

EEO PUBLIC FILE REPORT
 Townsquare License, LLC
 Southwest Michigan Employment Unit
WRKR(FM), WKFR-FM, WKMI(AM), WBCK(FM), WBXX(FM)
 EEO PUBLIC FILE REPORT
 June 1, 2021-May 31, 2022

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
WKFR Morning Show Co-host	8, 13, 19, 20, 22	8
Account Executive	13, 19, 20, 22, 31	13
Account Executive	13, 19, 20, 22, 31	20
Account Executive	13, 19, 20, 22, 31	20
Sales Assistant	13, 19, 20, 22	19
Market President	13, 19, 20, 22	19
Production Director, Digital	13, 19, 20, 22	13
WRKR Morning Show Co-Host	13, 19, 20, 22	13
WBCK Morning Show Co-Host	13, 18, 19, 20, 22	18
Director of Content	17, 22	17

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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	1
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	0
13	Station Website Postings (<i>all SEU stations</i>)	N	2
14	Word-of-Mouth Referral	N	2
15	Walk-In/Self-Referral	N	0
16	Internal Posting	N	0
17	Internal Transfer/Promotion	N	1
18	Former Employee (Rehire)	N	1
19	LinkedIn (<i>through Greenhouse</i>)	N	3
20	Indeed.com (<i>through Greenhouse</i>)	N	7
21	Transfer	N	0
22	Townsquare Careers Page (<i>through Greenhouse</i>)	N	4
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	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	0
29	Facebook	N	0
30	Diversity Jobs	N	0
31	Glassdoor	N	0
32	ZipRecruiter	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			21

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Section 3. Recruitment Initiatives

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Hosted virtual job fair	During this reporting period, this SEU began hosting a Virtual Job Fair (online) on all of the station’s websites. We also participate as an employer. We dedicate the digital space, solicit local employers and organize all logistical aspects of the event. We also promote the virtual job fair via on-air announcements. The Virtual Job Fair has generated so much interest over the past 2 years that has continued again this year. Director of Sales, Market President & CRO & CCO, along with Digital Managing Editor, launched the virtual job fair on 8/10/21 and the virtual job fair is still going on.
2	Participated in virtual job fair	On October 12, 2021, the Director of Sales participated in a Virtual Job Fair with Northwood University. He is a hiring manager for the sales department, and this virtual job fair focused on individuals with sales/marketing/business backgrounds. This Job Fair included a live online presentation.
3	Training/mentoring program for station personnel	The SEU implemented new coaching programs that allow team members to walk thru their strengths and weaknesses and be paired with a coach, or a job shadow, to better provide an environment where team members can confidently move up within the company. For example, a Sales Assistant just started this program on 5/19/22 with our Director of Sales. She is learning the skills needed to be able to pursue the Digital Campaign Manager role in the future. Her training will be ongoing through the summer months.

4	Townsquare EEO Training	Market President & CRO & CCO completed the virtual EEO Training for Townsquare Media on 5/23/22.
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