

EEO PUBLIC FILE REPORT
TOWNSQUARE MEDIA OF KALAMAZOO
WRKR, WKFR, WKFR-HD2, WKMI
 June 1, 2015-May 31, 2016

Townsquare Media of Kalamazoo is committed to equal employment opportunities in staffing each of its four radio stations. The following report documents the specific activities that Townsquare Media of Kalamazoo has undertaken to comply with the Federal Communication Commission's EEO rules.

Section 1. Vacancy List

See Section 2, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Media & Digital Sales Executive	2-4, 6, 20-21	13
Media & Digital Sales Executive	2-4, 6, 20-21	25
Part Time WRKR		17
Digital Managing Editor	2,4, 20-21, 26-27	22
Part Time Kalamazoo Country		15
Business Manager	2-4, 6, 20-21	21
Assistant Business Manager	1-4, 6, 20-21, 26-27	21

Section 2. Recruitment Source List

Townsquare Media of Kalamazoo has worked diligently to inform the entire community of employment opportunities within our company. To that end, Townsquare Media of Kalamazoo runs on-air schedules a minimum of one time annually seeking any community organization that wishes to receive notification of job openings. Although we have run on-air solicitations inviting community organizations to be placed on the list, we have not been contacted by any new organizations during the reporting period. Listed below is the recruitment source list that was used for the reporting period.

	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Kalamazoo Gazette www.mlive.com 401 S Burdick Kalamazoo, MI 49007 269-345-3511 kazoobestlocalads@kalamazoo Gazette.com	N	0
2	Western Michigan University Career & Student Services Brenda Case-Parris 1903 W Michigan Avenue www.handshake.com – Job Posting Site	N	0
3	Central Michigan University Career Services 340 Moore Hall Mt Pleasant, MI 48859 989-774-4000 careers@cmich.edu	N	0
4	Kalamazoo Valley Community College Lois Brinson 6767 West O Avenue PO Box 4070 Kalamazoo, MI 49003-4070 269-488-4272 careercenter@kvcc.edu	N	0
5	Traffic Directors Guild 26000 Avenida Aeropuerto Bldg 114 San Juan Capistrano, CA 92675 Larry Keene tdga@cox.net	N	0

	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Michigan Association of Broadcasters 819 N Washington Avenue Lansing, MI 48906 517-484-7444 mab@michmab.com http://www.mitalent.org/	N	0
7	Michigan Works (<i>postings also accessible via public computers at Kalamazoo location</i>) Resource Center 1601 S Burdick 49001 Kalamazoo, MI 269-383-2536 www.michworks.org	N	0
8	All Access www.allaccess.com	N	5
9	Ohio Center of Broadcasting – Columbus Steve Sefner 5330 East Main Street Suite 200 Columbus, OH 43213 614-245-0555 placement.columbus@beonair.com	N	0
10	Battle Creek Enquirer 77 E Michigan Avenue Suite 101 Battle Creek, 49017 888-263-5002 www.careerbuilder.com	N	0
11	Job Fair (<i>see section III</i>)	N	20
12	Station On-Air Announcements (<i>all SEU stations</i>)	N	0
13	Station Website Postings (<i>all SEU stations</i>)	N	2
14	Word-of-Mouth Referral	N	4
15	Walk-In/Self-Referral	N	0
16	Internal Posting	N	1
17	Internal Promotion	N	1
18	Former Employee (Rehire)	N	0
19	Craigslist	N	0
20	LinkedIn	N	1

	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	Indeed	N	14
22	Inter-Market Transfer	N	2
23	Townsquaremedia.com	N	1
24	Kellogg Community College Employment Services jobhelp@kellogg.edu 450 North Avenue Battle Creek, MI 49017 269-965-3931	N	0
25	Open House Interview Event (See Section III)	N	15
26	University of Michigan www.handshake.com	N	0
27	Cornerstone University www.handshake.com	N	
28	Veterans Job Fair	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			67

Section 3. Recruitment Initiatives

Townsquare Media of Kalamazoo engages in numerous programs and activities designed to broadly disseminate information about professional opportunities in broadcasting at our stations and to reach out to the community to enable individuals to acquire the skills needed to pursue careers in broadcasting. The following initiatives, together with those described in Townsquare Media’s previous Public File Report, are sufficient to satisfy the Commission's EEO requirements under Section 73.2080(c)(2).

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Host Fall Job Fair	On October 22, 2015, this SEU hosted the SW Michigan Job Fair at the Sports Forum in Battle Creek, located at Full Blast Venue. We 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	Host an Open House Interview Event	On July 25 16, 2015, this SEU participated in and conducted an Open House interviewing event held at Airway Lane’s location in Portage MI.
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, Promotions, Digital and Events. During this reporting period, we hosted 3 digital, 1 programming, and 3 event interns from Universities in the area. While duties vary, interns helped with station events, show preparation for station morning shows and assisting with promotional projects and digital content. Interns are supervised by station personalities, the program directors and/or the operations manager. Our total of 7 interns earned college credit for their internship.

4	Participation in Events/Programs Sponsored by Educational Institutions	On several occasions our operations manager and live events 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 6 job shadow opportunities.
5	Station Tours	On June 10, 2015 this station market held a class tour for Comstock Community Schools After Hour Program. Students ranging in age from 5 – 10 years old were given an in-depth tour of the station by the Operations Manager who explained the day to day work environment as well as expounded on the different roles of employees.
6	Participate In Veterans Job Fair	On Thursday, November 5, 2015 This market's Director of Sales attended and participated in a job fair that was open only to veterans and their families to help place them in applicable employment.
7	Host Spring Job Fair	On March 16, 2016 this station and market held a job fair in Kalamazoo as the SW Michigan Job fair with over 40 employers in attendance. This was the largest job fair hosted by TSM SW Michigan yet.