

EEO PUBLIC FILE REPORT
Townsquare Media Lansing
WITL-FM, WFMK(FM), WMMQ(FM), WJIM-FM, WJIM(AM), WVFN(AM)
June 1, 2019-May 31, 2020

Section 1. Vacancy List

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS that Referred the hiree
WMMQ On Air Host	3-6	3
Digital Managing Editor	3	3

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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	Townsquare Media Postings	N	0
2	Social Media posts- Twitter and Facebook for all stations	N	0
3	www.indeed.com (via Greenhouse)	N	9
4	Michigan Association of Broadcasters 819 N Washington Lansing, MI 48906 P: 517:484-7444 F: 517-484-5810 Email: jobbank@michmab.com	N	0
5	www.glassdoor.com (via Greenhouse)	N	0
6	www.allaccess.com	N	0
7	Referrals	N	2
8	Job Fairs (See Section III)	N	0
Total Number of Interviews over 12-month period: 11			

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Section 3. Recruitment Initiatives

Type of Recruitment Initiative	Brief Description of Activity
Participate in Job Fair	On November 8, 2019, SEU participated in the MAFB Broadcast Media Career and Networking Fair held at the Lansing Community College in Lansing, MI. SEU representatives communicated with potential job applicants regarding sales and on-air opportunities. Resumes were collected. Station participants included the Market Manager and Operations Manager.
Participate in Job Fair	On March 4, 2020, SEU participated in the MAFB Broadcast Media Career and Networking Fair. SEU representatives communicated with potential job applicants regarding sales, interns and on-air opportunities. Resumes were collected. Station participants included the Operations Manager.
Participate in Event Sponsored by Organization Representing Groups Interested in Broadcast Employment Issues	In February 2020, Market President participated in an advocacy event with the Michigan Association of Broadcasters. She met with different state political leaders in Washington, D.C. to discuss issues facing the broadcasting industry. She had the opportunity to inform and educate further how local media contributes to our local communities.
Participate in Event/Program Sponsored by Educational Institution	In November 2019, Market President participated in a Student Speed Networking event, where she spoke to 20-30 students (individually) about the radio broadcasting industry. She shared information about a career on-air and in sales and also focused on how digital has added opportunities for more careers in radio.

<p>Participate in Event/Program Sponsored by Educational Institution</p>	<p>On September 18, 2019, Sales Manager participated in a marketing seminar at Baker College. During this seminar he spoke to students about marketing and the utilization of terrestrial in digital platforms.</p>
<p>Mentoring Program for Station Personnel</p>	<p>Employee came to us from Specs Howard School of Media Arts and WLNZ Radio, the campus radio station of Lansing Community College. Due to a great passion for the profession and a high aptitude and great attitude, we have been mentoring the employee to take on greater roles in the future in promotions and programming. The employee started out as a syndicated sports board operator, but has been mentored in traffic reports, assisting in promotions, delivering news reports, including hourly COVID-19 reports, hosting a music intensive on-air show, sports talk radio producer and board op, understanding syndications role at some of our brands and localizing that syndication and more. Currently, the employee has assumed the permanent role of producer/board op on WVFN, delivers afternoon traffic reports when needed, and assists in many programming and promotions roles.</p>
<p>Internship Program</p>	<p>SEU intended to host an intern starting in April to assist with our live event in July as well as our station promotional events during the summer. During this time, interns learn tasks needed to put on events. Due to circumstances related to the COVID-19 pandemic, SEU was unable to move forward with the internship.</p>