

## **Attachment B**

## **EEO Outreach/Training**

**4/1/20 - 3/31/21**

### **1. Career Fairs:**

February 19, 2021

Seven Mountains Media was a registered exhibitor at the Penn State University College of Communications Internship/Career Fair "Job Expo.COMM 2021" held online. Seven Mountains Media - State College was represented by Market Manager, Joe Wowk. Our online chats provided information on career opportunities with Seven Mountains Media, LLC. The Job Expo registered over 400 Penn State University Students. The Penn State College of Communications at University Park is America's largest accredited college of communications.

### **2. Community Outreach:**

Seven Mountains Media State College Operations Manager and Program Director, Jerry Valeri, met with 3 separate 11th/12th grade Speech Comm classes for Altoona School District on Friday January 22nd, 2021. He discussed radio techniques for effective public communication and broadcasting in general.

### **3. Training and Professional Development:**

Joe Wowk (State College Market Manager) meets with our Outside Sales/Multimedia Reps weekly. These 1-on-1 meetings happen every Monday or Tuesday morning.

Joe meets with all reps individually via video conference or in person. They discuss current, planned, and continuance proposals for our clients. They discuss goals, any needs, and any clients who may need contacted. Some training topics for each rep are handled individually based on the perceived need or from their asking for certain clients, situations, or policy as a company.

Monthly 1-on-1 meetings happen with our company owner.

These are scheduled across all markets once per month. Since August 2020, our Owner meets with each market's reps individually via video conference. (Market Manager is present and part of the conversation)

Each meeting is approximately 30 minutes and covers topics from account reviews to reviewing sales proposals, spec commercials or scripts to promote effectiveness. Training can be offered to improve and suggest new ways to direct the rep's proposal or commercials thus creating a better chance of closing sale.

Rumple is used by our sales teams to keep track of contacts and proposals being presented to prospective and current clients. Rumple provides video training tools within the application that allows reps to stay on top of current trends and best practices

RAB training was taken by our new hires in the State College markets with the initial certifications being passed. This training or RMP (Radio Marketing Professional) is available to them through our membership with PAB and additional training is offered by the company. There are a wide range of classes available to all of our sellers

Quarterly planning meetings are held in person or via video conference. All Departments review the previous quarter and discuss upcoming plans and expectations for the quarter ahead. Training is provided on any topic deemed necessary. Meetings end with a Q&A that is open to all to clarify issues or add a final topic for discussion.

Seven Mountains Media Vice President of Programming, JC Burton, consults with Our Operations Manager, Program Directors and Market Managers weekly. Discussions include any current issues each department may have. He also guides the Programming Departments in order to help them succeed in their radio careers and to maintain operation of the Radio Stations.

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