

EEO PUBLIC FILE REPORT
WBCK-FM and WBXX(FM)
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 June 1, 2014-May 31, 2015

Section 1. Vacancy List

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS that Referred the hiree
Sales Representative	1-8, 10,13-15.19-20	13 Kathy Frodge
Sales Representative	1-8, 10,13-15.19-20	18 Angela Varga
Sales Representative	1-8, 10,13-15.19-20	14 Jill Stout
Sales Manager	1-8, 10,13-15.19-20	14 Kelly Troff

Section 2. Recruitment Source List

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12Mo
1	Western Michigan University Career & Student Services Brenda Case-Parris 1903 W Michigan Avenue Handshake.com – Job Posting Site	N	0
2	Kalamazoo Valley Community College Lois Brinson 6767 West O Avenue PO Box 4070 Kalamazoo, MI 49003-4070 269-488-4272 269-488-4105 careercenter@kvcc.edu	N	0
3	Kellogg Community College Employment Services jobhelp@kellogg.edu 450 North Avenue Battle Creek, MI 49017 269-965-3931	N	0

4	Michigan Works (<i>postings also accessible via public computers at Battle Creek location</i>) Susan Moore moores@kellogg.edu 135 Hamblin Avenue Battle Creek, MI 49017 www.michworks.org 269-660-1438 269-965-3653	N	0
5	Michigan State University Kim Croel or Gary Reid 409 Communication Arts Building East Lansing, MI 48824 bassa@msu.edu 517-432-1412	N	0
6	Urban League of Battle Creek Kyra Sichinga kraul@ulbc.org 172 West Van Buren Street Battle Creek, MI 49017 269-962-5553	N	0
7	Battle Creek Area Chamber of Commerce office@battlecreek.org 77 West Michigan Avenue Suite 80 Battle Creek, MI 49017 269-962-4076 269-962-6309	N	0
8	Albion College Prudie Walters 4900 Kellogg Center Albion, MI 49224 517-629-0332 517-629-0578 www.albion.edu/careersdev carrers@albion.edu	N	0
9	Battle Creek Enquirer 77 E Michigan Avenue Suite 101 Battle Creek, 49017 888-263-5002 www.careerbuilder.com	N	0
10	Townsquaremedia.com	N	0
11	Job Fair (<i>see section III</i>)	N	0
12	Station On-Air Announcements (<i>all SEU stations</i>)	N	0
13	Station Website Postings (<i>all SEU stations</i>)	N	1
14	Word-of-Mouth Referral	N	0
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	www.indeed.com (not directly contacted by SEU)	N	2
20	Linkedin.com	N	0

TOTAL INTERVIEWEES OVER REPORTING PERIOD

Section 3. Recruitment Initiatives

Type of Recruitment Initiative	Brief Description of Activity
Hosting Job Fairs	On March 26, 2015, this SEU hosted the SW Michigan Job Fair at the Kalamazoo Expo Center and 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.
Participate in job fair	<p>On September 25, 2014, this SEU participated in the Battle Creek Regional Job Fair at McCamly Plaza Hotel. Station participants included our General Sales Manager.</p> <p>On September 21, 2014, this SEU participated in the Battle Creek Regional Job Fair at Burnham Brook Community Center. Station participants included our General Sales Manager.</p>
Internship Program	Internships are available in Programming and Promotions. During this reporting period, we hosted one intern from Adrian College. While duties vary, our intern helped with station events, show preparation for the station morning shows, call- screening, news gathering, writing and voicing and database and website updating. Interns are supervised by station personalities, the program directors and/or the operations manager. Our interns earn college credit for their internship.
Hosting Open House	