

Summary of Prong 3 Outreach Initiatives Report

From: Q Media Group - Red Wing/Lake
City/Wabasha

Date: 1/15/2018

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Summary of Prong 3 Outreach Initiatives between 12/3/2017 to 11/30/2018

Sl.No.	Date	Activity Type	No. Of Stations Participants	Participant Name	Hiring Authority?	Points
1	10/08/2018	Establishment of a mentoring program	2	Donald Kliewer Ava Eekhoff	Yes No	1.00

Description:

Donald Kliewer is mentoring Ava Eekhoff the new Program Director

Scope of Participation:

Donald will begin mentoring and working with Ava on the four stations programming. This will be ongoing in order to have specific programming items addressed and changed if needed throughout the year.

2	08/01/2018	Establishment of training programs for station personnel	2	Donald Kliewer Cory Thompson	Yes No	1.00
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Description:

Established training for new employee to acquire skills to qualify individuals for higher level position in sales

Scope of Participation:

Don has established a training program for this individual in order to enable him to qualify in the future to a higher level position in the company.

3	05/30/2018	Participation in events or programs sponsored by educational institutions	1	Jack Colwell	No	.25
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Description:

Goodhue High School Senior Sensations

Scope of Participation:

Jack Colwell worked with senior high school students on KCUE where they broadcast a program, along with reading

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		commercials live on air. This program helps the students communicate with their community on the air and also promotes and exposes them to careers in broadcasting.				
4	05/22/2018	Participation in events or programs sponsored by educational institutions	1	Jack Colwell	No	.25

Description:

Red Wing High School Senior Sensations

Scope of Participation:

Jack Colwell worked with senior high school students on KCUE where they broadcast a program, along with reading commercials live on air. This program helps the students communicate with their community on the air and also promotes and exposes them to careers in broadcasting.

5	05/22/2018	Participation in events or programs sponsored by educational institutions	1	Brent Johnson	No	.25
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Description:

Lake City High School Senior Sensations

Scope of Participation:

Brent Johnson worked with senior high school students on KLCH where they broadcast a program, along with reading commercials live on air. This program helps the students communicate with their community on the air and also promotes and exposes them to careers in broadcasting.

6	05/22/2018	Participation in events or programs sponsored by educational institutions	1	Brent Johnson	No	.25
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Description:

Lake City High School Senior Sensations

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Sl.No.	Date	Activity Type	No. Of Stations Participants	Participant Name	Hiring Authority?	Points
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Scope of Participation:

Brent Johnson worked with senior high school students on KLCH where they broadcast a program, along with reading commercials live on air. This program helps the students communicate with their community on the air and also promotes and exposes them to careers in broadcasting.

7	05/14/2018	Participation in events or programs sponsored by educational institutions	1	Jack Colwell	No	.25
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Description:

Ellsworth High School Senior Sensations

Scope of Participation:

Jack Colwell worked with senior high school students on KCUE where they broadcast a program, along with reading commercials live on air. This program helps the students communicate with their community on the air and also promotes and exposes them to careers in broadcasting.

8	05/01/2018	Participation in events or programs sponsored by educational institutions	1	Brent Johnson	No	.25
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Description:

Wabasha Kellogg High School Senior Sensations

Scope of Participation:

Brent Johnson worked with senior high school students on WBHA where they broadcast a program, along with reading commercials live on air. This program helps the students communicate with their community on the air and also promotes and exposes them to careers in broadcasting.

Total Points: 3.50
