and Recognition grid at: www.bradley.edu/offices/student/acc/employers/fairs/fairreg.dot. Includes registration for BOTH the Virtual (Tuesday, February 15, 2022) and the In-Person (Tuesday, February 22, 2022) fairs. Package limited to 1. - \$2,500.00
- Bronze Package: Sponsorship & Recognition - Bronze Sponsorship includes items checked in Bronze column on Sponsor Benefits and Recognition grid at: www.bradley.edu/offices/student/acc/employers/fairs/fairreg.dot. Includes registration for BOTH the Virtual (Tuesday, February 15, 2022) and the In-Person (Tuesday, February 22, 2022) fairs. Package limited to 1. - \$1,500.00
- Red Package: Sponsorship & Registration - Red Sponsorship includes items checked in Red column on Sponsor Benefits and Recognition grid at: www.bradley.edu/offices/student/acc/employers/fairs/fairreg.dot. Includes registration for BOTH the Virtual (Tuesday, February 15, 2022) and the In-Person (Tuesday, February 22, 2022) fairs. Package limited to 30. - \$750.00
- I will not be attending this day

Add-on Items

No add-on items available

Shannon Demanes

Business Manager

MWC Advertising

Midwest Communications, Inc.

P:309-495-4748/F:309-673-9562



[Quoted text hidden]

Jean Berry <jlberry@fsmail.bradley.edu>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Fri, Feb 11, 2022 at 9:15 AM

Thank you for letting me know. Please reach out if you need assistance.

Jean

[Quoted text hidden]

Shannon Demanes <shannon.demanes@mwcadvertising.com>
To: Jean Berry <jlberry@fsmail.bradley.edu>

Fri, Feb 11, 2022 at 10:29 AM

Hi Jean,

Im trying to register but it wont let me select our two job postings. The job postings were both approved by Bradley and don't expire until 12/21/22 but it won't let me select them. Is that something you can look into? The two jobs postings are Marketing Consultant and Street Team.

Thank you,

Shannon Demanes

Business Manager

MWC Advertising

Midwest Communications, Inc.

P:309-495-4748/F:309-673-9562



[Quoted text hidden]

Jean Berry <jlberry@fsmail.bradley.edu>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Fri, Feb 11, 2022 at 10:44 AM

Yes, I can take a look. Were you able to complete the rest of the registration?

[Quoted text hidden]

Jean Berry <jlberry@fsmail.bradley.edu>
To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

Fri, Feb 11, 2022 at 10:53 AM

You could check the "no" box, and add the titles in the box. Once you have submitted your registration, I will check to see if I am able to attach the jobs.

I am unable to see anything until you submit.

Jean

[Quoted text hidden]

4/17/24, 11:52 AM

mwcradio.com Mail - Register for job fair - Midwest Communications Inc.

Fri, Feb 11, 2022 at 11:25 AM

Shannon Demanes <shannon.demanes@mwcadvertising.com>

To: Jean Berry <jlberry@fsmail.bradley.edu>

I went ahead and created new job postings but since they aren't approved yet I still did what you suggested and selected No and typed in the titles. Our registration has been submitted. Thank you for your help with this.

Thank you,

Shannon Demanes

Business Manager

MWC Advertising

Midwest Communications, Inc.

P:309-495-4748/F:309-673-9562



[Quoted text hidden]

ZAK EDMONDS - THE FIRST 49 DAYS TRAINING MARCH AND APRIL, 2022 MANAGER'S GUIDE

Salespeople aren't born, they are trained

WELCOME

This training program consists of 3 phases that are organized this way in the sales person's workbook:

Phase 1 - The first 21 days
(Pages 9- 21)

Phase 2 - The next 14 days (week 4 and 5)
(Pages 22-30)

Phase 3 - The last 14 days of training (week 6 and 7)
(Pages 31-40)

We strongly encourage you to read the information presented on the first few pages of the sales person's workbook (page 3 - page 7) in order to gain an understanding of the theory and strategy behind this program. It can offer you a foundation to draw from as you guide your new salesperson through the First 49 Days.

THE POINT

What you need to know and determine in the first 49 days:

- Will this new sales person do whatever it takes to complete the tasks given them, in the time allotted?
- Can they be proactive enough to schedule and keep appointments?
(starting with making and being prepared for appointments with you and your sales team)
- What is their skill level in the following areas :
 - Introductions
 - Listening and getting feedback
 - Creativity
 - Presenting and asking for money
 - Can they be coached and will they learn and adapt?

You will discover these things over the next 49 days. But, in order to make an accurate evaluation, we encourage you to follow the process step by step.

MANAGER'S GUIDE 03 THE FIRST 49 DAYS

Education is not so much the filling of a bucket ... But the lighting of a fire

THE PROCESS

At the end of this 7 week training program, your new sales person will have worked the entire process from the beginning of the sale to the end, 15 times. They will have chosen and added 15 accounts to their list, completed meaningful research on 15 accounts, written and presented 15 Introduction / Elevator Speeches, conducted 15 Discovery Interviews, written and produced 15 ads, and created and presented 15 proposals.

We know that the time frame we have given sales people to complete these tasks may, at times, be a bit constricted. It is done intentionally, and is an important part of this training program. Having immediate success (a closed sale) is a likely outcome of the first 49 days because they are following a pattern of activities that will lead to success. But, getting a "Yes" to a proposal, is NOT the intended outcome of this training program.

The intended outcome is practice in doing the necessary steps in the proper order, and creating a pattern of selling that always leads to success.

The intended outcome is to teach them how to find needs, create proposals, ask for the sale, manage their account list, get more decisions (yes or no) and less continuances. To teach them to work at a high pace from day one, instead of teaching them to become a "professional visitor."

If you allow the process to work, and ask the sales person to be accountable to the requirements, inside the time allotted, you give them their best opportunity to learn what it takes to succeed.

In addition you will be able to learn for yourself in just 49 days if they are someone who can succeed in your company and on your team.

THE PROFESSIONAL VISITOR

The first thing that is so damaging to a new sales person is usually created and bred by us (their managers). We give the sales people a whirlwind review of our products and services, give them an email address, phone and business cards, and a list of people to go and meet.

That list in our hands or the hands of an experienced sales person would likely create results, and so we confidently send them out the door. We justify that we hired someone who "can sell" and that they need to "sink, or swim"... this approach however usually turns the salesperson into a professional visitor, because that is what we asked them to do... go and meet the accounts. Three months later we wonder why they haven't made more progress.

We justify these actions in our minds because of the exceptions to the normal rule (those sales people who are successful in spite of our efforts). The lightning in a bottle new hires that didn't need much help.

We call this the gambling effect. Gambling is addictive because of the inconsistency of the payout and it's that inconsistency that creates the false belief system that you can actually win. Yes, some really lucky people have won big (lightning in a bottle) but there are billion dollar examples up and down the Las Vegas strip that should remind us all that very few people ever win when they gamble.

We are sure in your own market you can list a handful of businesses that opened and grew at an astounding pace and never needed advertising (lightning in a bottle). Yes, those examples exist, but for the rest of the business world, advertising is a necessity to create a successful business.

This 49 day program takes away the gamble and gives you and the new sales person step by step instructions on how to be a superhero media sales person.

TRAIN THE SKILL AS THEY HAVE A NEED

Usually in the first few days and weeks of a sales person's employment, we spend time in "training" them on how to use our tools (email, forms, production orders, traffic system, Rumble (crm), weekly reports etc. This training is rarely successfully transferred to them and usually is needed to be "re-taught" when they have an account that said yes.

We know from psychology that training on new skills without context (a real account that they are entering for themselves) rarely ever creates lasting retention. Yet we still spend all that time and effort inundating salespeople with information they are not likely to remember. Once we feel like they have a "good overview," we give them business cards and a list of people to go and meet.

This 49 day program presents the training moments for the skills as they are needed to fulfill assignments. We have found this kind of training to be far more effective and it allows the new sales person to retain the information better and gives the manager freedom from unnecessary repetition.

Tell me and I forget, teach me and I may remember, involve me and I learn."
- Benjamin Franklin

One more thing that usually hurts new sales people right out of the gate, is the experience we call "the duck on the pond effect". They look around and see the most veteran, most successful sales people who appear to be gliding (like a duck) on top of the water with very little effort. They want to be successful so they try and "match"

the perceived effort and pace of those veterans. What they don't realize is that "gliding across the top of the water takes a tremendous amount of effort and work . Underneath the water you'll see how fast and powerfully the duck pushes its legs, and how much water it is actually moving underneath the surface. Adopting a relaxed pace at the beginning is damaging to a new sales person who is looking for a rhythm and speed to operate inside. Un-training that "perceived" slow pace is difficult, and if we don't catch it quickly it becomes a rut they get stuck in.

You can help your new sales person by expecting a high pace from the first day. Though it will be difficult at first, let them learn how to make it look like they are "gliding calmly" across the top of the water while actively pushing underneath.

Phase 1 - 1st Three weeks

Phase 2 - Next Two weeks

Phase 3 -Last 2 weeks of training

In each of the three phases you will assist your new sales person to:

- Identify and claim 5 accounts
- Research each account
- Create a customized Introduction / Elevator Speech
- Conduct a Discovery Interview
- Create proposals and write and produce spec ads
- Deliver those proposals to their accounts.

All within the allotted time. (Phase one is 3 weeks long, while phase 2 and 3 are each two weeks in length)

In addition they will be asked to schedule meetings with you and your sales team where they present and practice the work they are doing before they interact with the accounts.

3 PHASE TRAINING PROGRAM

In phase one there is much required of you. As their sales manager, you will need to be deeply involved in each step of their training. As phase two and phase three unfold you will take larger and larger steps back and allow and expect that the new salesperson to do the work on their own and then presents it to you for feedback and review. On the following pages of this workbook, you will find the meetings and assignments given to the sales person and what your roles and responsibilities for those phases require

On the pages of the sales person's workbook, you will find In bold, the meetings you will conduct with your new sales person.

We have outlined the purpose of the meeting, the training that should be presented and what activities and assignments should be reviewed. Follow that workbook through the three phases.

We encourage you to allow the salesperson to schedule these meetings with you. It gives them the opportunity to develop the skill of contracting and asking right from the start.

This will become one of a few critical evaluations you make through this process. How well did they schedule, and prepare for meetings with you and your sales team?

HOWEVER, please stay connected with the assignments and timelines. You may need to help them in the first phase or two with reminders and setting up meetings to keep up with the brisk pace this program requires.

Additionally, you will see what activities and assignments the sales person must complete before the next meeting with you can be scheduled.



Shannon Demanes <shannon.demanes@mwcradio.com>

Attendance Confirmation for There's Still Time! Job Fair

1 message

Smith Career Center <notifications@bradley.12twenty.com>

Fri, May 6, 2022 at 11:06 AM

Reply-To: careers@bradley.edu

To: Shannon Demanes <shannon.demanes@mwcadvertising.com>

BRADLEY^{net}WORK

Attendance Confirmation for There's Still Time! Job Fair

Dear Shannon Demanes,

You have registered for There's Still Time! Job Fair on Thursday, 12 May 2022
11:00AM CDT.

You will be receiving an email and invoice when your registration is approved.

Location: Virtual

Dress Code: Business Smart

We look forward to seeing you! If you are no longer able to attend, cancel your
registration at the earliest opportunity.

Bradley University- Smith Career Center

Burgess Hall, first floor

(309) 677-2510, careers@bradley.edu

bradley.edu/scc

BRADLEY_{net}WORK

Invoice #200091804

Invoice Date 05/10/2022

Item	Detail	Amount
Job Fair Registration	There's Still Time! Job Fair - Registration Type: 2021 Fall, 2022 Spring Job Fair Attendees (1 FULL-TIME POSITIONS) Full-Time: Select this item if offering Full-Time positions at the fair. After completing job fair registration, post your job descriptions and how to apply in Bradley netWORK. Contact jlberry@fsmail.bradley.edu with questions. x 1	---- \$0.00
Sub Total		\$0.00
TOTAL		\$0.00

Payment Details

Payment Status Unpaid
Payment Method --
Received Date --
Note --

Contact

Name Shannon Demanes
Company Midwest Communications, Inc.
Title Business Manager
Email shannon.demanes@mwcadvertising.c
Phone Number 309-495-4748

Payment Information

Thank you for registering. You will be receiving an Approval Packet with more information in a separate email.

Payment Details:

Before making a payment, please wait until you receive an email approval accepting your registration. If you would like to pay by credit card, please call the Smith Career Center at 309-677-2515.

If paying by check, please make check payable to "Bradley University", and mail to: Smith Career Center Bradley University 1501 West Bradley Avenue Peoria, IL 61625-0105

BRADLEY_{net}WORK

Invoice #200091804

Invoice Date 05/10/2022

Item	Detail	Amount
Job Fair Registration	There's Still Time! Job Fair - Registration Type: 2021 Fall, 2022 Spring Job Fair Attendees (1 FULL-TIME POSITIONS) Full-Time: Select this item if offering Full-Time positions at the fair. After completing job fair registration, post your job descriptions and how to apply in Bradley netWORK. Contact jlberry@fsmail.bradley.edu with questions. x 1	---- \$0.00
Sub Total		\$0.00
TOTAL		\$0.00

Payment Details

Payment Status Unpaid
Payment Method --
Received Date --
Note --

Contact

Name Shannon Demanes
Company Midwest Communications, Inc.
Title Business Manager
Email shannon.demanes@mwcadvertising.cc
Phone Number 309-495-4748

Payment Information

Thank you for registering. You will be receiving an Approval Packet with more information in a separate email.

Payment Details:

Before making a payment, please wait until you receive an email approval accepting your registration. If you would like to pay by credit card, please call the Smith Career Center at 309-677-2515.

If paying by check, please make check payable to "Bradley University", and mail to: Smith Career Center Bradley University 1501 West Bradley Avenue Peoria, IL 61625-0105