

EEO PUBLIC FILE REPORT
WRKR, WKFR, WKFR-HD2, WKMI
EEO PUBLIC FILE REPORT
 June 1, 2017-May 31, 2018

Section 1. Vacancy List

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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hire
WKFR Midday Host	8, 13-14, 18, 21, 23	8
Live Events Manager	2, 11, 13-14, 21, 23	21
WRKR Morning Show Host	8, 13-14, 18, 23	18
Media & Digital Sales Executive	12-14, 21, 23	Still Open
Media & Digital Sales Executive	12-14, 21, 23	Still Open
Digital Sales Manager	11, 13-14, 21, 23	21

The Townsquare Media – Battle Creek and the Townsquare Media – Kalamazoo markets merged during the period covered by this report. Going forward, this report will be merged into a consolidated report under Townsquare Media – Southwest Michigan.

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Section 2. Recruitment Source List

RS Number	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@kalamazoogazette.com	N	0
2	Western Michigan University Career & Student Services Brenda Case-Parris 1903 W Michigan Avenue Handshake.com – Job Posting Site	N	2
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
6	Michigan Association of Broadcasters 819 N Washington Avenue Lansing, MI 48906 517-484-7444 mab@michmab.com http://www.mitalent.org/	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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 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	1
12	Station On-Air Announcements (<i>all SEU stations</i>)	N	0
13	Station Website Postings (<i>all SEU stations</i>)	N	0
14	Word-of-Mouth Referral	N	7
15	Walk-In/Self-Referral	N	0
16	Internal Posting	N	0
17	Internal Transfer/Promotion	N	0
18	Former Employee (Rehire)	N	2
19	Craigslist (<i>not directly contacted by SEU</i>)	N	0
20	LinkedIn (<i>not directly contacted by SEU</i>)	N	0
21	Indeed (<i>not directly contacted by SEU</i>)	N	18
22	Transfer	N	0
23	Townsquaremedia.com	N	0
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	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	University of Michigan – Handshake.com	N	0
27	Cornerstone University – Handshake.com	N	
28	Veterans Job Fair	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			35

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Section 3. Recruitment Initiatives

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Host Fall Job Fair	On October 19, 2017, 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	Participation in Events/Programs Sponsored by Educational Institutions	Townsquare Media Southwest Michigan 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 2 event interns from Universities in the area. The internship provided a first-hand experience pertaining to all aspects in live events management, including marketing, vendor recruitment, event layout, entertainment, working with volunteers, and on-site logistics. The intern was able to put the skills and knowledge gained throughout their undergrad to work in multiple event settings.
3	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.
4	Host Spring Job Fair	On March 14, 2018 this station and market held a job fair in Kalamazoo as the SW Michigan Job fair with over 68 employers in attendance.
5	Participation in Events/Programs Sponsored by Educational Institutions	Attended Bronco Bash on September 8, 2017 at Western Michigan University, where we handed out applications for internships and employment information.