

EEO PUBLIC FILE REPORT
Townsquare Media Lansing
WITL (FM), WFMK (FM), WMMQ (FM), WJIM (FM), WJIM (AM), WVEN (AM),
MTN
June 1, 2015-May 31, 2016

Section 1. Vacancy List

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS that Referred the hiree
Receptionist	1-3,5-6	Facebook
WJIM-FM On Air Host	1-6	Employee transfer
Account Executive	1-3,5-7	Employee Referral-word of mouth
Receptionist	1-3,6	Station Website
Account Executive	1-3, 5-7	Client Referral-word of mouth

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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	Station Website Postings (All SEU stations)	N	10
2	Internal Postings	N	2
2	Word of Mouth/Referrals	N	2
3	Social Media posts- Twitter and Facebook for all stations	N	4
4	www.allaccess.com 28955 Pacific Coast Highway, STE 210 Malibu, CA 90265	N	1
5	www.ziprecruiter.com	N	0
6	www.michworks.org (Michigan Talent Bank)	N	0
7	Job Fairs (See Section III)	N	0
Total Number of Interviews over 12-month period: 19			

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Section 3. Recruitment Initiatives

Type of Recruitment Initiative	Brief Description of Activity
Participate in Job Fair	On August 12, 2015, Our SEU participated in the MiVirtualCareerFair. SEU representatives communicated with potential job applicants via chat messaging regarding sales and on-air opportunities. Resumes were collected on-line. Station Participants included the Director of Sales, General Sales Manager, Operations Manager, and Business Manager
Participate in Job Fair	On October 30, 2015, Our SEU participated in the Broadcasting Career Builder Conference held at Eagle Eye Conference Center. Potential job applicants were able to speak to our staff about potential job opportunities. The booth was run by our Digital Sales Manager
Participate in Job Fair	On May 3, 2016, Our SEU participated in the GLBC Broadcasting Career Fair. Potential job applicants were able to speak to our staff about potential job opportunities. Resumes and Sound check CDs were collected. The booth was run by our Digital Sales Manager, Director of Sales, General Sales Manager, and Operations Manager
Job Shadows	<p><u>Sales:</u> Student from MSU job-shadowed one of our sales staffs. The student was able to see what a typical day involves.</p> <p><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 final hour of the show.</p> <p><u>Live Events:</u> A student from East Lansing</p>

	High School job shadowed events to gain a better understanding of what is needed in event planning;
Internship Program	Our Stations had two interns from June 2015-May 2016. These students were from Michigan State University, and Northwood University/Lansing Community College. During the internships, students learned about live events, digital ads, posters, digital marketing, securing venue rentals, hotels, production, press release writing. Students worked closely with station personnel and able to seek career advice from station personnel.
Speaking Engagement	On April 12, 2016 our Market President spoke to the students attending Michigan State University during their Advertising Class. The Market Manager spoke about career opportunities in radio and media. Sales opportunities, digital opportunities, and on-air opportunities were discussed.