

EEO PUBLIC FILE REPORT
TOWNSQUARE MEDIA OF GRAND RAPIDS, INC
WFGR(FM), WGRD-FM, WLHT-FM, WNWZ(AM), WTRV(FM)
JUNE 1, 2019 – MAY 31, 2020

Townsquare Media of Grand Rapids is committed to equal employment opportunities in staffing its five radio stations. The following report documents the specific activities that Townsquare of Grand Rapids has undertaken to comply with the Federal Communication Commission's EEO rules.

I. Section 1. Vacancy List

Job Title	All Recruitment Sources (RS) Used to Fill Vacancy	Number of Interviewees Referred by Each RS	RS that Referred the hiree
MEDIA & DIGITAL SALES ACCOUNT EXECUTIVE	3, 5, 6, 13, 36, 48, 56, 58, 59, 60, 61, 68, 69, 70, 73, 74, 77, 78, 79, 80, 81, 82	13 – 1 Interviewee 31 – 2 Interviewee 48 – 1 Interviewee 49 – 1 Interviewee 61 – 1 Interviewee 68 – 1 Interviewee	49 – 1 31 – 1 (two hires)
DIGITAL SALES MANAGER	61, 70	49 – 1 Interviewee 61 – 2 Interviewees	49 – 1

II. Section 2. Recruitment Source List

Townsquare Media of Grand Rapids has worked diligently to inform the entire community of employment opportunities within our company. To that end, Townsquare Media of Grand Rapids runs on-air schedules a minimum of one time annually seeking any community organization that wishes to receive notification of job openings. Although we have run on-air solicitations inviting community organizations to be placed on the list, we have not been contacted by any new organizations during the reporting period. Listed below is the recruitment source list that was used for the reporting period.

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	American Legion Post Deborah 658 Michigan St, NE Grand Rapids, MI 49503	N	0
2	Acset 1550 Leonard St NE, Suite 1 Grand Rapids, MI 49505	N	0
3	Aquinas College (thru HANDSHAKE.COM) 1607 Robinson Rd SE Grand Rapids, MI 49506 616-459-8282 careerservices@aquinas.edu	N	0
4	Breakthrough Jackson's Office Services 1467 Kalamazoo SE Grand Rapids, MI 49507	N	0
5	Calvin College (thru HANDSHAKE.COM) 3201 Burton SE Grand Rapids, MI 49506 career@calvin.edu	N	0
6	Davenport College (thru HANDSHAKE.COM) 6191 Kraft Avenue SE, Grand Rapids, MI 49512 http://www.davenport.edu/career-services	N	0
7	Elks Lodge 1546 Linden SE Grand Rapids, MI 49507 616-247-9359	N	0
8	GRACE – Racial Justice Institute Attn: Ms. Carissa 207 E. Fulton, 4 th Floor Grand Rapids, MI 49503 616-774-2321	N	0

9	Grand Rapids First Judy Pepple 2100 – 44 th St, SW Grand Rapids, MI 49509 616-531-2100	N	0
10	Grand Rapids Foundation Kevin Harmelink 185 Oakes St SW Grand Rapids, MI 49508	N	0
11	Grand Rapids Press Classified Department 3100 Walker Ridge NW Grand Rapids, MI 49544 616-222-5555	N	0
12	Grand Rapids Times Classified Advertising 2016 Eastern SE Grand Rapids, MI 49503 616-245-8737	N	0
13	Grand Valley State University (thru HANDSHAKE.COM) 1 Campus Drive Allendale, MI 49401 616-331-5000 career@gvsu.edu	N	1
14	Grand Rapids Urban League Employment Services 745 Eastern SE Grand Rapids, MI 49506 info@grurbanleague.org	N	0
15	Hispanic Center Of Western MI Attn: Ms Daisy 730 Grandville SW Grand Rapids, MI 49503 616-233-0566	N	0
16	Kent County Social Services Attn: M.O.S.T. Unit 415 Franklin SE Grand Rapids, MI 49503 616-247-6000	N	0
17	Life Guidance Service Richard Ney 1400 Leonard NE Grand Rapids, MI 49505 616-774-0633	N	0
18	Michigan Department of Civil Rights Jorge Rivas 350 Ottawa NW Grand Rapids, MI 49503	N	0
19	NAACP 640 Eastern SE Grand Rapids, MI 49503 616-243-1300	N	0

20	Northstar Masonic Lodge #5 C/O Brown's Funeral Home P.O. Box 6522 Grand Rapids, MI 49516 616-243-1425	N	0
21	Restorers Inc. Asher Thayer 1413 Madison SE Grand Rapids, MI 49507 616-243-1984	N	0
22	Sheldon Complex Maureen Downer 121 Franklin SE Grand Rapids, MI 49507 616-336-4000	N	0
23	Women's Resource Center Sharon Newton 678 Front NW #180 Grand Rapids, MI 49504 616-458-5443	N	0
24	Woodrick Institute C/O Aquinas College Steve Robbins 1607 Robinson Rd SE Grand Rapids, MI 49506 616-459-8281 Ext 4424 careerservices@aquinas.edu	N	0
25	M-Live C/O Grand Rapids Press Classified 3100 Walker Ridge NW Grand Rapids, MI 49544 616-222-5555 Mlive.com	N	0
26	Michigan Association of Broadcasters Job Bank 819 N Michigan Ave Lansing, MI 48906 517-484-7444 www.michmab.com	N	0
27	Specs Howard School of Broadcasting 19900 W 9 Mile Rd Southfield, MI 48075 248-358-9000	N	0
28	Unity Walter Mathis 1014 Franklin SE, Suite 3215 Grand Rapids, MI 49507	N	0
29	On -air Announcements All Stations	N	0
30	Internal Station Postings	N	0
31	Word-of-Mouth	N	2
32	www.allaccess.com	N	0

33	Michigan Department of Civil Rights 350 Ottawa NW Grand Rapids, MI 49503 616-356-0380	N	0
34	Institute for Healing Racism 1621 E. Fulton Grand Rapids, MI 49503 616-774-2321	N	0
35	Office for Multi-Cultural Affairs Grand Valley State University Allendale, MI 49401 616-331-5000	N	0
36	Michigan State University (thru HANDSHAKE.COM) Assistant Director of Career Development Lansing, MI 49401 616-458-6505	N	0
37	Grand Rapids Help Wanted.com	N	0
38	(formerly MI Works) Pure MI Talent Connect http://www.mitalent.org/	N	0
39	Inside Radio InsideRadio.com 800-640-8852	N	0
40	GRCC Job Placement Center 143 Bostwick NE Grand Rapids, MI 49503	N	0
41	Grand Rapids Chamber of Commerce 111 Pearl St NW Grand Rapids, MI 49503 616-771-0300	N	0
42	WGRD-FM Station Website www.wgrd.com	N	0
43	WLHT-FM Station Website www.mychannel957.com	N	0
44	WTRV-FM Station Website www.rivergrandrapids.com	N	0
45	WFGR-FM Station Website www.wfgr.com	N	0
46	WNWZ-AM/FM Station Website www.MyMagicGR.com	N	0
47	Walk-In/Unsolicited/Non-Sourced	N	0
48	Western Michigan University Kalamazoo, MI 269-387-1000 (thru HANDSHAKE.COM)	N	1
49	Townsquaremedia.com	N	2
50	SimplyHired.com	N	0
51	Craigslist.com	N	0
52	Monster.com	N	0

53	Intercompany Transfer	N	0
54	Recruited from Competitor	N	0
55	Partners for a Racism Free Community 118 Commerce SW Suite 200 Grand Rapids, MI 49503 (616) 466-6187 http://prfc-gr.org/ staff@prfc-gr.org	N	0
56	Cornerstone University career@cornerstone.edu (thru HANDSHAKE.COM)	N	0
57	Leonard Street Counseling lindajohnson@eacares.com	N	0
58	Ferris State University (thru HANDSHAKE.COM) kcadcareerservices@ferris.edu	N	0
59	Grand Rapids Community College (thru HANDSHAKE.COM) ses@grcc.edu	N	0
60	Hope College (thru HANDSHAKE.COM) careers@hope.edu	N	0
61	Indeed.com (via Greenhouse)	N	3
62	SBE Jobs On Line info@sbe.org	N	0
63	Exigent Circumstances	N	0
64	LinkedIn.com (via Greenhouse)	N	0
65	Workbox Staffing 1350 Scribner Avenue Northwest Grand Rapids, MI 49504 616.242.9919 http://www.workboxstaffing.com	N	0
66	http://www.jobvite.com/	N	0
67	RadioPeeps – Facebook page https://www.facebook.com/groups/SparxxMedia/	N	0
68	Central Michigan University (thru HANDSHAKE.COM)	N	1
69	University of Michigan (thru HANDSHAKE.COM)	N	0
70	Glassdoor (via Greenhouse)	N	0
71	Society of Broadcast Engineers http://www.sbe.org/	N	0
72	ITT Technical Institute: https://www.itt-tech.edu/ http://careerservices.itt-tech.edu/employer/postjob.cfm	N	0

73	Michigan Technological University (thru HANDSHAKE.COM)	N	0
74	Eastern Michigan University (thru HANDSHAKE.COM)	N	0
75	RAMP (Radio and Music Pros)	N	0
76	Careerbuilder.com (via Greenhouse)	N	0
77	Northern Michigan University (thru HANDSHAKE.COM)	N	0
78	Baker College (thru HANDSHAKE.COM)	N	0
79	Madonna University (thru HANDSHAKE.COM)	N	0
80	Kalamazoo College (thru HANDSHAKE.COM)	N	0
81	Olivet University (thru HANDSHAKE.COM)	N	0
82	Northwood University (thru HANDSHAKE.COM)	N	0
Total Number of Interviews over 12-month period: 10			

III. Section 3. Outreach Initiatives

Townsquare Media of Grand Rapids engages in numerous programs and activities designed to broadly disseminate information about professional opportunities in broadcasting at our stations and to reach out to the community to enable individuals to acquire the skills needed to pursue careers in broadcasting.

- 1. Unpaid Internship Program** – Townsquare Media taught 9 college students with our unpaid internship program during the period: 7 from Grand Valley State University, 1 from Michigan State University and 1 from Calvin College. Interns were involved in learning broadcasting and promotions department operations.
- 2. Participation in Events or Programs Sponsored by Educational Institutions** – June 1, 2019 – May 31, 2020, Connie & Fish Morning Show Producer conducted 8 job shadows with students from Grand Valley State University and Michigan State University.

- 3. Participation in Job Fair - Michigan Association of Broadcasters – October 23, 2019, Grand Valley State University in Grand Rapids, MI, the Promotions Director and WLHT Morning Show Producer represented Townsquare Media at this Career Fair providing opportunities to learn about broadcasting careers.**

 - i. Ran 159 on-air Career Fair PSA’s prior to the event
- 4. Participation in Events/Programs Sponsored by Educational Institutions – Gerald R Ford Museum – Early December 2019 – Connie & Fish Morning Show Producer participated in the holiday book readings at the museum to groups of students from different area schools.**
- 5. Participation in Events/Programs Sponsored by Educational Institutions – Gerald R Ford Museum – Mid-December 2019 – Connie & Fish Morning Show Producer participated in the holiday book readings at the museum to groups of students from different area schools.**
- 6. Participation in Events/Programs Sponsored by Educational Institutions– Valparaiso University, Indiana– December 19, 2019, WFGR Afternoon Drive talent conducted a job shadow with a Valparaiso University student, providing opportunities to learn about broadcasting careers.**
- 7. Participation in Job Fair – Davenport University – February 20, 2020, Grand Rapids, MI, DU Annual Career Fair: Business, Health, Technology. Promotions Director and Senior Account Manager represented Townsquare Media at the Davenport University Annual Career Fair providing opportunities to learn about broadcasting careers.**
- 8. Participation in Job Fair - Michigan Association of Broadcasters – March 4, 2020, The Media Career Fair at the Great Lakes Media show at the Lansing Center in Downtown Lansing, MI, the Promotions Director represented Townsquare Media at this Career Fair providing opportunities to learn about broadcasting careers.**

 - i. Ran 210 on-air Career Fair PSA’s prior to the event