

1. Career Fairs:

- a. Pocono Job Fair - July 15th 2020, 10am - 3pm. WSBG and WVPO hosted the Pocono Job Fair. Terry Price and Alexis Trujillo also manned a booth at Pocono Job Fair. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.
- b. Pocono Job Fair - August 26th, 2020, 11am - 4pm. WSBG and WVPO hosted the Pocono Job Fair. Terry Price and Alexis Trujillo also manned a booth at Pocono Job Fair. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.
- c. Pocono Job Fair - September 30th, 2020, 11am - 4pm. WSBG and WVPO hosted the Pocono Job Fair. Terry Price and Alexis Trujillo also manned a booth at Pocono Job Fair. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.
- d. Pocono Job Fair - February 24th, 2021, 11am - 4pm. WSBG and WVPO hosted the Pocono Job Fair. Terry Price and Alexis Trujillo also manned a booth at Pocono Job Fair. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.

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. The Owner and all full time staff participated in a one day seminar in July, 2020. Yearly achievements were discussed as well as future endeavors.
- e. Patrick Lincoln, GM, is a founding chair of the American Advertising Federation of the Greater Lehigh Valley Scholarship Committee, which provides scholarships for students for supplies for art and advertising classes. Funds were given to Northampton Community College, DeSales University, Kutztown University, Lehigh University, and Moravian College; all who are sources used for all types of recruitment.
- f. Patrick Lincoln, GM, sits on the Board of Directors for Big Brothers Big Sisters where job opportunities in radio are discussed, tours of the radio station are offered to Little Brothers Little Sisters and questions are answered regarding the radio station, how it operates, and job opportunities.

- g. Patrick Lincoln, GM, is a Board Member of the Business Advisory Council at DeSales University where he advised the Business Department, which directly impacts students in the advertising and marketing fields at both a Bachelors and Master's degree level. He also sits on the Ethics Board which also impacts students in the advertising field. He is available to answer questions regarding advertising and radio careers and can assist students when necessary.
- h. 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.