

EEO PUBLIC FILE REPORT
Townsquare License, LLC
Duluth Employment Unit
KBMX(FM)/KKCB(FM)/KLDJ(FM)/WEBC(AM)/WWPE-FM
December 1, 2021-November 30, 2022

Section 1. Vacancy List

| Job Title | Recruitment Sources (RS) Used to Fill Vacancy | RS that Referred the hiree |
|-------------------|--|-----------------------------------|
| Account Executive | 32, 34, 35, 37 | 34 |
| Account Executive | 32, 34, 35, 37 | 18 |
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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 | 1 |
| 19 | Referral (Manager) | No | 0 |
| 20 | Referral (Business) | No | 0 |
| 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 (via Greenhouse) | No | 0 |
| 33 | Ziprecruiter.com | No | 0 |
| 34 | Townsquaremedia.com (via Greenhouse) | No | 1 |
| 35 | LinkedIn (via Greenhouse) | No | 0 |
| 36 | Market Outreach | No | 0 |
| 37 | Glassdoor (via Greenhouse) | No | 0 |
| Total Number of Interviews over 12-month period: 2 | | | |

**KKCB(FM)/KLDJ(FM)/KBMX(FM)/WEBC(AM)/WWPE-FM
RECRUITMENT INITIATIVE FORM
12/1/21 – 11/30/22**

| | TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION) | DATE | BRIEF DESCRIPTION OF ACTIVITY & SCOPE OF BROADCASTER'S PARTICIPATION | RECRUITING STAFF IN ATTENDANCE |
|----------|---|-----------------|---|--|
| 1 | Participation in other activities to disseminate information about broadcast employment opportunities | 5/1/22-11/30/22 | Market President participated in MIW (Mentoring and Influencing Women in Radio) through the Minnesota Broadcasters Association. Specifically, she participated as a judge for female broadcast applicants who want to move up into management positions. And she is a mentor to candidates who were selected. | Market President |
| 2 | Training program for station personnel to acquire skills that could qualify them for higher level positions | 5/8/22 | Account Executives received extended training by participating in the P1 sales webinar offered through the Minnesota Broadcasters Association. | Market President Account Executives |
| 3 | Participation in job fair | 5/17/22 | At a virtual job fair hosted by the Minnesota Broadcasters Association the Market President addressed a group of students interested in broadcast careers. She educated them on the career options available in radio broadcast, including positions that are currently available within Townsquare Media, and provided additional career guidance through the Q&A session. | Market President |
| 4 | Training program for station personnel to acquire skills that could qualify them for higher level positions | 10/12/22 | Account Executives attended an overnight sales retreat hosted by the Minnesota Broadcasters. The staff participated in a full day of sales training session and networking with other broadcasters throughout the state of Minnesota. | Market President |

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|---|---|------------------------------|--|--|
| 5 | Participation in events sponsored by organizations representing groups present in the community interested in broadcast employment issues | 10/11/22 | Market President attended a broadcasters networking event as part of the MBA Annual Meeting. She had the opportunity to meet one-on-one with a number of broadcasters throughout the state of Minnesota and share best practices in recruitment and available career opportunities available within Townsquare Media. | Market President |
| 6 | Participation in events sponsored by organizations representing groups present in the community interested in broadcast employment issues | 10/12/22 | Market President participated in a panel discussion focused on radio broadcast and digital sales, hosted by the Minnesota Broadcasters Association. As a key panelist, I had the opportunity to educate broadcast account executives throughout the state of Minnesota on the value of combining broadcast solutions with digital, where to obtain additional training to further their knowledge, and the career opportunities available. | Market President |
| 7 | Participation in events/ programs sponsored by educational institutions relating to career opportunities in broadcasting | Meeting/ Tour 10/13/22 | Staff member provided a tour with a behind the microphone experience, one-on-one meetings with department heads and commercial production instruction to the media management class from Lake Superior College. | Market President Local Talent Various Department Heads |
| 8 | Participation in other activities to disseminate information about broadcast employment opportunities | 8/29/22 – 10/7/22 | 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 Managing Editor |
| 9 | Participation in events/ programs sponsored by educational institutions relating to career opportunities in broadcasting | 11/18/22 | Two Local Talent attend Lake Superior State University Advisory Board meeting to discuss the value of the University’s media course offerings and encourage continuation of the program, which has yielded candidates for station positions. | Local Talent |