

EEO PUBLIC FILE REPORT
Townsquare Media Duluth License, LLC
KBMX(FM)/KKCB(FM)/KLDJ(FM)/WEBC(AM)/WWAX (FM)
[December 1, 2019-November 30, 2020]

Section 1. Vacancy List

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS that Referred the Hiree
Account Executive	32, 34, 35, 36, 37	20
Account Executive	32, 34, 35, 36, 37	19
Account Executive	Exigent Circumstances	Exigent Circumstances
Assistant Business Manager	Exigent Circumstances	Exigent Circumstances
TSI OSS	32, 34, 35, 36, 37	32

Section 2. Recruitment Source List

RS Number	RS Information	RS Entitled to Vacancy Notification? (Yes/No)	No. of Interviews Referred by RS over 12-month period
1	Transfers other Markets/Internal	No	0
2	All Access Music Group	No	0
3	Radio & Records	No	0
4	Radio Online	No	0
5	Minnesota WorkForce Center-Duluth	No	0
6	Duluth Workforce Development	No	0
7	Duluth Women's Club	No	0
8	Fond Du Lac Tribal and Community College	No	0
9	Wisconsin Indianhead Technical College	No	0
10	Lake Superior College	No	0
11	Minnesota Broadcasters Association	No	0
12	College of St. Scholastica	No	0
13	University of Minnesota-Duluth	No	0
14	Career Services University of Wisconsin-Superior	No	0
15	MN Job Bank	No	0
16	On Air KKCB, KLDJ, KBMX, WEBC & WWAX	No	0
17	Referral (Outside)/Walk-In/Internal Candidate	No	2

18	Referral (Employee)	No	0
19	Referral (Manager)	No	1
20	Referral (Business)	No	1
21	Referral (Candidate)	No	0
22	Myclearcareers.com Clear Channel Worldwide	No	0
23	Career Services Brown College	No	0
24	Wisconsin Job Center	No	0
25	Superior Chamber of Commerce	No	0
26	Media Staffing Network	No	0
27	Duluth News Tribune	No	0
28	Radio and Television Business Report	No	0
29	Inside Radio	No	0
30	Craigslist	No	0
31	Wisconsin Broadcasters Association	No	0
32	Indeed.com	No	3
33	Ziprecruiter.com	No	0
34	Townsquaremedia.com	No	3
35	LinkedIn	No	3
36	Market Outreach	No	3
37	Glassdoor	No	3
Total Number of Interviews over 12-month period: 19			

**KKCB (FM) / KLDJ (FM) / KBMX (FM) / WEBC (AM) / WWAX (FM)
RECRUITMENT
INITIATIVE FORM 12/1/19 – 11/30/20**

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	DATE	BRIEF DESCRIPTION OF ACTIVITY & SCOPE OF BROADCASTER'S PARTICIPATION
1	Established Internship Program	10/1-11/27	Created a sales internship program designed for marketing and business majors. The 9-week program introduced the intern to all facets of media broadcast with special emphasis on sales training, sales tools, sales support, creative solutions and customer relations. Program was awarded to a marketing major from the College of St. Scholastica.
2	Participation in event sponsored by educational institution	12 times a year	Working with the Duluth Rotary Club we provide mentorship and monthly meeting space for "New Generation" Rotarians, consisting of student representatives from each of the area High Schools. The students learn about local broadcast radio, broadcast careers and have the opportunity to interact with each of the Townsquare Media Duluth Managers.
3	Participation in event sponsored by educational institution	5/15/20	When area High Schools had to cancel prom events, due to COVID-19, KBMX (FM) worked with the principals and student council representatives from 10 area High Schools to present the Region's first "Virtual Prom" event. The students participated in weekly zoom planning meetings with Townsquare Management five weeks prior to the event, coordinating the on-air presentation, collecting prizes from local businesses and developing a "get out the word" campaign to promote student participation.
4	Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;	11/10/20	As part of the Minnesota Broadcasters Annual Meeting, Townsquare Media Duluth donated auction items to support the MBA's Young Broadcaster Scholarship Program.

5	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	12/19 - 5/20	In collaboration with the Cloquet Chamber of Commerce, Townsquare Media Duluth enrolled two employees into their annual Leadership Training Program
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