

EEO PUBLIC FILE REPORT
Townsquare License, LLC
Lansing Employment Unit
WITL-FM, WFMK(FM), WMMQ(FM), WJIM-FM, WJIM(AM), WVFN(AM)
June 1, 2022-May 31, 2023

Section 1. Vacancy List

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS that Referred the Hiree
Director of Content (hired 6/1/2022)	1, 2, 4, 7	1
On-Air Host WJIM (hired 8/23/2022)	1, 2, 4	1
On-Air Host WFMK (hired 3/6/2023)	1, 2, 4	5
Account Executive (hired 4/3/2023)	1, 2, 4	1
Account Executive (hired 4/3/2023)	1, 2, 4	4
Account Executive (hired 11/7/2022)	1, 2, 4	2

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 corporate website (via Greenhouse)	N	5
2	www.indeed.com (via Greenhouse)	N	1
3	www.indeed.com (Sourcing)	N	2
4	www.Linkedin.com (via Greenhouse)	N	1
5	www.Linkedin.com (Sourcing)	N	5
6	Employee Referral	N	2
7	Market Outreach	N	0
8	Candidate Referral	N	0
Total Number of Interviews over 12-month period:			16

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Section 3. Recruitment Initiatives

	Type of Recruitment Initiative	Brief Description of Activity
1	Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	On November 11, 2022, the Director of Sales conducted an hour-long lecture for students at Michigan State University. The session covered her career path and how she became the Director of Sales, Townsquare Media as a company, and how to achieve career goals in broadcast advertising. Students were able to participate in a Q&A to learn more about broadcasting.
2	Participation in job fair	On March 15, 2023, our SEU participated in the 2023 MAB Foundation Media Career Fair at the Great Lakes Media Show held at the Lansing Center. Over 250 students were able to learn about job opportunities within Townsquare Media throughout the state of Michigan. SEU staff included the Market President of Lansing and the Director of Sales for Lansing.
3	Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	On November 14, 2022, the station hosted a student from Lansing Community College who came into the studio to shadow the station's Director of Sales. The student was also able to work with other account executives during different portions of the day. The DOS and AEs helped the student learn more about the broadcast industry and answered any questions the student had regarding sales, broadcasting, etc.
4	Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	Following the November 11, 2022 lecture at Michigan State University (listed above), an MSU student requested to come into the station to shadow the stations' Director of Sales. The student was interested in seeing what a career in advertising entails daily. The job shadow took place on April 24, 2023.

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	Type of Recruitment Initiative	Brief Description of Activity
5	Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	On April 20, 2023, an Eaton Rapids High School student with an interest in sports media came to the studio to shadow our afternoon on-air talent for WVFN-FM. The student sat in for the first hour of the on-air show and was able to stay after the show for a tour of the studio and to ask questions. The student, who plans to study sports media/communications in college, was interested in learning what it takes to host a sports radio program daily. The student was accompanied by the school principal and a family member.
6	Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	An Eaton Rapids High School student interested in radio broadcasting was able to job shadow our WITL morning team from 8:00am-12:00pm on May 17, 2023. This student had a school assignment to job shadow someone who held a position in a career which the student was interested in pursuing. The student was able to see what goes into putting a radio program together, as well as other tasks related to programming.
7	Training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Two Account Executives separately participated in a four-day "Top Gun" training program (90 minutes each day, August 16, 2022 through August 19, 2022 and September 20, 2022 through September 23, 2022) which was designed to help train and advance the top 15% of Ignite sellers to the next level in their careers.