

**EEO PUBLIC FILE REPORT**  
**WRKR, WKFR, WKFR-HD2, WKMI**  
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 June 1, 2014-May 31, 2015

**Section 1. Vacancy List**

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

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Sales Representative	2-4, 6, 20	13   Tonia Blizzard
Sales Representative	2-4, 6	20   Tiffany Andrus
Sales Representative	2-4, 6, 14	14   Alex Bell
Sales Manager	14	14   Kelly Petersen
Sales Assistant	2, 3, 6, 14	14   Cassie Pherson
Event Manager	2, 3, 4, 6, 8	20   Dana Schmidt
Digital Managing Editor	2, 3, 4, 6, 8	20   Kayla Kiley
On-Air WKFR Morning Show CoHost	2, 3, 4, 6, 8, 20-21, 23	8   Tess Gordon
On-Air WKFR Part Time Weekends	2, 3, 4, 6, 8, 20-21, 23	8   Marc Paskett
Market President	22	22   Kate Conley

## 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	<b>Kalamazoo Gazette</b> <a href="http://www.mlive.com">www.mlive.com</a> 401 S Burdick Kalamazoo, MI 49007 269-345-3511 kazoobestlocalads@kalamazoogazette.com	N	0
2	<b>Western Michigan University</b> Career & Student Services Brenda Case-Parris 1903 W Michigan Avenue Handshake.com – Job Posting Site	N	0
3	<b>Central Michigan University</b> Career Services 340 Moore Hall Mt Pleasant, MI 48859 989-774-4000 <a href="mailto:careers@cmich.edu">careers@cmich.edu</a>	N	0
4	<b>Kalamazoo Valley Community College</b> Lois Brinson 6767 West O Avenue PO Box 4070 Kalamazoo, MI 49003-4070 269-488-4272 <a href="mailto:careercenter@kvcc.edu">careercenter@kvcc.edu</a>	N	0
5	<b>Traffic Directors Guild</b> 26000 Avenida Aeropuerto Bldg 114 San Juan Capistrano, CA 92675 Larry Keene <a href="mailto:tdga@cox.net">tdga@cox.net</a>	N	0
6	<b>Michigan Association of Broadcasters</b> 819 N Washington Avenue Lansing, MI 48906 517-484-7444 <a href="mailto:mab@michmab.com">mab@michmab.com</a> <a href="http://www.michmab.com">www.michmab.com</a>	N	0
7	<b>Michigan Works</b> ( <i>postings also accessible via public computers at Kalamazoo location</i> ) Resource Center 1601 S Burdick 49001 Kalamazoo, MI 269-383-2536 <a href="http://www.michworks.org">www.michworks.org</a>	N	0
8	<b>All Access</b> <a href="http://allaccess.com">allaccess.com</a>	N	3

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9	<b>Ohio Center of Broadcasting – Columbus</b> Steve Sefner 5330 East Main Street Suite 200 Columbus, OH 43213 614-245-0555 <a href="mailto:placement.columbus@beonair.com">placement.columbus@beonair.com</a>	N	0
10	<b>Battle Creek Enquirer</b> 77 E Michigan Avenue Suite 101 Battle Creek, 49017 888-263-5002 <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	N	0
11	<b>Job Fair</b> <i>(see section III)</i>	N	20
12	<b>Station On-Air Announcements</b> <i>(all SEU stations)</i>	N	0
13	<b>Station Website Postings</b> <i>(all SEU stations)</i>	N	2
14	<b>Word-of-Mouth Referral</b>	N	2
15	<b>Walk-In/Self-Referral</b>	N	0
16	<b>Internal Posting</b>	N	0
17	<b>Internal Transfer/Promotion</b>	N	0
18	<b>Former Employee (Rehire)</b>	N	0
19	<b>Craigslist</b> <i>(not directly contacted by SEU)</i>	N	0
20	<b>LinkedIn</b> <i>(not directly contacted by SEU)</i>	N	1
21	<b>Indeed</b> <i>(not directly contacted by SEU)</i>	N	10
22	<b>Transfer</b>	N	1
23	<b>Townsquaremedia.com</b>	N	1
24	<b>Kellogg Community College Employment Services</b> jobhelp@kellogg.edu 450 North Avenue Battle Creek, MI 49017 269-965-3931	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			40

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
1	Host job fair	On March 26, 2015, this SEU hosted the SW Michigan Job Fair at the Kalamazoo Expo Center and 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	Participate in job fair	On October 16, 2014, this SEU participated in the MAB's Regional Broadcast Media Career & Networking Job Fair at Western Michigan University in Kalamazoo. Station participants included our General Sales Manager.
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 and Promotions. During this reporting period, we hosted two interns from Western Michigan University. While duties vary, interns helped with station events, show preparation for station morning shows and assisting with promotional projects. Interns are supervised by station personalities, the program directors and/or the operations manager. Our interns earn college credit for their internship.
4	Participate in job fair	On September 21, 2014, this SEU participated in the Battle Creek Regional Job Fair at Burnham Brook Community Center. Station participants included our General Sales Manager.
5	Job Shadows	On several occasions our operations 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 4 job shadow opportunities.