

EEO PUBLIC FILE REPORT
WRKR(FM), WKFR-FM, WKMI(AM), WBCK(FM), WBXX(FM)
EEO PUBLIC FILE REPORT
June 1, 2019-May 31, 2020

Section 1. Vacancy List

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hire
Director of Sales	19, 20	19
WBCK Full-Time News Anchor	19, 20, 28	13
Multimedia Account Executive	19, 20	18

The Townsquare Media – Battle Creek and the Townsquare Media – Kalamazoo markets merged during a period previous to this report. The two markets reports have merged into a consolidated report under Townsquare Media – Southwest Michigan.

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Section 2. Recruitment Source List

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Kalamazoo Gazette www.mlive.com 401 S Burdick Kalamazoo, MI 49007 269-345-3511 kazoobestlocalads@kalamazoogazette.com	N	0
2	Western Michigan University Career & Student Services Brenda Case-Parris 1903 W Michigan Avenue Handshake.com – Job Posting Site	N	0
3	Central Michigan University Career Services 340 Moore Hall Mt Pleasant, MI 48859 989-774-4000 careers@cmich.edu	N	0
4	Kalamazoo Valley Community College Lois Brinson 6767 West O Avenue PO Box 4070 Kalamazoo, MI 49003-4070 269-488-4272 careercenter@kvcc.edu	N	0
5	Traffic Directors Guild 26000 Avenida Aeropuerto Bldg 114 San Juan Capistrano, CA 92675 Larry Keene tdga@cox.net	N	0
6	Michigan Association of Broadcasters 819 N Washington Avenue Lansing, MI 48906 517-484-7444 mab@michmab.com http://www.mitalent.org/	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Michigan Works (<i>postings also accessible via public computers at Kalamazoo location</i>) Resource Center 1601 S Burdick 49001 Kalamazoo, MI 269-383-2536 www.michworks.org	N	0
8	All Access allaccess.com	N	3
9	Ohio Center of Broadcasting – Columbus Steve Sefner 5330 East Main Street Suite 200 Columbus, OH 43213 614-245-0555 placement.columbus@beonair.com	N	0
10	Battle Creek Enquirer 77 E Michigan Avenue Suite 101 Battle Creek, 49017 888-263-5002 www.careerbuilder.com	N	0
11	Job Fair (<i>see section III</i>)	N	0
12	Station On-Air Announcements (<i>all SEU stations</i>)	N	9
13	Station Website Postings (<i>all SEU stations</i>)	N	0
14	Word-of-Mouth Referral	N	1
15	Walk-In/Self-Referral	N	0
16	Internal Posting	N	0
17	Internal Transfer/Promotion	N	2
18	Former Employee (Rehire)	N	1
19	LinkedIn (<i>through Greenhouse</i>)	N	4
20	Indeed.com (<i>through Greenhouse</i>)	N	8
21	Transfer	N	0
22	Townsquare Careers Page (<i>through Greenhouse</i>)	N	0
23	Kellogg Community College Employment Services jobhelp@kellogg.edu 450 North Avenue Battle Creek, MI 49017 269-965-3931	N	0
24	Open House Interview Event (See Section III)	N	0
25	University of Michigan – Handshake.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	Cornerstone University – Handshake.com	N	0
27	Veterans Job Fair	N	0
28	Specs Howard School of Broadcasting	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			29

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Section 3. Recruitment Initiatives

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Host Fall Job Fair	On October 17, 2019, this SEU hosted the SW Michigan Job Fair at the Kalamazoo Expo Center venue with at least 43 employers attending. We also participated as an exhibitor. We secured the exhibit space, solicited local employers, and organized all logistical aspects of the event. We promoted the job fair by running on-air announcements.
2	Internship Program	Townsquare Media Southwest Michigan takes on interns at various times throughout the year from area colleges and universities. Internships are available in Programming, Promotions, Digital and Events. During this reporting period, we hosted 1 Events intern from a local university. The internship provided a first-hand experience pertaining to all aspects in live events management, including marketing, vendor recruitment, event layout, entertainment, working with volunteers, and on-site logistics. The intern was able to put the skills and knowledge gained throughout their undergrad to work in multiple event settings.