

Salem HR Network Presentation

March 2022 – Recruiting

Agenda

- □ Recruiting Push for Sales Positions
- □ EEO Reporting for Postings
- □ "Evergreen" positions
- \Box Job Postings SEO/SEM

Supervisor Training-Employee Relations Basics

Introduction

- Enhance your understanding as a supervisor within employee relations
- By the end of this training you should:
 - Have a General Knowledge of Salem Media Group's Code of Conduct, EEO Policy and Harassment is Prohibited Policy
 - Better understand how to Coach Employees and Document Employee Related Issues
 - Better understand the support resources for you (i.e. Salem HR)

Salem HR Network Training Call - 1/13/21

Carmen Kisner < Carmen. Kisner @ Salem Media.com >

Mon 1/11/2021 7:00 PM

To: Salem HR Network <Salem_HR_Network@salemcommunications.com>

Cc: Salem General Managers <SalemGeneralManagers@salemcommunications.com>

Happy New Year!

Everything that we would talk about on this Wednesday's call is more administrative in nature, so I thought I would give you the hour back, and send you the information this way.

If you have any questions, please don't hesitate to reach out to me.

- Happy New Year!
 - With the New Year, there are quite a few changes that happen on employee paychecks
 - Pay changes
 - New benefit elections/rates
 - · Medicare/Social Security limits reset
 - 401(k) auto increase
 - · Please have employees carefully review
 - Annual Labor Poster Updates
- Annual Labor Poster Updates
 - Use www.allinoneposters.com.
 - · Stay away from Personnel Concepts.
 - If you have Spanish language format at your market, please order Spanish version as well
 - If posters cost more than \$30, please call before ordering.
 - Some 2021 posters are still pending post as soon as you can receive an updated one
 - Please send photo of poster wall to Karen once updated.
 - Annual Labor Poster Updates
- Salem HR Markets You may order for yourself (just let Karen know you are doing so) or we
 will order. Due to COVID and some offices not accepting packages, if you would like us to
 order, please email Karen the following:
 - 1) Confirm you have not already ordered the posters (we don't want to order twice)
 - 2) How many posters do you need for your location in English?
 - 3) If you need Spanish posters, how many?
 - 4) Mailing address to be sent to
 - 5) Whose attention to be sent to
- OSHA 300 Logs
 - OSHA 300 logs must be posted by February 1, reflected all injuries for your location for 2020
 - For markets handled by SalemHR We have prepared the log and will send to you to post
 - For other markets, we will send average number of employees and hours worked no later than January 28
 - Any questions regarding OSHA 300 Logs, please email hr@salemmedia.com.

Thanks!

Carmen Kisner Vice President, Human Resources

Vitality Status:

Salem Media Group

4880 Santa Rosa Road Camarillo, CA 93012

T: 805.233.3129 Direct

C: 805.312.6263

F: 805.383.4354 Confidential carmen.kisner@salemmedia.com

www.salemmedia.com



Got questions? 1-844-500-9299 or *HR HR@salemmedia.com

Click to check out our current openings.

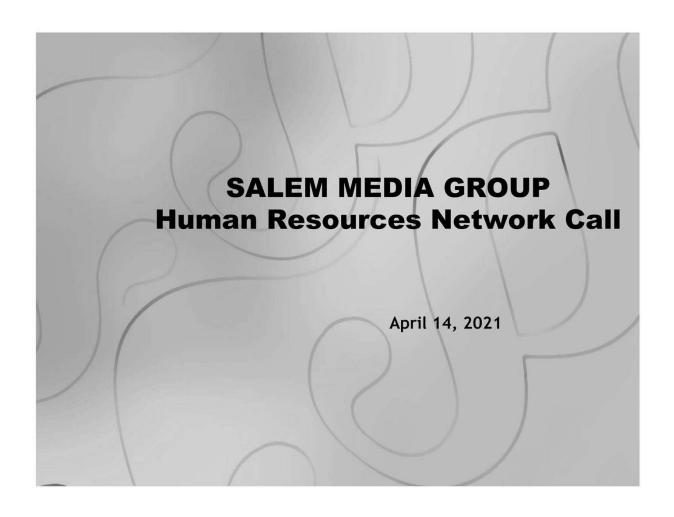


2020 THE NATION'S 2020 2019 DE STAND 2019 2018 BRIGHTEST 2018 2017 IN WELLNESS 2017

WINNER











Salem HR Network Presentation

December 2020

1

Agenda

- □ Benefits/Open Enrollment
- □ Annual Labor Poster Updates
- □ COVID-19 Update
- □ Who to Call
- $\ \square$ Questions/Comments

2



Agenda

- Recruiting/EEO from a Practical Standpoint
- Who to call?
- Questions

2. TRAINING FOR HIGHER LEVEL POSITIONS

Program Staff Meeting Agenda-05/26/21

1- John-

- a. Fill out Station Log
- b. Guidelines for extending kill dates on spots
- c. Training
 - i. Rebooting dropbox
 - ii. Steve's engineering room overview
 - iii. Master Control Center (near engineering) overview
 - iv. Procedure for dropbox
 - v. Procedure for editing enco playlist
- d. Nic will cut LTBS and drop in carts and check heads and tails
- e. Thanksgiving and Christmas
- f. Promo guidelines for recording, saving and emailing
- g. Quality check on shows
- h. Parker/Brad
- i. Weekend emails
- j. MN SCORE Football starts Oct 9th with Wally-Cleanfeed
- k. Dress code
- I. 6 month evaluations
- m. Email records of communication
- 2- John for Steve: Technical Stuff
 - a. EAS Test
 - b. Tower lights
 - c. Operator Log
 - d. Dump Button-See Steve-fines
 - d. Discrepancy Log
 - e. Blue Book/Public File
 - i. In all studios
 - ii. Local Issue Form-fill it out
 - e. Any questions about the Studios, Boards, etc...
- 3- Lee
 - a. SALEM HANDBOOK-
 - b. Schedules
 - c. Local Issue Forms
 - d. Podcast Uploads-IMPORTANT
 - i. Check it before you leave
 - e. Production- Be proactive-look for spots: website- all login info in folder
 - i. Network spots-TRIPLE CHECK
 - f. DO NOT Prop outside doors open
 - g. Time off requests-you are expected to work-even holidays
 - h. Voice Tracking
 - i. NEVER COPY A FORECAST. Messes up the rotation
 - ii. HOW TO READ WX SPONSORS
 - i. Monitor all 4 stations
 - i. Weekday/Weekend Check List-MUST DO FIRST THING

- j. Traffic/Commercial Log
 - i. Shared Drive & Prod Order (nothing goes into ENCO w/o Prod Order)
 - ii. Label and end date all commercials (no TFN)
- k. PAY ATTENTION: think ahead
- I. Salem Handbook: Personal Appearance
- m. Food & Beverage Policy
 - i. Turn off coffee maker
- n. Security System
 - i. Problems with Hosts. Let me know ASAP
- o. UtiliPro
 - i. APPROVE YOUR TIME CARD
 - ii. E-mail John if you miss a punch
 - iii. Stay AT/OR under 30 hours per week
 - 1. Only Nic can approve OT-let me know if you are close
- p. Be on time-plan for bad weather
- q. KEEP STUDIOS CLEAN

Questions-NONE

Program Staff Meeting Agenda-12/07/20

1- John-

- a. Fill out Station Log
- b. Guidelines for extending kill dates on spots
- c. Training
 - i. Rebooting dropbox
 - ii. Steve's engineering room overview
 - iii. Master Control Center (near engineering) overview
 - iv. Procedure for dropbox
 - v. Procedure for editing enco playlist
- d. Nic will cut LTBS and drop in carts and check heads and tails
- e. Thanksgiving and Christmas
- f. Promo guidelines for recording, saving and emailing
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 - 1. Only Nic can approve OT-let me know if you are close
- p. Be on time-plan for bad weather
- q. KEEP STUDIOS CLEAN

Questions-NONE

3. JOB BANKS AND INTERNET PROGRAMS

RE: Job Posting - Salem Media Group

Tim Hyde <tim.hyde@minnesotabroadcasters.com>

Tue 3/9/2021 9:51 AM

To: Desta Kraft <destakraft@salemtc.com>

Hi Desta.

Sure thing! The opportunity below has now been posted to the Minnesota Broadcasters Association job board.

Have a great day!

Tim Hyde

Director of Member Services I Minnesota Broadcasters Association 408 St. Peter Street, Suite 423 I St. Paul, MN 55102 612.926.8123 I fax 612.926.9761 I email: tim.hyde@minnesotabroadcasters.com www.minnesotabroadcasters.com

From: Desta Kraft <destakraft@salemtc.com>

Sent: Monday, March 8, 2021 8:03 PM

To: Tim Hyde <tim.hyde@minnesotabroadcasters.com>

Subject: Job Posting - Salem Media Group

Hi Tim.

Can I please have you post this job for Salem Media Group?

Thanks!

Account Executive - Digital & Radio

Salem Media Group in the Twin Cities is looking for a digital savvy, highly motivated sales professional to join our advertising team selling our Digital Marketing Solutions to local small-to-medium sized businesses (SMBs) & Radio Sales. Salem Media Group- Twin Cities is home to four (4) radio stations: AM 980 The Mission (Christian Teach/Talk), AM 1280 The Patriot (News/Talk), Business 1440 KYCR (Business News/Talk), and our newest radio station, Freedom 1570 KDIZ (News/Talk). For more information or to apply click here.

Salem Media Group is an equal opportunity employer.

--

Desta Kraft

Business Manager

Salem Media Group

651-289-4401 O I 320-583-5375 C

2110 Cliff Road, Eagan, MN 55122

ر (612) 926-8123 FOLLOW US ∨

HOME CAREERS - STATION DIRECTORY MEMBERSHIP - NCSA/PEP -

ABOUT COVID-19 - CONTACT US

account executive - digital & radio

march 9, 2021 jobs

Salem Media Group in the Twin Cities is looking for a digital savvy, highly motivated sales professional to join our advertising team selling our Digital Marketing Solutions to local small-to-medium sized businesses (SMB's) & Radio Sales. Salem Media Group - Twin Cities is home to four (4) radio stations: AM 980 The Mission (Christian Teach/Tech), AM 1280 The Patriot (News/Talk), Business 1440 KYCR (Business News/Talk) and our newest radio station, Freedom 1570 KDIZ (News/Talk). For more information or apply, click here.

Salem Media Group is an Equal Opportunity Employer.

TAGGED: OTHER, SALES/MARKETING, SALES/MARKETING/OTHER

job categories

All Jobs
Multimedia/Web
Reporter
News Production
On Air Television
Sales/Marketing
On Air Radio
Management
Building Maintenance
Traffic
Photography

Thank you for your Purchase with NRB CRM:0003980

NRB, ProtechAdmin <noreply@nrb.org>

Mon 3/8/2021 8:25 PM

To: Desta Kraft <destakraft@salemtc.com>



Dear Kraft, Desta

Thank you for your payment. A copy of your receipt is below.

Date of Purchase: 3/8/2021
Order #: SC-254256-B9HUJ
Payment:
Gift Card: Bill To: Desta Kraft
Eagan, MN 55122

Desta Kraft
Eagan, MN 55122

Invoice	Product	Unit Price	Quantity	Discount	Charges
INV-08997- K0C3M9	NRB Career Classifieds	\$0.00	1	\$0.00	\$0.00
				Total Charges: Sales Tax:	\$0.00 \$0.00
				Order Total:	\$0.00
				Gift Card:	\$0.00
				Payment:	\$0.00
				Balance Due	\$0.00

Thank you,

NRB

RE: A new Career Classified has been Created CRM:0003979

Mary Montemayor <mmontemayor@nrb.org>

Tue 3/9/2021 10:23 AM

To: Desta Kraft <destakraft@salemtc.com>

Good morning,

Your classified ad has been posted to the NRB website. Please let me know if you have any updates or edits to your listing.

Blessings, Mary

MARY MONTEMAYOR

IT Coordinator & Communications Assistant

Direct: 202.849.8451 | Fax: 202.543.2649

Email: mmontemayor@nrb.org

Address: 660 North Capitol Street, NW, Suite 210

Washington DC 20001

NRB ASSOCIATION I NRB CONVENTION

From: NRB, ProtechAdmin <noreply@nrb.org>

Sent: Monday, March 8, 2021 9:24 PM

To: Mary Montemayor <mmontemayor@nrb.org>

Subject: A new Career Classified has been Created CRM:0003979

Hello NRB,

A new Career Classified has been created. Please use the information below to proceed with the posting process.

Job Title or Item: Account Executive (Digital & Radio Sales)

Job Location: Eagan, MN Application Deadline: 5/31/2021

Description: Salem Media Group in the Twin Cities is looking for a digital savvy, highly motivated sales professional to join our advertising team selling our Digital Marketing Solutions to local small-

to-medium sized businesses (SMBs). Our ideal candidate will be goal oriented, is a relentless hunter, driving to win new businesses, and has a track record of exceeding monthly goals.

Salem Media Group-Twin Cities is also home to four radio stations: AM 980 The Mission, AM 1280 The Patriot, The Biz 1440, and Freedom 1570.

Salem Media Group is an equal opportunity employer.

How to reply to this: Visit salemmedia.com and click the careers tab to apply

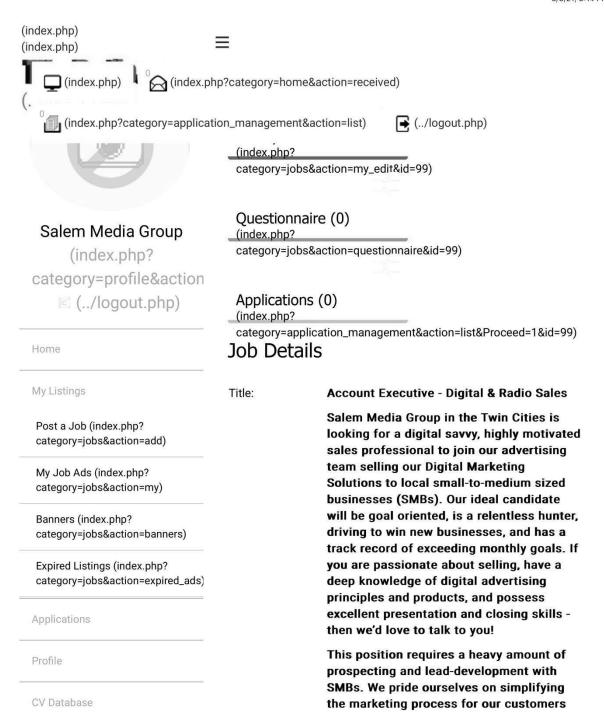
Your Name: Kraft, Desta

Your Phone Number: 651-289-4401 Your Email: destakraft@salemtc.com

Organization: Salem Media Group - Twin Cities

Record URL: https://nrb.pcbscloud.com:443/main.aspx?etc=10169&id=8649fc6c-7e80-eb11-80f1-000d3a0f728a&histKey=336818380&newWindow=true&pagetype=entityrecord

Thank you System Admin



while helping advertisers track the impact of their campaigns and understand their advertising options. In short, we help our customers grow their business.

Salem Media Group- Twin Cities is also home to four (4) radio stations: AM 980 The Mission, AM 1280 The Patriot, The Biz 1440, and our newest radio station, Freedom 1570 KDIZ. We also offer our audience an all-digital music station, the Fish Twin Cities.com.

Our Ideal Candidate:

- You are self-motivated and results oriented
- You have an outgoing, resilient personality
- You enjoy the thrill of the hunt by bringing in new business
- You're confident and not willing to accept average

Requirements:

- College degree with 1-2 years of sales experience preferred
- Strong understanding of local market and digital media.
- A Demonstrated record of success in a fast paced, goal oriented environment.
- Knowledgeable of Digital products and applications such as Search Engine Marketing, Audience and Search Retargeting, Search Engine Optimization, Social Media Management and Marketing, Digital Display, Website Development, and Email Marketing.
- Strong skills in planning, communicating, organizing, and in developing customer relationships.
- · Ability to develop a strategic sales

Description:

plan.

- Proficient in prospecting high potential accounts and setting up appointments with key decision makers with the ability to secure at least five appointments weekly with qualified prospects.
- Demonstrates effective listening skills and able to deliver compelling advertising presentations.
- Ability to develop a Digital Marketing plan that addresses client objectives and reaches the target audience.
- Effectively able to overcome client objections and articulate the value of recommended solutions.
- Ability to close annual Digital Marketing deals for at least \$25K or more.
- Strong problem solving and analytical ability are essential.

We offer a base salary plus commission based on experience along with a full benefits package including paid holidays and vacation.

Come see how Salem is DIFFERENT and why we've been awarded as a "Great Place To Work" and as a "Best and Brightest" employer." Salem Media Group is an equal opportunity employer.

Please apply online at salemmedia.com under the careers tab or visit the link below.

Category: Radio

Job Type: Full Time

Location: Eagan, Minnesota

ZIP: **55122**

Salary:		
Job Start Date	£	
Active:	YES	
Go back to "N	y Job Ads" (index.php?category=jobs&a	ction=my)

4. Activities Sponsored by Community Groups Active in Broadcasting

Minnesota Broadcasters Association 2020 Annual Meeting Agenda

Tuesday, October 5th, 2021 8:30 a.m.-9:30 a.m. In Person JX Event Center, Stillwater, MN Virtual Via Zoom

ANTITRUST COMPLIANCE NOTICE

The Minnesota Broadcasters Association ("Association") and its leadership is committed to conducting all business in full compliance with the antitrust regulations. Please familiarize yourself with the Association's adopted Antitrust Compliance Policy and seek guidance from the Board Chair or Association legal counsel if you have questions. Meeting attendees are advised as follows: (a) the purpose of this meeting is for the specific purpose described in the agenda and not for the purpose of reaching any agreement that affects the competitive business activities of the companies represented; (b) attendees must refrain from engaging in conversations dealing with competitively sensitive or company specific confidential information; and (c) you are directed to promptly leave any meeting if inappropriate conversations do occur.

AGENDA

The mission of Minnesota Broadcasters Association (MBA) is to promote and protect local broadcasting and to preserve freedom of speech and the press by representing FCC licensed radio and television broadcasters from across the state of Minnesota.

- 1. Call to Order and Welcome
- 2. Antitrust Guidelines Review
- 3. Review Minutes from November 10th, 2020
- 4. 2022 Dues Approval
- 5. Approval of Revised Bylaws
- 6. Election of Director and Officers
- 7. Financial Review
- 8. President's Report
- 9. All Other Business
- 10. Adjourn
- 11. Next Board Meeting November 10th, 10:30 a.m.-12:00 p.m.



DRIVEN BY RECOVERY

Official Notice: 2021 MBA Annual Membership Meeting

October 4, 2021 5:00 PM - October 6, 2021 1:00 PM (CDT ((GMT-06:00) Central Time))

Description

The Minnesota Broadcasters are ready! Our "in person" ANNUAL membership meeting will feel like, "The New Roaring 20's" with a dash of "Economic Growth" and "Driven By Recovery"! Dates are scheduled for **October 4th, 5th** and **6th** in beautiful **Stillwater, Minnesota**. The Minnesota Broadcasters Association (MBA) is excited to gather with our fellow state broadcasters and colleagues. Activities include the MBA annual business meeting, engaging educational sessions, industry expo, meaningful and compelling conversations with fellow broadcasters, all topped off with a bit of FUN! A full schedule of sessions and activities will be announced soon! Below is just a sample of what is planned:

"Defining the Workplace of the Future" with Gen Guru
"You've Been Attacked: The What, When and How of Responding to a Data Security or a Social Media Attack"
What's in front of broadcasters at the federal and state level with NAB and Winthrop & Weinstine

Legal Updates with Hotline Attorney's David Oxenford and Mark Anfinson Sales Certification Program Launch with P1 Learning

MBA Recruitment Fair

Entertainment from Award Winning, BMI Recording Artist, and native Minnesotan, Emily Shackleton

Dress Code: Business Casual

Monday, October 4

Welcome Reception at Matchstick at Hotel Crosby 5:00 p.m. - 8:00 p.m.

Tuesday, October 5

Speakers and Sessions at JX Event Center 8:00 a.m. - 5:00 p.m.

Dinner and Activities at JX Event Center 6:00 p.m. - 10:00 p.m.

Wednesday, October 6

Speakers and Sessions at JX Event Center 8:00 a.m. - 12:00 p.m.

Recruitment Fair 11:00 a.m. - 1:00 p.m.

Times may be subject to change















Silent Auction Sponsor

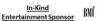












Interested in sponsoring? MBA is seeking sponsorships from \$500-\$5,000.

Email: rosanne.rybak@minnesotabroadcasters.com (mailto:rosanne.rybak@minnesotabroadcasters.com)

To book your hotel room at Hotel Crosby, call 651-967-7100 and ask for the Minnesota Broadcasters Association Annual Meeting rate. Rates are \$199/night. THIS RATE EXPIRES 9/24/2021 at 11:59PM. MBA has a limited number of rooms so please reserve as soon as you are able. NOTE: Hotel Crosby is using CDC approved chemicals to clean each room, meeting space, restaurant and around the hotel. The Hotel Crosby housekeeping staff is taking extra time in each room, to ensure each guest is safe. There are also hand sanitizer bottles around the hotel for guests to use as they please. Masks are not required for vaccinated individuals. If you are not vaccinated, please wear a mask.

CLICK HERE (https://www.one23events.com/uploads/7/5/0/5/75055219/one23_preparedness_plan.pdf) for JX EVENT CENTER (ONE23 EVENTS) COVID-19 Protocol.

Medical-grade air-filtering system in place at the 2021 MBA Annual Meeting!

Innovative ISO-Aire™ brings medical-grade indoor air filtration solutions to your office, school, storefront, or facility to protect your employees, customers, students, and livelihood. ISO-Aire delivers proven COVID-19 mitigation strategies recommended for indoor air quality established by CDC and ASHRAE and purifies the air 24/7 by capturing and destroying 99.99% of harmful airborne contaminants like viruses, bacteria, mold, smoke, VOCs, dust, and pollen.

Agenda

Times, Speakers and Sessions Subject to Change

October 4th @ Hotel Crosby, Matchstick-The Stills Room

5pm-8pm Registration and Welcome Reception

Welcome to Stillwater, Minnesota and to the 2021 MBA Annual Membership Meeting! Get checked into Hotel Crosby and then join us for snacks and

October 5th @ JX Event Center Ballroom

7am-8:30am Registration and Vendor Networking

Start your day with some breakfast and then check out the MBA Annual Meeting Vendors and MBA Scholarship Silent Auction.

8:30am-9:30am Minnesota Broadcasters Association Annual Membership Meeting

10:00am-10:45am

You've Been Attacked! Don't be a grim statistic. Mitigate your risks with solid planning. Lisa Ellingson, Juris Doctor and Certified Information Privacy Professional of Winthrop & Weinstine and Blois Olson, Founder of Fluence Media will headline a discussion to give you some tools needed to decrease your risks when it comes to being attacked with ransomware or being attacked on social media. You will also walk away with some tips to beef up your overall cybersecurity and protect your reputation.

10:45am-11:00am

Get up, stretch, grab a snack or two and visit our MBA Annual Meeting Vendors and MBA Scholarship Silent Auction.

What's happening in the State and on Capitol Hill? Advocacy is essential to strengthening and supporting broadcasters. Joshua Pollack, Vice President of Government Relations for the NAB will share strategies and forward movement along with the challenges on Capitol Hill. Tom Hanson, Government Relations with Winthrop & Weinstine, will cover State legislation.

11:50am-12:30pm Lunch - Soup and Salad Bar

12:30pm-1:00pm

Grab some dessert and walk around to our MBA Annual Meeting Vendors or check out the silent auction. Dollars raised in the silent auction help to further the future of broadcasting in Minnesota with the MBA Scholarship.

1:00pm-2:00pm

How do you connect with each generation in your workplace? What does the workplace of the future look like? You'll hear from our Keynote Speakers and Generational Experts, David and Jonah Stillman. This Father and Son duo has traveled the globe to share cutting edge research, case studies, and insights on what makes each generation unique and what leaders need to know.

2:00pm-2:45pm

You will want to hear from MBA's Legal Hotline Attorneys! FCC attorney, David Oxenford of Wilkinson, Barker and Knauer and Mark Anfinson specializing in Advertising, Media and First Amendment law will host a session that will tackle current topics impacting all of the above and how it relates to you.

2:45pm-3:00pm

Get up, stretch, grab a snack or two and visit our MBA Annual Meeting Vendors and MBA Scholarship Silent Auction.

3:00pm-4:00pm

The State Economy is ever-changing. Get a look at what's ahead for Minnesota's economy with Minnesota State Economist and Forecaster, Dr. Laura Kalambokidis. She will also touch on the national and global economy. Then, dial in on this important information with sales leadership from radio and TV. This panel will be a great session for everyone.

6:00pm-7:00pm Happy Hour

7:00pm-9:00pm Dinner

Food inspired by Fall in Minnesota, drinks, entertainment by Minnesota native and BMI recording artist, Emily Shackleton and more!

9:00pm-11:00pm Activities

How about a Karaoke Rockstar? Or, maybe you are an Escape Room Artist? You won't want to miss all the fun activities that we have planned.

October 6th @ JX Event Center Ballroom

7am-8:30am Registration, Breakfast and Vendor Networking

Start your day with some breakfast and then check out the MBA Annual Meeting Vendors.

8:00am-9:00am

We appreciate our members that support the MBA's NCSA/PEP Campaigns. Hear from MBA's NCSA/PEP Partners, Explore Minnesota and Minnesota Army National Guard. You will also hear from Tim Leighton of the Minnesota State High School League.

0·00am-0·45am

Throughout the year, MBA Members have free access to the P1 Learning Training platform. Cole Grieves from P1 Learning will join us to role out a new certificate program for your sales professionals.

9:45am-10:00am

Get up, stretch and visit our MBA Annual Meeting Vendors and MBA Scholarship Silent Auction.

10:00am-10:45am

What are the emerging technologies and systems that broadcasters should be looking at? ATSC 3.0/NextGen and trends in transmission are at the forefront of these discussions. Nick VanHaaster from GatesAir and Jeff Welton from Nautel take the stage to share their expertise and take your questions.

11:00am-11:15am

Congressman Tom Emmer will deliver closing remarks on his involvement and work as Co-Chair of the Congressional Broadcasters Caucus.

11:00am-1:00pm MBA Recruitment Fair @ JX Event Center Board Room

Connect with job candidates looking to learn more about a career in broadcasting. Station **RSVP** (https://www.signupgenius.com/go/10c0c48aba72fa6fdc16-minnesota) is required to attend.

11:30am-12:30pm

How many ideas can we all come up with in 60 minutes? Be sure to participate to have some great ideas to take back to your stations. Ideas will focus on recruitment, sales/promotions and digital. Boxed lunches will be served.

12:45pm

2021 MBA Annual Meeting Closing Remarks

Location

IX Event Center

123 2nd Street North, Stillwater, MN, 55082, United States

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Contact Information

Minnesota Broadcasters Association Name: Tim Hyde

Email: tim.hyde@minnesotabroadcasters.com

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We're sorry. No registrations are currently available. You may wish to contact the event organizer for assistance.

Desta Kraft

From: Nicholas Anderson

Sent: Monday, November 29, 2021 2:55 PM

To: Desta Kraft

Subject: FW: 2021 MBA Annual Meeting Details

From: Minnesota Broadcasters Association <tim.hyde@minnesotabroadcasters.com>

Sent: Thursday, September 30, 2021 2:04 PM

To: Nicholas Anderson < Nic.anderson@salemmedia.com >

Subject: 2021 MBA Annual Meeting Details



Hello 2021 MBA Annual Meeting Attendees!

The leaves are changing and fall is in the air which means it's almost time for the 2021 Minnesota Broadcasters Association Annual Meeting!

Thank you for registering to attend the 2021 Minnesota Broadcasters Association Annual Meeting presented by the Minnesota Army National Guard! It takes place October 4th-6th in Stillwater, Minnesota. I have enclosed details below with timing and much more.

If you ever have any questions, please do not hesitate to reach out to us. Thank you for your support!

Tim Hyde Director of Member Services

2021 MBA Annual Meeting - October 4th-6th



DRIVEN BY RECOVERY

2021 Minnesota Broadcasters Association Annual Membership Meeting October 4th-6th, 2021 Stillwater, Minnesota

Agenda

Times subject to change

Monday, October 4th

The Matchstick Stills Room at Hotel Crosby 232 Main Street North, Stillwater, MN

5:00 p.m. - 8:00 p.m. Welcome Reception and Registration

Tuesday, October 5th

JX Event Center 123 2nd Street North, Stillwater, MN

7:00 a.m. - 8:30 a.m. Registration and Breakfast 8:30 a.m. - 9:30 a.m. MBA Annual Business Meeting 9:30 a.m. - 11:45 a.m. Sessions 12:00 p.m. - 1:00 p.m. Lunch 1:00 p.m. - 2:00 p.m. Keynote Speakers - "Workplace of the Future"

2:00 p.m. - 4:00 p.m. Sessions 6:00 p.m. - 7:00 p.m. Happy Hour

7:00 p.m. - 9:00 p.m. Dinner and Entertainment from Emily Shackleton

Wednesday, October 6th

JX Event Center 123 2nd Street North, Stillwater, MN

7:00 a.m. - 8:30 a.m. Registration and Breakfast 8:00 a.m. - 11:30 a.m. Sessions 11:30 a.m. - Lunch 11:30 a.m. - 12:30 p.m. Session 12:30 p.m. MBA Annual Meeting Close

Full Agenda

Dress Code is Business Casual.

THANK YOU 2021 MBA ANNUAL MEETING SPONSORS!

























nautel















Vendor Expo at 2021 MBA Annual Meeting

Be sure to visit the Vendor Expo throughout the 2021 Minnesota Broadcasters Association Annual Meeting presented by Minnesota Army National Guard. Vendors include:

Broadcasters General Store
Emergency Communication Networks
GatesAir
Holiday Vacations
Marketron
Minnesota Army National Guard
Nautel
Smarts Broadcast Systems
XPeri

COVID-19 Protocols

Creating a healthy and safe event for all attendees is our top priority. As information about COVID-19 continues to develop, we will adjust our approach as needed based on CDC guidance. Please note that JX Event Center and Hotel Crosby are following CDC recommended COVID-19 protocols. This includes having sanitizer on-site, masks for use if needed and extra cleaning procedures. Masks are not required for vaccinated individuals. If you are not vaccinated, please wear a mask.



Medical-grade air filtration installed at the 2021 MBA Annual Meeting

Innovative ISO-Aire™ brings medical-grade indoor air filtration solutions to your office, school, storefront, or facility to protect your employees, customers, students, and livelihood. ISO-Aire delivers proven COVID-19 mitigation strategies recommended for indoor air quality established by CDC and ASHRAE and purifies the air 24/7 by capturing and destroying 99.99% of harmful airborne contaminants like viruses, bacteria, mold, smoke, VOCs, dust, and pollen.



Place your bids on silent auction items! Proceeds go to the MBA Scholarship Fund which helps to further the future of broadcasting in Minnesota.

Items include Vikings tickets, wine tastings, Wild tickets, a Gophers Men's Basketball Suite, comedy tickets, golf passes, casino packages and much more!

Thank you to all of our silent auction donors for their support!

Silent Auction

Silent Auction Closes on Wednesday, October 6th at 11:00 a.m.



October 6th 11:00 a.m. - 1:00 p.m. JX Event Center 123 2nd Street N Stillwater, MN 55082 Connelly Conference Room on the 2nd Floor

MBA Member Stations are invited to participate in the MBA Recruitment Fair which will coincide with the MBA Annual Meeting. Connect with job candidates that are interested in careers in broadcasting. Space is limited. Reserve your space now. Deadline to RSVP is Friday, October 1.

RSVP Here

WEBSITE MEMBERSHIP CAREERS

Email Us

Minnesota Broadcasters Association 408 St. Peter Street Suite 423 Minneapolis, MN 55102

612-926-8123

CONTACT US

Connect with us









Minnesota Broadcasters Association | 408 St. Peter Street, Suite 423, St. Paul, MN 55102

Unsubscribe nicanderson@salemtc.com

Update Profile | Constant Contact Data Notice

Sent by tim.hyde@minnesotabroadcasters.com powered by



SBE 17 Meetings and Stories in 2021:

SBE Chapter 17 Zoom meeting recordings appear at: https://www.youtube.com/channel/UCzmFge7phAyiY2FCsliFfPg

November 18, 2021: The SBE Chapter 17 monthly meeting was via zoom with Dan Feidt of Unicorn Riot https://unicornriot.ninja/. Feidt started out in the Twin Cities and is now based in Philadelphia. His company does news coverage of civil unrest and court trials. He showed his equipment at our zoom meeting.

Recent events have brought the realities of news-breaking from the field into harsh relief. With another high-profile trial https://www.mprnews.org/story/2021/11/12/state-court-panel-weighs-allowing-more-video-trial-coverage.

Note: Much like our conversation with Representative O'Neill from October 2017, this is not intended as an endorsement of any one particular political view.









Saturday, October 30, 2021: The annual SBE Chapter 17 Picnic was held outdoors at the Salem Media Group studio/transmitter site on Cliff Road in Eagan, Minnesota. Some took the facility tour. Thanks to Dave Kerstin of <u>Broadcasters General Store</u> and <u>Nautel</u> for sponsoring the event. Brandon Moore, chief engineer of Channel 3 TV in Rochester, MN, won two outfield tickets to a <u>Saint Paul Saints</u> baseball game in April or May of 2022, compliments of Jeff Welton from <u>Nautel</u>.







% (612) 926-8123 FOLLOW US ∨

HOME CAREERS - MEMBER DIRECTORY

MINNESOTA BROADCASTERS HALL OF FAME MEMBERSHIP V NCSA/PEP V

ABOUT BROADCASTERS STRENGTHEN LOCAL COMMUNITIES COVID-19 V

MBA SCHOLARSHIP MBA AND MIW MENTORSHIP PROGRAM

2022 MBA ANNUAL MEETING CONTACT US

Rising Above

Back to Calendar



1/26/2022 - 1/27/2022





REGISTER HERE

Recordings are only available to registered attendees.

Why should you attend Rising Above on January 26th and 27th?

- Hear from eight of the top trainers in the industry!
- Gain industry insight from your peers on what's working and what's not.
- Feel charged & ready to take on 2022 and beyond.
- Registration is **FREE** courtesy of the Minnesota Broadcasters Association!
- Who wouldn't want to attend a virtual concert!?

Rising Above: A Virtual Sales & Management Media Summit will be held on January 26th and 27th through a LIVE video feed. This way you can stay within the comfort and safety of your own home or office. This day and half summit will teach, coach, inspire and motivate you to rise above the challenges of today's sales environment.

Whether you tune in for the entire summit or just a few of the sessions, you won't want to miss this lineup! To learn more and to register, visit risingabovesummit.com

Agenda:

Wednesday, January 26th (Leaders & Managers)

All times are listed in Central Standard Time (CST)

12:00p - Registration

12:30p - Opening Remarks

1:00p - Brandeis Hall I New Sales Meetings That Sales Teams WANT To Attend

2:00p - Laurie Kahn I How to Attract Candidates in A Competitive Job Market

3:00p - Jeff Fanselow I Conscious Inclusion in the Workplace

4:00p - Speed Marriott & Derron Steenbergen I Q&A Discussion

4:30p - Industry Celebration Preview

Thursday, January 27th (Leaders, Managers, Sellers, Station Employees)

All times are listed in Central Standard Time (CST)

8:00a - Registration

8:30a - Opening Remarks

9:00a - Paul Moehring I How You Can Become a Goal Getter Not Just a Goal Setter!

10:00a - Tammy Wellbrock I Utilizing Challenging Times to Build a Resilient Mindset

11:00a – Jamie Aplin I Brand Building vs. Sales Activation: Creative Campaigns That Do Both

1:00p - Jessica Jett-Hill I Taking the Guesswork Out of Digital Strategies and Budgets

2:00p – Brandeis Hall I 5 Things Your Advertisers Want You to Know (But Will Never Tell You)

3:00p - Speed Marriott & Derron Steenbergen I 22 Little Things To Make 2022 Big

4:00p - Industry Celebration I Live BMI Entertainment / Q&A With Hannah Ellis

4:45p - Closing Remarks

Gallery















Additional Information

Event Contact:

Tim Hyde

Contact Organization:

Minnesota Broadcasters Association

Email:

tim.hyde@minnesotabroadcasters.com

Powered By GrowthZone



Receipt #603

8/16/2022 Bill To Salem Media Group

Quantity	Description	Unit Price	Total
1	Official Notice: 2022 Minnesota Broadcasters Association Annual Meeting - Nic Anderson	\$175.00	\$175.00
	SUBTOTAL		\$175.00
	SALES TAX		\$0.00
	SHIPPING & HANDLING		\$0.00
	TOTAL		\$175.00
	8/16/2022 - Payment: Credit card		\$175.00
	TOTAL DUE BY 8/16/2022		\$0.00



2022 Minnesota Broadcasters Association Annual Meeting

Agenda

Times and Speakers Subject to Change

October 10th Welcome, Reception and Vendor Networking at Madden's on Gull Lake Wilson Bay Lodge

4pm Registration and Check-in at Madden's on Gull Lake begins at Madden Inn and Golf Club

5pm-8pm Welcome Reception at Wilson Bay Lodge sponsored by KMSP FOX 9

Welcome to Brainerd/Baxter and to the 2022 MBA Annual Membership Meeting! Get checked into Madden's and then join us for snacks and beverages sponsored by KMSP FOX 9!

October 11th 2022 Minnesota Broadcasters Association Annual Meeting @ Madden's on Gull Lake Town Hall Conference Center and Wilson Bay Lodge

7am-8:30am Registration, Breakfast and Networking at Wilson Bay Lodge sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS

Start your day with some breakfast and then check out the MBA Annual Meeting Vendor Expo and MBA Scholarship Silent Auction.

8am Vendor Expo and MBA Scholarship Silent Auction Opens at Town Hall Conference Center

8:30am-9:30am Minnesota Broadcasters Association Annual Membership Meeting

9:30am-10:15am Session 1 "The Connected Vehicle – What Does that Mean for Broadcasters?" -Juan Galdamez of Xperi

How listeners consume content in the vehicle is evolving rapidly! Automakers are bringing the living room experience to the vehicle and increasing connectivity to the vehicle. The great news... Radio is still the #1 source of entertainment inside the vehicle! Join us as we walk through how the Connected Car is evolving and chat through what that looks like for broadcasters.

10:15am-10:30am Snacks, Vendor Expo and Silent Auction

Get up, stretch, grab a snack or two and visit our MBA Annual Meeting Vendors and MBA Scholarship Silent Auction. Snack break sponsored by WDIO-TV.

10:30am-11:15am Session #2 MBA Legal Hotline Attorneys -David Oxenford and Mark Anfinson sponsored by Marketron

Your MBA Legal Hotline Attorney's live an in-person! FCC attorney, David Oxenford of Wilkinson|Barker|Knauer who specializes in EEO, FCC and Political Advertising Law and Mark Anfinson specializing in Advertising, Media and First Amendment law will host a session that will tackle current topics impacting all the above and how it relates to you. Sponsored by Marketron.

11:15am-12pm Session #3 Newsroom Session sponsored by Leighton Broadcasting

Everyone has personal beliefs and opinions...how can a newsroom navigate social platforms that show staff's personal beliefs with newsroom ethics? Hear from newsroom leaders from across from the state on what is impacting the ways in which their stations are delivering news and what is on the horizon for the future of their newsrooms. Sponsored by Leighton Broadcasting. Panelists include Stephanie Hedrick of KTTC-TV and KXLT-TV in Rochester, Blois Olson of Fluence Media, Joe Augustine of KSTP-TV and Laura Oakes of WCCO-AM.

12pm-1pm Lunch sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS

Enjoy lunch prepared by Madden's executive chef, Zane Scheffer. Then, walk around to our MBA Annual Meeting Vendors. Don't forget to get your bids in on the MBA Scholarship silent auction! Dollars raised in the silent auction help to further the future of broadcasting in Minnesota with the MBA Scholarship. Lunch sponsored by R & J Broadcasting, Inc., Emergency Communication Networks Hubbard Broadcasting and SMARTS.

1pm-2pm Session #4 Destination 2032: What the Media Business Looks Like a Decade From Now - Keynote Speaker – Gordon Borrell of Borrell & Associates sponsored by Big Deals Media

Using two decades of media trends, media analyst Gordon Borrell projects what 2032 is likely to hold for Minnesota broadcasters. The pandemic accelerated longstanding, slow moving trends, forming a very different type of advertising and marketing economy. Depending on your perspective, this intriguing presentation will either energize you or scare your socks off. Maybe both. A 10-minute Q&A will follow. Keynote speech sponsored by Big Deals Media.

2pm-2:45pm Session #5 Broadcast + OTT: Harnessing a Powerful Combination – David Buonfiglio and Brian Allers of TVB sponsored by BOB FM and Carpenter Broadcasting.

The pandemic accelerated the adoption of streaming video and advertising by several years. As a result, OTT has emerged as a focus for broadcast sellers wanting to offer a powerful secondary channel for advertising. Broadcast TV also emerged from the pandemic bigger, better, and stronger than ever. TVB will present the fundamentals of streaming advertising, laying the foundational knowledge local broadcast TV and radio sellers need to sell OTT video ads. Then TVB will showcase the newest independent third-party research highlighting the strength of broadcast TV. It'll also showcase the strategy behind using TV or radio with OTT together and detail how it's a powerful one-two punch for local advertisers. Sponsored by BOB FM and Carpenter Broadcasting

2:45pm-3pm Snacks, Vendor Expo and Silent Auction

Get up, stretch, grab a snack or two and visit our MBA Annual Meeting Vendors and get your final bids in on the MBA Scholarship Silent Auction. Snack break sponsored by Townsquare Media Duluth.

3pm-4pm Session #6 Advocacy and You sponsored by Winthrop & Weinstine

What's happening in the State and on Capitol Hill? Advocacy is essential to strengthening and supporting broadcasters. Joshua Pollack, Vice President of Government Relations for the NAB will share strategies and forward movement on Capitol Hill. Tom Hanson, Government Relations with Winthrop & Weinstine, will cover State legislation. Josh and Tom will also be joined by MBA Members to share their advocacy experiences and how you can get involved with advocacy. Sponsored by Winthrop & Weinstine.

4pm-5pm Session #7 What can you expect in 2023 and beyond from various industries that rely on radio and TV to be successful? Session sponsored by KROX Radio

There are so many industries and businesses that rely on local radio and TV to help make their business successful. Look forward to what's ahead in 2023 and beyond from some of these industries with industry experts from the Minnesota Retail Association, Minnesota Auto Dealers Association and Hospitality Minnesota. Sponsored by KROX Radio.

6pm-7pm Happy Hour sponsored by AdCellerant

7pm-9pm Dinner sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS

Enjoy dinner prepared by Madden's executive chef, Zane Scheffer drinks, honors and more! Dinner sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS.

9pm-11pm After-Dinner Reception at the Madden's on Gull Lake Voyageur Hospitality Room sponsored by KBJR-TV, KEYC-TV and KTTC-TV

Enjoy a Fall evening in the Northwoods by joining your fellow broadcasters around the campfire. The marshmallows will be roasting, s'mores will be plentiful, and the stories shared will be memorable. Bring your own beverages. "First-Drink-On-Us" sponsor is Xperi.

October 12th One-Day Sales Camp – Madden's on Gull Lake Golf Villas Meeting Rooms A & B

7am-8:30am Registration and Breakfast

Register and start your day with breakfast sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS.

9am-10am Trends in the economy and labor market updates from Erick Garcia Luna of the Federal Reserve Bank of Minneapolis

Inflation, supply chain and worker shortages have become very familiar topics in the last two years. Erick Garcia Luna, Outreach Director for the Federal Reserve Bank of Minneapolis will be presenting an overview of the main economic indicators, current trends in the regional economy, and labor market dynamics to shed some light on the dynamics behind today's economy.

10:00am-10:50am Highlights from the Local Advertising Survey with Gordon Borrell & Associates

Local businesses are taking on more and more of their own marketing tasks and hiring a bevy of young, digitally savvy assistants. And they're looking for something very different from broadcasters — something that TV and radio possess a great deal of. In this session, advertising analyst Gordon Borrell will show how the demands of local businesses and ad agencies have changed since the pandemic and how broadcasters who tweak their sales approaches can find greater opportunity.

11am-11:45pm Digital Sales Panel

Hear from digital sales leaders in how you can supplement digital into programs to make an impact for your clients in 2023 and beyond. Panelists include Mary Niemeyer of Townsquare Media Duluth, Bill Hurley of KARE-TV and Kelli Frieler of Leighton Broadcasting.

11:45am-1pm Lunch and #WeAreBroadcasters

Enjoy a box lunch and then join for a volunteer project with MATTERbox. MATTERboxes will be delivered to a local Brainerd/Baxter food shelf at the conclusion of the event. #WeAreBroadcasters. Lunch sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS.

1pm-4pm "Sell Like a Champion" presentation from Erik Therwanger of ThinkGreat!

You will discover the sales strategies and techniques necessary to open new opportunities, stay motivated, and impact your clients. With an emphasis on understanding the sales engine that powers their sales vehicles, sales leaders will learn new ways to enhance their performance while achieving greater results and unleash their unlimited potential.

4pm Thank you for attending the MBA Annual Meeting and One-Day Sales Camp! Travel safely!

Desta Kraft

From: Minnesota Broadcasters Association < tim.hyde@minnesotabroadcasters.com>

Sent: Wednesday, September 14, 2022 10:04 AM

To: Desta Kraft

Subject: MBA Annual Meeting Agenda and Member Services Survey



Hello Valued MBA Members,

There is still time to register for the 2022 Minnesota Broadcasters Association Annual Meeting which takes place in Brainerd, October 10th-12th. Check out the agenda, get a sneak preview from this year's Keynote Speaker Gordon Borrell and register below.

The MBA would like to learn more about new services that we could consider offering. Please share your feedback in the survey below. We look forward to sharing your feedback and the results of the survey at the 2022 MBA Annual Meeting in October.

If you have any questions, please feel free to reach out.

Tim Hyde Director of Operations and Member Services

2022 MBA Annual Meeting



2022 Minnesota Broadcasters Association Annual Meeting October 10-12, 2022 Madden's on Gull Lake

Brainerd, Minnesota

Destination North! All roads lead to Brainerd at Madden's on Gull Lake for the 2022 MBA Annual Meeting! Activities include the Minnesota Broadcasters Association Annual Business Meeting, engaging educational sessions, industry expo, all topped off with a bit of FUN! A full schedule of sessions and activities will be announced soon! Speakers will include: Gordon Borrell of Borrell & Associates, Erik Therwanger of Think GREAT! David Oxenford of Wilkinson|Barker|Knauer, Mark Anfinson, Tom Hanson of Winthrop & Weinstine, Josh Pollack of National Association of Broadcasters and more.

Our theme, "Destination North" means setting the direction and vision of long-term transformation leading to what's next within the broadcast industry.

Full Event Agenda*

*Times and speakers are subject to change.

Session Spotlight
Keynote Speaker
"Destination 2032: What the Media Business Looks Like a Decade From Now"
Gordon Borrell, CEO of Borrell & Associates
October 11, 2022

Using two decades of media trends, media analyst Gordon Borrell projects what 2032 is likely to hold for Minnesota broadcasters. The pandemic accelerated longstanding, slow moving trends, forming a very different type of advertising and marketing economy. Depending on your perspective, this intriguing presentation will either energize you or scare your socks off. Maybe both. A 10-minute Q&A will follow.

Gordon Borrell founded Borrell Associates in 2001 and has become the local media industry's leading analyst. He is ranked in the top 2% among Gerson Lehrman Group's 150,000 consultants worldwide and is quoted in Ad Age, Media Post, Editor & Publisher, The Wall Street Journal, The New York Times, Forbes and other publications. Prior to starting Borrell Associates, Gordon was vice president for new media for Landmark Communications, where he started his career 22 years earlier as a newspaper reporter. He is past chairman of the Local Media Association and of the Local Media Foundation. Gordon has five children and lives with his wife, a writer and book author, in Hampton Roads, Va.



Session Spotlight
"Sell Like a Champion"
Erik Therwanger - Founder/Author/Speaker Think GREAT
October 12, 2022

Attendees will discover the sales strategies and techniques necessary to open new opportunities, stay motivated, and impact their clients at higher levels during these unprecedented times. With an emphasis on understanding the sales engine that powers their sales vehicles, sales leaders will learn new ways to enhance their performance while achieving greater results. Today's sales leaders will unleash their unlimited potential.

Erik is the founder of Think GREAT and draws from his experiences as a U.S. Marine, executive business leader, sales professional, and entrepreneur to help organizations achieve new levels of success.

Send your Account Executives to this one-day session on October 12th for \$75/person!



Register Here

Hotel Booking Information
Please call, Madden's on Gull Lake to book your hotel room at 1-800-642-5363.



MBA Member Services Survey



To date, members of the MBA have received free access to P1 Learning training and curriculum database, free access to over 18 webinars and events focused on topics like cybersecurity, EEO, political file updates, sales, video streaming, digital content, covering guns, and mental health, free access to post job opportunities to the MBA Job Bank, a virtual recruitment fair, quarterly newsletters, communication about industry alerts and updates, access to MBA's legal hotline attorney's David Oxenford and Mark Anfinson for questions on EEO, Political Advertising, FCC, advertising, First Amendment and more. The MBA will also be kicking off the Alternative Broadcast Inspection Program (ABIP) in the coming weeks as well.

It is the goal of the MBA's Board of Directors to ensure that members are not only utilizing the services available, but to learn more about new services that we could consider offering. We look forward to sharing your feedback and the results of the survey at the 2022 MBA Annual Meeting in October!

Member Services Survey

The approximate time to complete the survey is 3-4 minutes. Please fill out the survey by September 16th.

Mental Health Webinar Series



September 27th, 2022 8:00 a.m. CST Session #3 "Establishing Internal Boundaries to Remain Objective"

Journalism is a profession that includes exposure to traumatic events, including chronic, and sometimes acute, stressors resulting from reporting on these events. To provide a level of support, the MBA is investing in a four-part series on mental health support to journalists and other broadcasters. This series is spearheaded by the Michigan Association of Broadcasters and Mental Health Association in Michigan (MHAM). Sessions will be held via ZOOM and attendees can participate completely anonymously. You do not need to turn on your camera or provide your name. Confidentiality will be assured by MAB and MHAM. Each session will last about two hours. The psychoeducational session will be recorded and shared with those who register so they can watch on-demand. The sharing session will NOT be recorded to ensure confidentiality among participants.

All sessions will be facilitated by Marianne Huff, LMSW, President and CEO of MHAM. Marianne is a fully licensed mental health professional with a clinical designation in the state of Michigan.

Register Here

Speed and Swagger: "Ten-Minute Trainer"

Are you watching "Speed & Swagger: Ten-Minute Trainer?"

These weekly training shows are designed to keep you up to date on the latest tips and trends in the industry. We bring in trainers from inside and outside of media that give each show a fresh perspective on sales. Each show is fun, full of insight, and roughly 10 minutes. And best of all it is **FREE** to all MBA members.

Ten-Minute Trainer

SPEED & SWAGGER: TEN-MINUTE TRAINER SEASON TWO NOW STREAMING These weekly ten-minute training videos feature guest trainers both in and outside of broadcasting, that provide real-world solutions for today's sales environment.

GET REGISTERED AT PILEARNING.COM/TMT

If you are in need of a login for P1 Learning and the Ten-Minute Trainer series, please reach out to <u>Tim Hyde</u>.

Broadcasters Strengthen Local Communities #WeAreBroadcasters

Congratulations and thank you to broadcasters for the amazing work you do to make an impact in your community! We want to hear your community impact story! Please share it through the Broadcasters Strengthen Local Communities page on our website and/or on social media with #WeAreBroadcasters. The MBA shares these stories in our meetings and communications with lawmakers.



Broadcasters Strengthen Local Communities

NCSA/PEP Campaigns

Thank you for your continued support of MBA's NCSA/PEP Program and Campaigns!



Minnesota Army National Guard - "Be More" The "Be More" campaign continues through October 31, 2022 for Radio and TV. Spots can be downloaded here.



Explore Minnesota Tourism

The Explore Minnesota tourism radio only campaign begins on August 22, 2022 and continues through November 20, 2022. More details and a :30 radio spot can be downloaded here.



Hazelden Betty Ford Foundation

A radio only campaign with the Hazelden Betty Ford Foundation begins on September 7, 2022 and continues through January 1, 2023. More details can be downloaded here.

IMPORTANT: AFFIDAVIT COLLECTION

We ask that you email affidavits to teraffic@minnesotabroadcasters.com or mail affidavits to the MBA office (408 St. Peter Street, Suite 423 St. Paul, MN 55102) by the 10th of the month. Each NCSA/PEP campaign needs to be saved in a separate PDF document per station.

SPOT IDENTIFICATION REMINDER

All NCSA/PEP spots are required to be aired with a spot identification tag on the end of the spot: Example: "Sponsored by Explore Minnesota Tourism. Aired by the Minnesota Broadcasters Association and this station."

QUESTIONS?

If you have any NCSA/PEP related questions, please contact <u>Tim Hyde</u>.

Media Day at Camp Ripley

It was great to see MBA Members and Associate Members while attending Media Day at Camp Ripley last week! MBA Members from KSTP-TV, Hubbard Radio Bemidji, Midwest Communications Duluth, Little Falls Radio, Alpha Media Redwood Falls, Ampers, Snowglobe Public Relations, had the opportunity to meet members of the Minnesota National Guard, take in briefings from HSEM, Minnesota Military Radio,

visit the Minnesota Military Museum and more. Thank you to Camp Ripley, Minnesota National Guard and Minnesota Military Radio Hour for hosting us.



From left to right: MBA President Wendy Paulson, Minnesota National Guard MG Shawn Manke, MBA Board Chair Joe Johnston (KSTP-TV), MBA Director of Operations and Member Services Tim Hyde

Corey Fink of Little Falls Radio learns more about some of the Minnesota National Guard equipment at Camp Ripley.



Tom Lyons of Minnesota Military Radio Hour talks about surpassing 600 episodes of the MMRH. Learn more about Minnesota Military Radio Hour here.



More pictures from Media Day at Camp Ripley can be viewed on the Minnesota Broadcasters Association <u>Facebook Page</u>.

Enter Your Dream State with Explore Minnesota



Explore Minnesota has launched their, "Dream State" campaign. Since 2020, travel has changed. How we travel (when we can travel), with whom we travel, and what we want to get out of travel have taken on more significance. In this new tourism campaign, we invite the audience in to revisit and feel the magic of travel: the escape into another world, the magical moments that feel undeniable, the power of experiencing the extraordinary with others and the memories that shape us – in a way that you can do only in Minnesota.

Add Explore Minnesota listings to your website! Leverage the power of Explore Minnesota's tourism database to provide your web visitors with a fully custom feed of nearby lodging options, things to do or upcoming events.

Building your Explore Minnesota Website Feed is 100% free, and you can build as many feeds as you'd like. Build a small, narrow feed for your site's sidebar, build a handful of more detailed, full-width versions, or find a happy medium somewhere in between—the choice is yours. This can be a revenue generating asset for your stations.

Explore Minnesota Website Feed

Dream State Toolkit

Enter Your Dream State with Explore Minnesota

Minnesota Broadcasting Hall of Fame



The Minnesota Broadcasting Hall of Fame will induct five new members in 2022. Inductees are selected based on their unique and outstanding contributions to broadcasting in Minnesota.

INDUCTION CEREMONY: Saturday evening, **September 17, 2022**, at the **Pavek Museum** in Saint Louis Park, Minnesota. Doors for this event are open at 5:30pm and ceremony begins at 7pm, sharp. Food and Drink will be provided. The ceremony not only celebrates the careers of these distinguished broadcasters, but also raises operating funds for the Pavek Museum.

Get Tickets

Minnesota State High School League Media Forums



MSHSL State Tournament Media Forums

An online Media Forum is held each season to assist media organizations in planning for their state tournament coverage. Registration links for these virtual sessions will be distributed at a later date.

These forums are scheduled for 11 a.m. on: Wednesday, October 19, 2022 Wednesday February 8, 2022 Wednesday, May 17, 2023

Learning Opportunities and Alerts



David Oxenford's Broadcast Law Blog: This Week in Regulation for Broadcasters September 3- September 9, 2022. Read more here.



Broadcast Law Blog: September Regulatory Dates for Broadcasters. Read more here.





Webinar Recording: "Putting More Political Ad Dollars on Your Books" Watch <u>here</u>.

The FCC <u>announced</u> that regulatory fees must be submitted by 10:59 PM Central Time/11:59 PM Eastern Time on September 28th.

MBA Legal Hotline Attorneys



David Oxenford Wilkinson|Barker|Knauer FCC, EEO, Political Advertising Attorney



Mark Anfinson First Amendment and Media Law Attorney

As an MBA Member, you have **free** access to **David Oxenford** and **Mark Anfinson**. They can help answer your basic legal, regulatory, advertising and First Amendment questions. To direct your question, send it to <u>Tim Hyde</u>.

Job Opportunities



KQDS-TV in Duluth, MN has an opening for a <u>Part-Time Photojournalist</u>.



KTMY-FM in Minneapolis/St. Paul is seeking a <u>Social Media Manager</u>.



Rapids Radio in Grand Rapids, MN is seeking a General Manager.

All employers listed are Equal Opportunity Employers. Women and minorities are encouraged to apply. Looking for qualified candidates? Visit the MBA Job Bank. Need to post a job? Do you have staff changes or additions that you would like to share? Email listings to, Tim Hyde.

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EXHIBIT 2(b)(vi) – Pending or Resolved Complaints Involving the SEU During Current License Term Commencing

March 22, 2021 – April 1, 2029.

Answer: None

EXHIBIT 2(b)(vii) -

Description of SEU's Responsibilities for Implementing EEO Policies and Informing Employees and Job Applicants of such Policies during Current License Term Commencing March 22, 2021 – April 1, 2029.

Responsibilities of management to ensure enforcement of Station Employment Unit's EEO policy; how the unit has informed employees and applicants of its EEO policies and program.

Responsibilities of Management

- The Salem Corporate Senior Vice President of Human Resources and the Corporate
 Human Resources Director are responsible for communicating with the Station Employment
 Unit ("SEU") to keep the SEU personnel apprised of all FCC and corporate EEO policies,
 and work with SEU personnel, including the General Manager, in enforcement of EEO
 policies and handling of any violations of those policies.
- The General Manager of the SEU, working with Salem Corporate Human Resources personnel, is responsible for ensuring that EEO policies at the SEU are enforced, and that any violation of EEO policies is responded to appropriately.
- The SEU Office Manager is responsible for distributing all EEO-related communication to all employees at the employment unit, such as current job postings or revised company policy. The Office Manager also provides EEO recruitment source information to all department managers for use in recruiting for job openings, and is responsible for distributing the Employee Handbook and Code of Ethical Conduct containing the SEU's EEO policy to all employees.
- Each department manager is responsible for oversight of EEO policies in their respective
 department, and is to advise the General Manager of any violations. Each department
 manager also is responsible for the employment outreach for recruitments within their own
 department. This includes review of resumes, creation of job postings and working with the
 Office Manager to ensure all applicants are equally considered.

Communication of EEO policies and program to current employees:

 Equal Employment Opportunity policies, procedures and job goals are discussed at periodic staff meetings within each department of the SEU. The General Manager conducts regular meetings with each of the SEU's managers. Each department manager conducts staff meetings that include their respective staff members, and communicates any relevant EEO policy and program information to them during those meetings.

- The Salem Corporate Senior Vice President of Human Resources and the Corporate Human Resources Director routinely communicate with the SEU's HR Network member (the Office Manager) to keep the SEU personnel apprised of all EEO guidelines, policies, and programs. The Office Manager then distributes all EEO-related communication to all employees at the SEU. The Salem Corporate Human Resources Department makes available to all current HR Network members, as well as any newly hired HR Network members, a paper and electronic copy of EEO instructional training materials such as: 1) An EEO compliance presentation prepared by the Corporate Human Resources Department, and 2) A resource guide distributed by the National Association of Broadcasters entitled "Ten Steps to EEO Compliance".
- All management staff personnel company-wide are required to participate in on-line risk control training sessions provided by Gallagher-Bassett covering a variety of employment related issues including (1) Ethics in Action, and (2) Prevention of Harassment & Discrimination.
- The Salem Corporate office implemented an "Ethics Hotline" where employees may report any known or suspected EEO violations. The hotline allows employees to remain anonymous. All complaints are forwarded to the appropriate personnel in the Corporate Human Resources Department and/or the Legal Department.
- The employment unit's EEO policy is included in the Employee Handbook which is given to all new employees upon hire and was re-issued with modifications to all existing employees in July 2023. This document requires a written or an electronic signed acknowledgement receipt form from the employee.
- The SEU maintains posters in areas accessible to all employees that set forth all EEO laws required to be posted under applicable state and federal law.
- All job postings with the company's EEO statement are posted on the company's intranet and Salem public website and employees are instructed to go to these sites for all available job opportunities.

Communication of EEO policies and program to Job Applicants:

- Applicants are informed in a written statement of the SEU's EEO policy when given the employment application.
- Applicants may voluntarily complete an "EEO Confidential Questionnaire" that is given out as part of the new employee orientation process.
- The EEO policy statement is prominently displayed in the SEU's lobby.
- The SEU practices broad outreach to the community by wide dissemination of information for every full-time vacancy. Job listings are sent to recruitment resources to attract candidates throughout the community. With each job listing, the company's EEO statement is included.

• The SEU includes an EEO statement on its public websites.

EXHIBIT 2(b)(viii) –

SEU's Efforts to Analyze its EEO Recruitment program to ensure effectiveness and address any problems found during current License Term Commencing March 22, 2021 – April 1, 2029.

Station Employment Unit's analysis of its EEO Recruitment Program

- All recruitment ads and on-air announcements are documented for review quarterly. Each
 position has an open date and an end date. The Station Employment Unit ("SEU") must
 allow a reasonable amount of time to recruit to reach as many candidates within the
 community as possible. All paperwork is compiled and given to the Office Manager at the
 SEU for review and filing.
- In an effort to analyze its EEO recruitment program and address any inconsistency, each quarter the SEU's Office Manager completes an EEO Quarterly analysis form, which summarizes gender, race and ethnicity information collected from voluntary "EEO Confidential Questionnaires" given to each job applicant. The quarterly analysis is periodically reviewed by the SEU's General Manager and/or Office Manager to ensure effectiveness in the SEU's effort to achieve broad outreach to potential applicants and to address any problems found as a result of the analysis by, for example, expanding or changing by substitution the list of recruitment sources used by the SEU.
- The SEU's Office Manager periodically reviews and analyzes recruitment initiative results to evaluate effectiveness and improve response rates.
- The Salem Corporate Human Resources Department reviews EEO information for each SEU annually, including EEO class, gender, and ethnicity of SEU employees, as part of its preparation of the Salem Corporate EEO-1 Report filed with the U.S. Equal Employment Opportunity Commission.
- The Salem Corporate Human Resources Department uses a computer system that enables that department to analyze in greater detail statistical data relating to job applicants.

EXHIBIT 2(b)(ix) -

Description of SEU's Efforts to Periodically Analyze measures taken to examine pay, benefits, seniority practices, promotions and selection techniques and tests in order to ensure they provide equal opportunity without discriminatory effect during Current License Term Commencing March 22, 2021 – April 1, 2029.

Station Employment Unit's periodic analysis to examine pay, benefits, seniority practices, promotions and selection techniques.

- The Station Employment Unit ("SEU") analyzes pay, promotions, and its selection techniques for hiring and promotions periodically. Benefits are annually reviewed by the SEU's parent company Salem Media Group, Inc.'s Corporate Human Resources Department's Senior Vice President. All full-time employees are given the opportunity to enroll in the same structured benefit plan(s) offered during the company's open enrollment period (typically November of each year).
- The SEU's new hire pay rates are established consistent with the job qualifications and level of experience of the candidate selected. New positions are compared with that of current employees in the same or equivalent positions and a new position pay rate is set in a manner that is fair and consistent across job classifications. Typically, the General Manager and/or department manager will conduct this review and make the determination. When additional data is needed to verify accuracy, the SEU will work with the Corporate Human Resources Senior Vice President to make this analysis.
- The General Manager periodically reviews the pay rates of all SEU employees, and makes
 adjustments in those pay rates, including raises and promotions to employees as
 appropriate. As part of these reviews, the General Manager assesses the seniority
 practices of the SEU as they impact pay and promotion as well as the selection techniques
 for promotion to ensure that it is not discriminatory.
- The Office Manager periodically examines any tests or other selection techniques used for all applicants for employment for any discriminatory effect.
- The Salem Corporate Human Resources Department uses a computer system that enables that department to analyze in greater detail the pay rates of employees in various job classifications within the SEU and across different SEU's.
- The SEU does not have any union agreements.

EXHIBIT 2(b)(x) — Is Licensee Religious Broadcaster?

ANSWER: NOT APPLICABLE

EXHIBIT 3 –

Is Licensee subject to a Time Brokerage Agreement

ANSWER: No