

EEO PUBLIC FILE REPORT
Townsquare License, LLC
Rockford Employment Unit
WZOK(FM) WXXQ(FM) WKGL-FM- WROK(AM)
August 1st, 2021 – July 31st, 2022
Section 1. Vacancy List

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS that Referred the hiree
Account Executive	6, 7, 16	15
On Air Host / Morning Show Producer	7, 9, 12, 13	15
Digital Managing Editor	7, 9, 12, 13	13

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	Northern Illinois University Career Planning & Placement Center 501 Lincoln Highway DeKalb, IL 60115 815-753-1650	No	0
2	The Workforce Connection 303 North Main Street Rockford, IL 61101 John Strandin 815-395-6600	No	0
3	Rock Valley College Career Services 3301 North Mulford Road Rockford, IL 61108 815-226-4022	No	0
4	Rock University Career Services 5050 East State Street Rockford, IL 61108 815-226-4022	No	0
5	Rockford Career College 1130 South Alpine Road Rockford, IL 61108 815-965-8616	No	0
6	Facebook Recruiting Coordinator, TSM 815-399-2233 www.townsquaremedia.com	No	2
7	Careers Page (via Greenhouse) Recruiting Coordinator, TSM 815-399-2233 www.townsquaremedia.com	No	0
8	Career Builder (via Greenhouse) Recruiting Coordinator, TSM 815-399-2233 www.townsquaremedia.com	No	0
9.	Indeed (via Greenhouse) Recruiting Coordinator, TSM 815-399-2233 www.townsquaremedia.com	No	5
10.	Simply Hired (via Greenhouse) Recruiting Coordinator, TSM 815-399-2233 www.townsquaremedia.com	No	0
11.	Glassdoor (via Greenhouse)	No	0

	Recruiting Coordinator, TSM 815-399-2233 www.townsquaremedia.com		
12.	LinkedIn (Via Greenhouse) Recruiting Coordinator, TSM 815-399-2233 www.townsquaremedia.com	No	3
13.	Station Websites 97ZOKonline.com, Q985online.com, 967theeagle.net, 1440WROK.com	No	3
14.	Allaccess Radio Jobs www.allaccess.com	No	0
15.	Referred by Client or Internal Recruiting Coordinator, TSM 3901 Brendenwood Road Rockford, IL 61108 815-399-2233	No	2
16.	Townsquare Media On-Air Promos 3901 Brendenwood Road Rockford, IL 61108 815-399-2233	No	2

TOTAL INTERVIEWEES OVER REPORTING PERIOD - 17

Section 3. Recruitment Initiatives

Type of Recruitment Initiative	Brief Description of Activity
Training program designed to enable station personnel to acquire skills that could qualify them for higher level positions	Director of Sales participated in Talent Focused Management Workshop facilitated by The Center for Sales Strategy. 9-week program (meeting once weekly) designed to assist leadership personnel in finding, recruiting, and retaining talent. Focus on the importance of diversity in skills and talents. (10/5/21-12/7/21)
Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	Director of Sales spoke to college students interested in careers in marketing on 10/11/21 7:15A-8:30A. Virtual Zoom meeting with over 12 members of JACKSON CEO. Group of students set to attend SIU with emphasis on marketing. Invited by Alter Ego Marketing.
Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	Director of Sales invited to speak to college students at NIU school of business. 11/11/21 3:30PM. Virtual meeting. Spoke about marketing trends and careers in radio.
Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	Director of Content Spoke to students at a school fair at Mary Morgan Elementary. Talked about careers in broadcasting. 4/21/22 9a-12p. Estimated attendance 150-200.
Training program designed to enable station personnel to acquire skills that could qualify them for higher level positions	Account Executive participated in digital training and was later promoted to Digital Sales Manager. (4/19/22-4/27/22)
Training program designed to enable station personnel to acquire skills that could qualify them for higher level positions	Market President attended “Leadership Lab” training for select managers (5/10/22-5/13/22) to acquire and develop high-level digital skills for leadership positions.
Participation in events/programs sponsored by educational institutions relating to career opportunities in broadcasting	WZOK participated in career fair with Rockford Career College on 3/30/22 (12P-2P) Director of Sales was present. Rockford Career College’s enrollment is 75% female and 40% minorities or people of color (BIPOC).