

**EEO PUBLIC FILE REPORT**  
**Townsquare Media Lansing**  
**WITL (FM), WFMK (FM), WMMQ (FM), WJIM (FM), WJIM (AM), WVFN (AM),**  
**MTN**  
**June 1, 2016-May 31, 2017**

**Section 1. Vacancy List**

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS that Referred the hiree</b>
Account Executive	3-6	5

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**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	Townsquare Media Postings	N	0
2	Social Media posts- Twitter and Facebook for all stations	N	0
3	<a href="http://www.handshake.com">www.handshake.com</a> posted to several area colleges/universities in MI, OH, IN, IL	N	0
4	<a href="http://www.michworks.org">www.michworks.org</a> (Michigan Talent Bank)	N	0
5	Michigan Association of Broadcasters 819 N Washington Lansing, MI 48906 P: 517:484-7444 F: 517-484-5810 Email: <a href="mailto:jobbank@michmab.com">jobbank@michmab.com</a>	N	1
6	<a href="http://www.linkedin.com">www.linkedin.com</a>	N	1
7	Referrals	N	3
8	Job Fairs (See Section III)	N	0
<b>Total Number of Interviews over 12-month period: 5</b>			

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**Section 3. Recruitment Initiatives**

<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
Participate in Job Fair	On November 18 2016 Participated in the BCBC Sponsorship and Career Fair at Eagle Eye Golf Club. Digital Sales Manager communicated with potential job applicants regarding sales and on-air opportunities.
Participate in Job Fair	On March 8, 2017, Our SEU participated in the MABF Broadcast Media Career & Networking Fair held at the Lansing Center in Lansing, MI SEU representatives communicated with potential job applicants regarding sales and on-air opportunities. Resumes were collected. Station Participants included the Market President and Digital Sales Manager.
Participation in events/Programs Sponsored by Educational institutions	<u>On-Air:</u> Student from MSU performed a job shadow as part of his requirement for a journalism class. He sat in with the morning team on WVFN during the second hour of the show. He was able to get a behind the scenes view of how a program comes together. He was also shown the digital/social media strategy.
Participation in events/Programs Sponsored by Educational institutions	<u>On-Air:</u> Student from St John's High School to job shadow the morning show in December 2016. He was able to ask questions about careers in broadcasting. The student was given the chance to do a break on the air.
Internship Program	<u>Sales Department:</u> Two interns (from Central Michigan University and Olivet University) are working for our Sales Department learning

	<p>how to do proposals, enter orders, shadowing sales executives.</p> <p><u>Promotions:</u> One intern from Lansing Community College is interning in our promotions department learning how to do remote broadcasting.</p> <p><u>Live Events:</u> Six interns (Michigan State University) worked with the live events manager learning how to put together a live event, read and interpret contracts, search for sponsors/vendors, set up , tear down, and reconciling events.</p>
Participation in events/Programs Sponsored by Educational institutions	Account executive spoke to an MSU advertising class in Oct 2016 and was able to discuss what her position entails as a radio sales executive.