

EEO PUBLIC FILE REPORT
TOWNSQUARE MEDIA OF GRAND RAPIDS, INC
WFGR(FM), WGRD-FM, WLHT-FM, WNWZ(AM), WTRV(FM)
JUNE 1, 2022 – MAY 31, 2023
Amended May 6, 2024

Section 1. Vacancy List

Job Title	Date of Hire	Public Recruitment Sources (RS) Used to Fill Vacancy	Number of Interviewees Referred By Each RS	RS that Referred the Hiree
Media & Digital Sales (or “Account Executive”) No. 1 & 2	2/6/2023 4/10/2023	1, 4, 5, 31, 32	RS 4 - 3 RS 5 - 4 Total: 7	4, 5
Digital Sales Lead	1/1/2023	1, 4, 5, 32	RS 2 - 2 RS 7 - 1 RS 10 - 1 Total: 4	10
Digital Content Writer/Morning Producer WLHT	6/6/2022	1, 4, 5, 32	RS 1 - 1 Total: 1	1

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	Townsquaremedia.com (via Greenhouse)	N	1
2	Indeed.com (sourced)	N	2
3	LinkedIn (sourced)	N	0
4	Indeed.com (via Greenhouse) (Indeed also independently posts vacancy to Glassdoor.com)	N	3
5	LinkedIn.com (via Greenhouse)	N	4
6	On-air Announcements All Stations	N	0
7	Word-of-Mouth/Referral	N	1
8	Walk-In/Unsolicited	N	0
9	Intercompany Transfer	N	0
10	Recruited from Competitor	N	1
11	Aquinas College (through HANDSHAKE.COM) 1607 Robinson Rd SE	N	0

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	Grand Rapids, MI 49506 616-459-8282 careerservices@aquinas.edu		
12	Calvin University (through HANDSHAKE.COM) 3201 Burton SE Grand Rapids, MI 49506 career@calvin.edu	N	0
13	Davenport College (through HANDSHAKE.COM) 6191 Kraft Avenue SE, Grand Rapids, MI 49512 http://www.davenport.edu/career-services	N	0
14	Grand Valley State University (through HANDSHAKE.COM) 1 Campus Drive Allendale, MI 49401 616-331-5000 career@gvsu.edu	N	0
15	Michigan State University (through HANDSHAKE.COM) Assistant Director of Career Development Lansing, MI 49401 616-458-6505	N	0
16	Western Michigan University Kalamazoo, MI 269-387-1000 (through HANDSHAKE.COM)	N	0
17	Cornerstone University career@cornerstone.edu (through HANDSHAKE.COM)	N	0
18	Ferris State University (through HANDSHAKE.COM) kcadcareerservices@ferris.edu	N	0
19	Grand Rapids Community College (through HANDSHAKE.COM) ses@grcc.edu	N	0
20	Hope College (through HANDSHAKE.COM) careers@hope.edu	N	0
21	Central Michigan University (through HANDSHAKE.COM)	N	0

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22	University of Michigan (through HANDSHAKE.COM)	N	0
23	Michigan Technological University (through HANDSHAKE.COM)	N	0
24	Eastern Michigan University (through HANDSHAKE.COM)	N	0
25	Northern Michigan University (through HANDSHAKE.COM)	N	0
26	Baker College (through HANDSHAKE.COM)	N	0
27	Madonna University (through HANDSHAKE.COM)	N	0
28	Kalamazoo College (through HANDSHAKE.COM)	N	0
29	Olivet University (through HANDSHAKE.COM)	N	0
30	Northwood University (through HANDSHAKE.COM)	N	0
31	Grand Rapids Chamber of Commerce 111 Pearl St NW Grand Rapids, MI 49503 616-771-0300	N	0
32	Zip Recruiter	N	0
Total Number of Interviews over 12-month period:			12

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Section 3. Outreach Initiatives

	Recruitment Initiative	Description of Initiative
1	Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Two Account Executives each participated in a four-day “Top Gun” training program (90 minutes each day, 8/23/2022 through 8/26/2022 and 9/13/2022 through 9/16/2022, one AE each session) which was designed by Townsquare to help train and advance the top 15% of Ignite sellers to the next level in their career.
2	Participation in Events/Programs Sponsored by Educational Institutions	On November 30, 2022, WLHT Morning Show host, Market President, and Director of Sales hosted three students for a job shadow, in coordination with Kent ISD, a local educational service agency. The team demonstrated how the morning show was run and spoke with the students about radio sales and other industry topics.
3	Participation in Events/Programs Sponsored by Educational Institutions	On March 17, 2023, Senior Account Executive, WGRD Program Director/PM Host, and WFGR PM Host conducted an in-studio tour and shadow session to the students of Grand Rapids Community College Advanced Audio class. The tour provided opportunities for students to learn about broadcasting careers.
4	Participation in Events/Programs Sponsored by Educational Institutions	On April 27, 2023, WLHT Morning Show Producer/Promotions Director created a podcast with the students from NexGen Media Grand Rapids. The WLHT member conducted an in-studio Q&A where she talked with students in the program about careers in communications & broadcasting fields.