

Attachment B

EEO Outreach/Training 2/1/21 - 1/31/22

1. Career Fairs:

- a. Because of the close proximity between our offices in Elmira, NY and Mansfield, PA, we attend Tioga County Job Fairs. We participated in 3 of those Job Fairs in 2021 on March 24th, June 16th and September 22nd.

2. Training and Professional Development:

- a. Our Sales Representatives are provided with weekly group sales meetings with the Leadership Team. These meetings provide training, guidance, sales tips, understanding of goals, support and coaching.
- b. Our Sales Representatives are provided with weekly individual meetings with the Leadership Team. These meetings continue to provide selling techniques, training, guidance, sales tips, understanding of goals, support and coaching on a one-on-one basis.
- c. We also provide additional sales training using RUMPLE, a media driven sales tool. Rumble training tools help our Sales Representatives to connect today's social world in a way that helps them stay a step ahead of the competition. An online tool that has various video training sessions that all sales representatives are required to complete.
- d. We offer RAB Professional Development Foundations Courses to our Marketing Consultants but any department (promotions, production) can

participate. There are 17 online classes with the final exam, resulting in certification as a Radio Marketing Professional.