

EEO PUBLIC FILE REPORT
Townsquare License, LLC
Duluth Employment Unit
KBMX(FM)/KKCB(FM)/KLDJ(FM)/WEBC(AM)/WWPE-FM
December 1, 2022 to November 30, 2023

Section 1. Vacancy List

| Job Title | Date Filled | Public Recruitment Sources (RS) Used to Fill Vacancy | Number of Interviewees Referred by Each Source | RS Referring Hiree |
|----------------------|--------------------|---|---|---------------------------|
| On-Air Co-Host No. 1 | 6/19/2023 | 1, 2, 3, 4 | RS 1 - 0 RS 2 - 0 RS 3 - 0 RS 4 - 0 <u>RS 5 - 1</u> Total: 1 | 5 |
| On-Air Co-Host No. 2 | 10/30/2023 | 1, 2, 3, 4 | RS 1 - 0 RS 2 - 0 RS 3 - 0 RS 4 - 0 <u>RS 6 - 1</u> Total: 1 | 6 |
| Account Executive | 5/1/2023 | 1, 2, 3, 4 | RS 1 - 1 RS 2 - 0 RS 3 - 0 RS 4 - 0 <u>RS 7 - 0</u> Total: 1 | 1 |

Section 2. Recruitment Source List

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|------------------|---|--|--|
| 1 | www.townsquaremedia.com - career page (via Greenhouse) | N | 1 |
| 2 | Indeed.com (via Greenhouse) | N | 0 |
| 3 | LinkedIn (via Greenhouse) | N | 0 |
| 4 | Zip Recruiter (via Greenhouse) | N | 0 |
| 5 | Market Outreach | N | 1 |
| 6 | Past Employee | N | 1 |
| 7 | Indeed.com (candidate sourced) | N | 0 |
| | TOTAL INTERVIEWS | | 3 |

Section 3. Recruitment Initiatives

| | Type of Recruitment Initiative | Brief Description of Activity |
|---|---|--|
| 1 | Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. | On August 29, 2023, Market President participated in an online training for Valuing Diversity provided by Trust Mineral. The purpose of the course is to help employers understand the concept of diversity and know how to recognize diversity issues that can lead to legal liability under anti-discrimination and harassment laws. |
| 2 | Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. | Account Executive participated in a four-day “Top Gun” training program (120 minutes each day, 11/14/2023 through 11/17/2023) which was designed by Townsquare to help train and advance the top 15% of Ignite sellers to the next level in their career. |
| 3 | Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities. | On July 14, 2023, from 6am-9am, the Market President, Brand Manager, Director of Content, and Director of Sales broadcasted a live show (Northland Fan Live Morning Show – WEBC-AM/FM) from the Lake Superior College Airport Hanger. The purpose of the show was to promote high tech careers in aeronautics, broadcast, and digital. The EU was able to interact with students regarding career opportunities in broadcast. The students were able to earn valuable experience in producing a major morning show. There were approximately 400 people in attendance. |
| 4 | Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. | The EU’s Market President and a newly promoted Director of Sales attended the Minnesota Broadcasters Annual Conference from October 2-4, 2023 at the Saint Paul Hotel in St. Paul, Minnesota. The Market President invited the DOS to attend all sessions of the conference, particularly those that covered the topics of recruitment and sales, to allow her the opportunity to network with other Sales Managers for idea sharing and excel in her new role. |