

EEO PUBLIC FILE REPORT
WRKR, WKFR, WKFR-HD2, WKMI
EEO PUBLIC FILE REPORT
 June 1, 2015-May 31, 2016

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 Hiree
Media & Digital Sales Executive	2,-4, 6, 13, 20-21, 23	13 Melissa Rapp
Media & Digital Sales Executive	2,-4, 6, 13, 20-21, 23, 25	25 Katelyn Bekken
Part Time WRKR	14-15, 17-18	17 Chuck DeBone
Digital Managing Editor	2,4, 13, 17, 20-23, 26-27	22 Eric Meier (Pschigoda)
Part Time Kalamazoo Country	15-17	15 John Mason (Lamb)
Business Manager	2-4, 6, 13, 20-21, 23	21 Kimberly Austin
Assistant Business Manager	1-4, 6, 13, 20-21, 23, 26-27	21 Theresa Bunch
WKFR Afternoon Host	1-3, 6,8,12,14,19, 21, 27	Still open

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
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	5

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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 (see section III)	N	20
12	Station On-Air Announcements (all SEU stations)	N	0
13	Station Website Postings (all SEU stations)	N	2
14	Word-of-Mouth Referral	N	4
15	Walk-In/Self-Referral	N	0
16	Internal Posting	N	1
17	Internal Transfer/Promotion	N	1
18	Former Employee (Rehire)	N	0
19	Craigslist (not directly contacted by SEU)	N	0
20	LinkedIn (not directly contacted by SEU)	N	1
21	Indeed (not directly contacted by SEU)	N	14
22	Transfer	N	2
23	Townsquaremedia.com	N	1
24	Kellogg Community College Employment Services jobhelp@kellogg.edu 450 North Avenue Battle Creek, MI 49017 269-965-3931	N	0
25	Open House Interview Event (See Section III)	N	15
26	University of Michigan – Handshake.com	N	0
27	Cornerstone University – Handshake.com	N	
28	Veterans Job Fair	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			67

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Host Fall Job Fair	On October 22, 2015, this SEU hosted the SW Michigan Job Fair at the Sports Forum in Battle Creek, located at Full Blast Venue. We also participated as an exhibitor. We secured the exhibit space, solicited local employers and organized all logistical aspects of the event. The General Manager manned the Townsquare Media booth and spoke with interested attendees. We promoted the job fair by running on-air announcements.
2	Host an Open House Interview Event	On July 25 16, 2015, this SEU participated in and conducted an Open House interviewing event in efforts to recruit for the Account Executive Position. This was held at Airway Lane's location in Portage MI.
3	Internship Program	Townsquare Media Kalamazoo 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 3 digital, 1 programming, 3 event interns from Universities in the area. While duties vary, interns helped with station events, show preparation for station morning shows and assisting with promotional projects and digital content. Interns are supervised by station personalities, the program directors and/or the operations manager. Our total of 7 interns earned college credit for their internship.
4	Job Shadows	On several occasions our operations manager and live events manager has invited and accepted requests for students to come in for a Job Shadow. These students have the opportunity to review the morning show, get a tour of the station and learn what the job field has to offer. In this time period, this office held up to 6 job shadow opportunities.
5	Station Tours	On June 10, 2015 this station market held a class tour for Comstock Community Schools After Hour Program. Students ranging in age from 5 – 10 years

		old were given an in-depth tour of the station by the Operations Manager who explained the day to day work environment as well as expounded on the different roles of employees.
6	Participate In Veterans Job Fair	On Thursday, November 5, 2015 This market's Director of Sales attended and participated in a job fair that was open only to veterans and their families to help place them in applicable employment.
7	Spring Job Fair	On March 16, 2016 this station and market held a job fair in Kalamazoo as the SW Michigan Job fair with over 40 employers in attendance. This was the largest job fair hosted by TSM SW Michigan yet.