

1. Career Fairs:

2. Community Outreach:

Market Manager Sean O'Mealy spoke to the Bloomsburg University radio club about careers in new media and radio.

3. 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 Mindfulness Training. These meetings provide tools and skills to better guide and assist our staff professionally and personally.

c. November 20, 2020 Virtual Managers Meeting. Corporate leadership presented and had discussions on all aspects of opportunities for staff to work effectively through the pandemic time, providing support, additional training, and mentoring when and where needed.

d. 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.

e. 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.