

**TOWNSQUARE MEDIA ROCKFORD LICENSE, LLC  
WZOK(FM), WROK(AM), WXXQ(FM) and WKGL(FM)  
EEO PUBLIC FILE REPORT  
August 1, 2019– July 31, 2020**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Sales Representative	14,18,19,	9
Digital Managing Editor	14, 18, 19	14
On Air Personality	13, 14, 18, 19	13

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<b>Northern Illinois University Career Planning &amp; Placement Center</b> 501 Lincoln Highway DeKalb, IL 60115 815-753-1650	No	0
2	<b>The Workforce Connection</b> 303 North Main Street Rockford, IL 61101 Contact: John Strandin 815-395-6600	No	0
3	<b>Rock Valley College Career Services</b> 3301 North Mulford Road Rockford, IL 61114 815-921-7821	No	0
4	<b>Rockford University Career Services</b> 5050 East State Street Rockford, IL 61108 815-226-4022	No	0
5	<b>Rockford Career College</b> 1130 South Alpine Road Rockford, IL 61108 815-965-8616	No	0
6	<b>SEU Open House</b>	No	0
7	<b>Station On-Air Announcements</b>	No	0
8	<b>Station Website Postings</b> ( <i>all SEU stations</i> )	No	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
9	<b>Networking contacts/employees, radio business contacts, clients, agency contacts. Market Outreach</b>	No	3
10	<b>Country Air Check</b>	No	0
11	<b>Internal Posting</b>	No	0
12	<b>Walk-In/Self Referral</b>	No	0
13	<b>All-Access www.allaccess.com</b>	No	1
14	<b>Townsquare Media Recruiter Website (townsquaremedia.com/careers), via Greenhouse</b>	No	5
15	<b>Job Fair (see Section III)</b>	No	0
16	<b>Internal Transfer/Promotion</b>	No	0
17	<b>SEU Internship Program</b>	No	0
18	<b>Indeed.Com, Via Greenhouse</b>	No	2
19	<b>LinkedIn, Via Greenhouse</b>	No	2
20	<b>ZipRecruiter www.ziprecruiter.com</b>	No	0
21	<b>Facebook</b>	No	0
22	<b>GlassDoor, Via Greenhouse</b>	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			13

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Internship Program	Our SEU has been fortunate to have hosted a Rock Valley College student intern from October, 2019 to December, 2019. A student from Rock Valley College interned in our Digital Editing department two or three days a week over a three month period. The Digital intern concentrated mainly on social media, Facebook, Twitter, Instagram and YouTube with a primary focus on Video and YouTube and getting behind the camera shooting videos for our YouTube channel.
2	Participate in Events Sponsored by Educational Institutions	On Air personalities participated every Wednesday during the school year, September through February, in WZOK’s Teacher of the Week program by going out to an area school to celebrate the “Teacher of the Week”, to interact with the school’s students and talk to them about careers in broadcasting. They made the Teacher of the Week presentations by Zoom with teachers and students attending after the schools closed in March due to COVID-19
3	Sales Mentoring Program	We created a sales mentoring program in March of 2016 which has been used to date for new Sales hires.
4	Participate in Events Sponsored by Educational Institutions	WKGL On Air Personality went to Spectrum Charter School weekly October through March helping Junior High students with podcasts and talking to students about his career in broadcasting.

5	Participate in Events Sponsored by Educational Institutions	WKGL On Air Personality went to the Harlem Community Center Pre School to read to students and talk about careers in broadcasting.
6	Participate in Events Sponsored by Educational Institutions	On Air Personality from WZOK went to McIntosh Grade School and Washington Academy in our community in February, 2020 to Host a Reading Event in each school and discuss careers in broadcasting.
7	Participate in Events Sponsored by Educational Institutions	On Air Personalities from WZOK and WXXQ went to local elementary schools during National Reading Week to read to students and tell them about their careers in radio broadcasting.