

KKCB (FM) / KLDJ (FM) / KBMX (FM) / WEBC (AM) RECRUITMENT INITIATIVE FORM 12/1/17 – 11/30/18

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	DATE	BRIEF DESCRIPTION OF ACTIVITY & SCOPE OF BROADCASTER'S PARTICIPATION	RECRUITING STAFF IN ATTENDANCE
1	Established Internship Program	02/12-11/30	7 times over the course of 2018, Chris Allen worked with different students from Lake Superior College through an internship program offered locally. Chris mentors and teaches the students while they shadow what he does. They observe his on-air, tracking, production, and broad operation. He also listens to their work if they bring it in.	Chris Allen
2	Cub Scouts of Duluth Pack 9 Tour Group	4/12/18	The Cub Scouts Pack 9 came in and were given a tour of the building, explaining how sales and on-air work. Then toured the Studio Showing how an on-air shift worked. Recorded an interview with the scouts and pack leader. Answered any questions they had. 1 1/2 hours long.	Chris Allen
3	Participated in Events/Programs Sponsored by Local Organizations	10/23/18	Programming along with Management hosted a tour and presentation of "Media Careers" to 24 Communications Students from Lake Superior Community College. It was a beneficial Q&A for the students to learn about Radio, Digital and Media Marketing innovations	Chris Allen Mary Niemeyer David Drew
4	Employee Growth/Training Opportunity	06/01-07/31	New AE hiree received training through Townsquare University; this training offered AE the opportunity to gain skills that could qualify them for growth opportunities within the Company.	Mary Niemeyer Matt Kiger