

EEO PUBLIC FILE REPORT
TOWNSQUARE MEDIA OF GRAND RAPIDS, INC
WFGR(FM), WGRD-FM, WLHT-FM, WNWZ(AM), WTRV(FM)
JUNE 1, 2020 – MAY 31, 2021

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, 41, 48, 49, 56, 58, 59, 60, 61, 64, 68, 69, 70, 73, 74, 77, 78,79, 80, 81, 82, 84	31 – 1 Interviewee 49 – 2 Interviewees 61 – 4 Interviewees 64 – 2 Interviewees	49, 61, 61 (three hires)
LOCAL SALES MANAGER	54	54 – 1 Interviewee	54
MARKET PRESIDENT	64	64 – 1 Interviewee	64
WFGR MORNING SHOW ON-AIR CO-HOST	32, 49, 83	32 – 4 Interviewees 31 – 2 Interviewees	32
WLHT BRAND MANAGER & PM DRIVE ON-AIR HOST	30, 49, 61, 84	30 – 1 Interviewee 31 – 2 Interviewees 49 – 1 Interviewee	31

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 University (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	0
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	Woodrck 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	1

31	Word-of-Mouth	N	5
32	www.allaccess.com	N	4
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	0
49	Townsquaremedia.com (via Greenhouse)	N	3
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	1
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 (includes via Greenhouse)	N	4
62	SBE Jobs On Line info@sbe.org	N	0
63	Exigent Circumstances	N	0
64	LinkedIn.com (includes via Greenhouse)	N	3
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	0
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/ <a href="http://careerservices.itt-
tech.edu/employer/postjob.cfm">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
83	RadioInk posting	N	0
84	DiversityJobs.com	N	0
Total Number of Interviews over 12-month period: 21			

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. Participation in Events/Programs Sponsored by Educational Institutions** – Davenport University Annual Career Fair – February 18, 2021, Grand Rapids, MI -Virtual. Market President represented Townsquare at the Davenport University Annual Career Fair providing opportunities for students to learn about broadcasting careers.
- 2. Participation in Events/Programs Sponsored by Educational Institutions** – Northwood University Virtual Spring Career Fair – February 18, 2021, Grand Rapids, MI -Virtual. Director of Sales represented Townsquare Media at the Northwood University Virtual Spring Career Fair providing opportunities for students to learn about broadcasting careers.
- 3. Participation in Events/Programs Sponsored by Educational Institutions** – Grand Valley State University, Allendale, MI – Virtual – March 31, 2021. Director of Sales participated in the GVSU Virtual Practice Interview Session for Advertising & PR students. The session included speed interviews and 10 rounds of practice questions with Advertising and Public Relations students that were graduating seniors in their capstone course.

- 4. Training to management-level personnel as to methods of ensuring equal employment opportunity and preventing discrimination** – The Senior Account Manager participated in this webinar for training on FCC EEO obligations on January 13, 2021.

- 5. Mentoring Program for Station Personnel** – The Director of Sales participates in Townsquare’s Female Leadership Mentoring Program.