

EEO PUBLIC FILE REPORT
Townsquare Media Evansville/Owensboro, Inc.
WKDQ (FM), WDKS (FM), WGBF (FM), WJLT (FM), WGBF (AM),
WOMI (FM), WBKR (FM)
April 1, 2021 to March 31, 2022

Section 1. Vacancy List

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS that Referred the hire
Account Executive (1)	3,4,5,6,7,8,9,11,13,14	13
Account Executive (2)	3,4,5,6,7,8,9,11,13,14	8
Receptionist	3,4,5,6,7,8,9,11,13	5
Administrative Assistant	2,3,4,5,6,7,8,9,11,13	13
Receptionist	3,4,5,6,7,8,9,11,13	5

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	Broadcast Compliance Services – Service posts jobs to over 100 resource locations in the Tri-State area. - Robin Cooper 1700 Rockville Pike, Suite 400 Rockville, Maryland 20852 – (301) 998-6136	N	0
2	Facebook Recruiting Coordinator, TSM Office: 203-861-0900 www.townsquaremedia.com	N	0
3	Greenhouse Exports to: Career’s Page Recruiting Coordinator, TSM Office: 203-861-0900 www.townsquaremedia.com	N	0
4	Greenhouse Exports to: CareerBuilder Recruiting Coordinator, TSM Office: 203-861-0900 www.townsquaremedia.com	N	0
5	Greenhouse Exports to: Indeed Recruiting Coordinator, TSM	N	36

	Office: 203-861-0900 www.townsquaremedia.com		
6	Greenhouse Exports to: Simply Hired Recruiting Coordinator, TSM Office: 203-861-0900 www.townsquaremedia.com	N	0
7	Greenhouse Exports to: Glassdoor Recruiting Coordinator, TSM Office: 203-861-0900 www.townsquaremedia.com	N	0
8	Greenhouse Exports to: LinkedIn Recruiting Coordinator, TSM Office: 203-861-0900 www.townsquaremedia.com	N	29
9	Townsquare Recruiting Office: 203-861-0900 www.townsquaremedia.com	N	0
10	All Access & Radio Trades	N	0
11	Referred by Client or Internal 20 NW 3 RD Street, Suite 600, Evansville, IN 47708 - (812) 425-4226	N	0
12	Townsquare Media On-Air – Promo’s 20 NW 3 RD Street, Suite 600, Evansville, IN 47708 – (812) 425-4226	N	0
13	Station Websites – wbkr.com, 106levansville.com, newstalk1280.com, 103gbfrocks.com, my1053wjlt.com, wkdq.com, womiowensboro.com	N	10
14	NAACP Chapter - PO Box 555 Evansville, IN 47704, 812-426-1311, Rev. Gerald Arnold	N	0
15	HOLA of Evansville - 318 Main St. Evansville, IN 47708, 812-492-4474, Brant Flores	N	0
16	Latino Chamber Council - 318 Main St. Suite 401 Evansville, IN 47708, 812- 425-8147, Karen Robinson	N	0
17	IVY Tech Career Center - 3501 N. 1 st Ave Evansville, IN 47710, 888-489- 5463, Daniela Vidal	N	0
Total Number of Interviews over 12-month period: 75			

Section 3. Recruitment Initiatives

Type of Recruitment Initiative	Brief Description of Activity
<p>Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions</p>	<p>May 18, 2021 – Three station managers and one member of the programming talent attended the Henderson KY Job Fair which was held in a low-income area.</p> <p>May 18, 2021 – Station manager attended the KY Career Center’s Hiring Event in Owensboro, KY.</p>
<p>Establishment of Internship Program</p>	<p>May 24 – June 30, 2021, the Employment Unit hosted 1 intern from Ball State University. They worked (interned) 240 hours over the period. Although they primarily concentrated on the Sales & Administration side of the market, they also job shadowed at times in the areas of on-air, production and promotions.</p> <p>During “Christmas Break”, Market President and a member of our Programming Talent had a University of Southern Indiana student in to job shadow.</p>
<p>Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities</p>	<p>May 13, 2021– Three members of the Programming Talent attended College View Middle School to discuss broadcasting and opportunities available in the industry.</p> <p>June 17, 2021– Brand Manager spoke about Diversity in Employment for the Leadership Owensboro Class of 2021 at the Administration Offices of the Symphony Orchestra.</p> <p>June 30, 2021 – Brand Manager spoke about Broadcasting and Diversity in Employment for a group of High School students on the campus of Kentucky Wesleyan College.</p> <p>June – Director of Sales was a panelist during global forum of St. Jude Children’s Hospital representing radio and its role in fundraising for non-profits.</p>

<p>Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies)</p>	<p>November 16-17, 2021 – Brand Manager held two online sessions during the Junior Achievement “Job Spark” program with over 7000 High School students in the area.</p>
<p>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions</p>	<p>Engineers participating in the Society of Broadcast Engineers membership program are now required to attend at least one training session per quarter and are encouraged to attend more as the topics covered can greatly enhance job skills. This program also contains the opportunity to obtain broadcast engineering certifications that are similar to other industries.</p> <p>Some Programming Talent attended training as part of Townsquare University on Content Creation to further their capabilities and could lead to higher positions in the company.</p> <p>Sales Staff are required to attend training through the Center for Sales Strategies. Account Executives completed the “Sales Accelerator Series” and Management completed the “IMPACT Sales Leadership Series” which covered People, Process, Planning and Performance.</p> <p>August 20, 2021– Four Female Staff Members attended the Fuel Conference in Owensboro, KY. A women’s only conference of movers and shakers in our community with speakers chosen for their ability to boost morale and unlock attendees’ potential as businesswomen.</p>
<p>Establishment of a mentoring program for station personnel</p>	<p>Market President and a member of our Programming Talent mentored two individuals in our Tuscaloosa and Rochester markets as part of our TSM Women’s Mentoring Program the entire year.</p> <p>August 2021 - Our Director of Sales was a mentor as part of the “Rising Through the Ranks” Mentorship Program.</p> <p>November 2021 to Present - Market President is mentoring a now High School student through the local YWCA.</p>

<p>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting</p>	<p>May 19, 2021– Virtual Tour for local High School’s Radio & TV class ending in a Q&A session with various Department Heads.</p> <p>November 16, 2021 – Station Morning Show did their show live in a local High School’s Radio & TV class and then spent time teaching the class and having a Q&A session.</p>
<p>Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting</p>	<p>Digital Managing Editor manages the Facebook page for the local “Evansville Community Job Fair”</p>
<p>Provision of training to management level personnel as methods of ensuring equal employment opportunity and preventing discrimination</p>	<p>All staff had the opportunity to attend webinars during Women’s History, Hispanic Heritage, Native American Heritage and Black History months.</p> <p>June 2021 – Department Heads attended a “Coaching for Managers” seminar where discrimination was covered.</p>
<p>Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions</p>	<p>Brand Manager and Engineer participates in the Advisory Board for the Evansville Vanderburgh School Corporation’s High School Radio Station. There are regular meetings to work with the teachers to help prepare students for a career in Broadcasting. It is at these meetings that we also line up various job shadowing opportunities and other tasks to assist the students.</p> <p>July 2021 to Present – Director of Sales joined the board of the local Ad Club which provides training & networking for members of the local advertising community.</p>
<p>Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities</p>	<p>Staff members are assigned to be liaisons between our stations and non-profit organizations. The relationships that have formed have resulted in these organizations (NAACP, HOLA of Evansville, Latino Chamber Alliance and the IVY Tech Career Center) providing us an outlet to sections of our community that may not be served with traditional hiring notices.</p>

	<p>October 20-21, 2021 – Director of Sales along with Programming Talent conducted on air interviews as part of our search for new Account Executives. Discussed were the radio business in general, what it is like being in sales and the types of persons that accel in this field.</p>
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