

EEO PUBLIC FILE REPORT
Townsquare Media of Buffalo, Inc.
WYRK(FM), WTSS(FM), WBUF(FM), and WBLK(FM)
February 1, 2024 to January 31, 2025

Section 1. Vacancy List

Job Title	Date Filled	Public Recruitment Sources (RS) Used to Fill Vacancy	Number of Interviewees Referred by Each Source	RS Referring Hiree
Account Executive No. 1	4/30/2024	1, 2, 3, 4	<u>RS 8 - 1</u> Total: 1	8
Account Executive Nos. 2 & 3	10/1/2024 1/2/2025	1, 2, 3, 4	RS 2 - 1 RS 3 - 1 <u>RS 8 - 1</u> Total: 3	2 8

Section 2. Recruitment Source List

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	www.townsquaremedia.com - career page (via Greenhouse)	N	0
2	Indeed.com (via Greenhouse) (Indeed also independently posts vacancy to Glassdoor.com)	N	1
3	LinkedIn (via Greenhouse)	N	1
4	Zip Recruiter (via Greenhouse)	N	0
5	Indeed.com (candidate sourced)	N	0
6	LinkedIn (candidate sourced)	N	0
7	Employee Referral	N	0
8	Self-Referred (candidate initiated contact)	N	2
TOTAL INTERVIEWS			4

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Section 3. Recruitment Initiatives

	Type of Recruitment Initiative	Brief Description of Activity
1	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	The EU hosted an intern from Erie Community College from January 2024 through May 2024. The intern was supervised by the Live Events/Promotion Manager and joined the EU in studio one day per week. The intern assisted with various live events projects, such as the EU's Buffalo on Tap Event which is scheduled each year in February. The intern assisted with other on-site events, remote, and other station activities. The intern also assisted with contests, prize fulfillments, writing promotions, making posters, and lending their voice for on-air commercials. They participated in sales and promotion meetings and played a part in planning and executing various events.
2	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	The EU hosted an intern from Buffalo State University from May 2024 through September 2024. The intern was a media productions major interested in a career of broadcast engineering. The EU's Chief Engineer supervised the intern, who worked at the station three days per week from 9am to 5pm. The intern assisted the Chief Engineer with all aspects of Engineering, including IT and the physical consolidation of the EU's office and studio from two floors to one.
3	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	The EU hosted an intern from Erie Community College from May 10, 2024 through September 1, 2024 who was interested in marketing, special events, and community relations. The intern was supervised by the Live Events/Promotion Manager and joined the EU in studio one day per week. The intern assisted with various live events projects, such as the EU's Taste of Country which is scheduled each year in June. The intern assisted with other on-site events, remote, and other station activities. The intern also assisted with contests, prize fulfillments, writing promotions, making posters, and lending their voice for on-air commercials. They participated in sales and promotion meetings and played a part in planning and executing various events.
4	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	The EU hosted an intern from Buffalo State University from September 2024 through December 2024 who was interested in gaining experience in event coordination, marketing, and promotions. The intern was supervised by the Live Events/Promotion Manager and joined the EU in studio one day per week. The intern assisted with various live events projects, such as the EU's Acoustic Show and the World's Largest Yard Sale, both which are scheduled each year in September. The intern assisted with other on-site events, remote, and other station activities. The intern also assisted with contests, prize fulfillments, writing promotions, making posters, and lending their voice for on-air commercials. They participated in sales and promotion meetings and played a part in planning and executing various

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		events.
5	Participation in a job fair by station personnel with substantial responsibility for hiring decisions	On March 6, 2024, an Account Manager participated in the 2024 Fredonia Job & Internship Expo from 1-4pm in the Williams Center.
6	Participation in a job fair by station personnel with substantial responsibility for hiring decisions	On March 20, 2024, the Market President participated in the 2024 Career Expo held at the Gallagher Center at Niagara University from 12:30pm to 3:00pm.
7	Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	On March 28, 2024, an On-Air Host met with a group of Introduction to Broadcasting students from SUNY Erie Community College. The On-Air Host spoke with the students about the communications and media arts program at the school and they discussed how to transition from “college to career.”
8	Participation in a job fair by station personnel with substantial responsibility for hiring decisions	On April 3, 2024, an Account Manager participated in the University of Buffalo’s 2024 Hiring Summit held from 12pm-3pm in the Center for the Arts at the University of Buffalo North Campus.
9	Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	On April 26, 2024, a Brand Manager/Program Director hosted a group of students from the Tapestry Charter High School in conjunction with the Art and Media Studies program at the school. The group of students spent the day at the studio and were given an entry-level introduction to radio, including all aspects of sales, broadcasting, production, and engineering.
10	Participation in a job fair by station personnel with substantial responsibility for hiring decisions	On June 2, 2024, the Market President participated in a job fair hosted by the Niagara County Employment and Training division of Niagara’s Work Source One. The fair was held at Oppenheim Park from 12pm to 3pm.
11	Participation in a job fair by station personnel with substantial responsibility for hiring decisions	On August 7, 2024, the Live Events Manager participated in a job fair sponsored by the Niagara County Employment and Training division of Niagara’s Work Source One. The event, which took place at the Oppenheim Park, hosted approximately 200 job seekers.
12	Participation in a job fair by station personnel with substantial responsibility for hiring decisions	On October 16, 2024, a Senior Account Manager participated in a job fair hosted by the Niagara County Employment and Training division of Niagara’s Work Source One. The fair was held at Oppenheim Park from 12pm to 3pm.
13	Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	On November 6, 2024, a Senior Account Manager spoke with a group of students from Brockport College’s on campus radio station, 89.1 The Point. The group discussed careers in radio that the average person does not typically think of when thinking of starting a career in broadcasting.
14	Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	On November 7, 2024, an On-Air Host met with a group of Introduction to Broadcasting students from SUNY Erie Community College. The On-Air Host spoke with the students about the communications and media arts program at the school and they discussed how to transition from “college to career.”
15	Participation in other activities designed by the station employment unit reasonably calculated to further the goal	The EU donated a <i>Co-Host Experience</i> to the Make-A-Wish Foundation. The donation was featured at the Make-A-Wish Gala that took place on March 9, 2024 at the Seneca Niagara Resort and

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	of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	Casino. The experience allows for one individual to co-host for one (1) hour on 96.1 Radio.
16	Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Account Executive participated in a four-day “Top Gun” training program (120 minutes each day, May 14, 2024 through May 17, 2024) which was designed by Townsquare to help train and advance the top 15% of Ignite sellers to the next level in their career.
17	Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	On October 24, 2024, a Director of Content participated in a Masterclass training hosted by Townsquare’s Regional Content Director and Senior Vice President of Content and Programming. The purpose of the course was to prepare individuals for growth in their career. What is required to move internally within the Company and how to feel more secure in your role. The training was set up to inspire employees to improve their skills and rethink their day-to-day process. Topics discussed included, Building your Brand, Contributing to the Company’s Goals, Job Security, Enhancing your Value, and Understanding the Current Landscape.