

EEO PUBLIC FILE REPORT
Townsquare License, LLC
Duluth Employment Unit
KBMX(FM)/KKCB(FM)/KLDJ(FM)/WEBC(AM)/WWPE-FM
December 1, 2020-November 30, 2021

Section 1. Vacancy List

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS that Referred the hiree
Account Executive	32, 34, 35, 37	36
Account Executive	32, 34, 35, 37	18
Account Executive	32, 34, 35, 37	35
Account Executive	32, 34, 35, 37	19

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	Transfers other Markets/Internal	No	0
2	All Access Music Group	No	0
3	Radio & Records	No	0
4	Radio Online	No	0
5	Minnesota WorkForce Center-Duluth	No	0
6	Duluth Workforce Development	No	0
7	Duluth Women's Club	No	0
8	Fond Du Lac Tribal and Community College	No	0
9	Wisconsin Indianhead Technical College	No	0
10	Lake Superior College	No	0
11	Minnesota Broadcasters Association	No	0
12	College of St. Scholastica	No	0
13	University of Minnesota-Duluth	No	0
14	Career Services University of Wisconsin-Superior	No	0
15	MN Job Bank	No	0
16	On Air KKCB, KLDJ, WEBC & KBMX	No	0

17	Referral (Outside)/Walk-In/Internal Candidate	No	0
18	Referral (Employee)	No	4
19	Referral (Manager)	No	1
20	Referral (Business)	No	1
21	Referral (Candidate)	No	0
22	Myclearcareers.com Clear Channel Worldwide	No	0
23	Career Services Brown College	No	0
24	Wisconsin Job Center	No	0
25	Superior Chamber of Commerce	No	0
26	Media Staffing Network	No	0
27	Duluth News Tribune	No	0
28	Radio and Television Business Report	No	0
29	Inside Radio	No	0
30	Craigslist	No	0
31	Wisconsin Broadcasters Association	No	0
32	Indeed.com	No	0
33	Ziprecruiter.com	No	0
34	Townsquaremedia.com	No	3
35	LinkedIn	No	0
36	Market Outreach	No	2
37	Glassdoor	No	0
Total Number of Interviews over 12-month period: 11			

**KKCB(FM)/KLDJ(FM)/KBMX(FM)/WEBC(AM)/WWPE-FM
RECRUITMENT INITIATIVE FORM
12/1/20 – 11/30/21**

TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	DATE	BRIEF DESCRIPTION OF ACTIVITY & SCOPE OF BROADCASTER'S PARTICIPATION	RECRUITING STAFF IN ATTENDANCE
1 Internship program	12/1/20 - 1/31/21	Market President developed a Sales and Marketing Internship Program to provide Marketing Students the opportunity to work and train alongside Senior Account Executives. The Intern participated in weekly sales meetings, regular training sessions and Townsquare University. In addition, the Intern attended client meetings with Account Executives, aided in the development client solutions and presentations and participated in the Customer journey.	Market President
2 Training program for station personnel to acquire skills that could qualify them for higher level positions	2/2/21 3/2/21 4/6/21 7/15/21	Account Executives received extended training by participating in the P1 sales webinars offered through the Minnesota Broadcasters Association.	Market President Account Executives
3 Training program for station personnel to acquire skills that could qualify them for higher level positions	6/17/21 10/5/21	Hiring Manager participated in extended recruitment training offered through the Minnesota Broadcasters Association. The two webinars focused on how to overcome recruiting challenges in a changing industry and connecting with the next generation of broadcasters.	Market President Hiring Manager
4 Participation in events/ programs sponsored by educational institutions relating to career opportunities in broadcasting	33 meetings/ tours between 3/8/21- 10/28/21	Our designated Outreach Ambassador provides tours, behind the microphone experiences, one on one meetings with Department Heads and commercial production instruction to area high school and college students interested in a broadcast media career.	Outreach Ambassador Local Talent Various Department Heads

5	Participation in events/ programs sponsored by educational institutions relating to career opportunities in broadcasting	4 meetings between 2/7/21 – 8/31/21	Opened our meeting space to Junior Rotarian Club for their regular meetings. This outreach program gave high school seniors the opportunity to tour the facility, meet their favorite DJs and expose them to careers in broadcast.	Market President Various Department Heads and Talent
6	Participation in other activities to disseminate information about broadcast employment opportunities	8/2/21 – 9/5/21	Executed a back-to-school promotion “Cash for Clubs” that spotlighted high school clubs throughout the Region. Outreach included contacting student organizers and encouraging them to submit their organization to be spotlighted with the opportunity to be awarded a cash donation.	Market President Digital Manage Editor