

Attachment B

EEO Outreach/Training

4/1/21 - 3/31/22

1. Career Fairs:

February 25, 2022 we attended the CentralPA Works Career Fair held at the 38th annual Central PA Everything Home Expo at the Nittany Valley Sports Center. We also broadcasted live until 5pm.

2. 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 contact.

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.

Joe Wowk (State College Market Manager) also hosts twice annual all staff events (sales, programming, and administration).

These 2-3 hour meetings are used for reviewing quarterly and semi-annual goals, upcoming promotions, marketing initiatives, human resources news or updates, training efforts, and more.

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 hire in the State College market 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.