

Townsquare Media Yakima License, LLC
KIT(AM), KATS(FM), KDBL(FM), KMGW(FM), KFFM(FM), KUTI(AM)
EEO PUBLIC FILE REPORT
October 1, 2018 – September 30, 2019

I. VACANCY LIST

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

Job Title/Date Hired	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Operations manager 3/11/19	10-14	13
Embedded Ignite specialist 10/29/18	10-14	11

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
1	Townsquare Media – Yakima Radio and Websites KATS – KIT – KFFM – KDBL – KITFM – KUTI	N	0
2	Yakima Valley Community College P.O. Box 22520 Yakima, WA 98902 (509)574-4600	N	0
3	Heritage University 1240 Fort Road Toppenish, WA 98948 (509)865-8500	N	0
4	Work Source Yakima 306 Division Yakima, WA 98902 509-974-0163 Fax: 509-573-4554	N	0
5	Central Washington University 400 E. University Way Ellensburg, WA 98926 (509)963-1111 humanres@cwu.edu	N	0
6	Client referral	N	0
7	Employee referral	N	0
8	Walk in	N	0

9	All Access Music Group All Access.com 310-457-6616	N	0
10	Indeed (through Greenhouse) Rachael Hudson, TSM Recruiting Manager - 980-208-1650	N	1
11	LinkedIn (through Greenhouse) Rachael Hudson, TSM Recruiting Manager - 980-208-1650	N	3
12	Glassdoor (through Greenhouse) Rachael Hudson, TSM Recruiting Manager - 980-208-1650	N	0
13	Townsquare Media Careers (through Greenhouse) Rachael Hudson, TSM Recruiting Manager - 980-208-1650	N	5
14	Greenhouse recruiting (thru Greenhouse) Rachael Hudson, TSM Recruiting Manager - 980-208-1650	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			9

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Radio Broadcasting internship Partnership with local high school/colleges – Central Washington University	Townsquare Media Yakima Internship- Students observe on air shifts, general activities and get a behind the scenes look at the radio stations’ day to day functions. Main focus is the digital/web portion of how the stations promote themselves, creating web content including blogs, photos and videos. DME provides assignments, coordinates with interns. Intern#1 4/1-5/31/2019 Intern#2 6/17-8/16/2019
2	Continued mentor program Account Executive	Account Executive’s participate in Town Square University onboarding for all aspects of sales: broadcast and digital. Continued development of product training plus Director of Sales provides continued training on the general skills of sales presentations and closings.
3	Continued mentor program	General Manager development of Operations Manager and Director of Sales to increase their knowledge and understanding of management for future advancement into upper management. The training program is designed to enable station personnel to acquire skills that could qualify them for higher level positions.
4	Continued digital training program for on air and sales employees	Ongoing monthly training by Digital Media Editor of on air personalities on strategies for posts about events, holidays, using content and video to generate views and engage audience. Best practices for writing, photos videos and social media. Weekly training by Director Sales of sellers on all aspects of digital sales. The training program is designed to enable station personnel to acquire

		skills that could qualify them for higher level positions.
5	Continued mentor program	Business Manager developing assistant business manager's knowledge and understanding of financial aspect and general functions for future advancement. Expand knowledge of all business, staff of events, digital reconciliation, managing issues as they arise for full understanding.