

# EEO PUBLIC FILE REPORT

## WBCK and WBXX

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June 1, 2017-May 31, 2018

#### **Section 1. 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>
Part-Time News Producer / Board Operator	3, 10, 11, 13-14, 19	14
Full-Time News Producer / Content Specialist / Anchor	3, 10, 11, 13-14, 19	14

The Townsquare Media – Battle Creek and the Townsquare Media – Kalamazoo markets merged during the period covered by this report. Going forward, this report will be merged into a consolidated report under Townsquare Media – Southwest Michigan.

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**Section 2. Recruitment Source List**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12Mo
1	<b>Western Michigan University</b> Career & Student Services Kalamazoo, MI 49008-5225 269-387-2745 269-387-2555 Handshake.com	N	0
2	<b>Kalamazoo Valley Community College</b> Lois Brinson 6767 West O Avenue PO Box 4070 Kalamazoo, MI 49003-4070 269-488-4272 269-488-4105 <a href="mailto:careercenter@kvcc.edu">careercenter@kvcc.edu</a>	N	0
3	<b>Kellogg Community College</b> <b>Employment Services</b> <a href="mailto:jobhelp@kellogg.edu">jobhelp@kellogg.edu</a> 450 North Avenue Battle Creek, MI 49017 269-965-3931	N	2
4	<b>Michigan Works</b> ( <i>postings also accessible via public computers at Battle Creek location</i> ) Susan Moore <a href="mailto:moores@kellogg.edu">moores@kellogg.edu</a> 135 Hamblin Avenue Battle Creek, MI 49017 <a href="http://www.michworks.org">www.michworks.org</a> 269-660-1438 269-965-3653	N	0
5	<b>Michigan State University</b> Kim Croel or Gary Reid 409 Communication Arts Building East Lansing, MI 48824 <a href="mailto:bassa@msu.edu">bassa@msu.edu</a> 517-432-1412	N	0

6	<b>Urban League of Battle Creek</b> Kyra Sichinga kraul@ulbc.org 172 West Van Buren Street Battle Creek, MI 49017 269-962-5553	N	0
7	<b>Battle Creek Area Chamber of Commerce</b> <a href="mailto:office@battlecreek.org">office@battlecreek.org</a> 77 West Michigan Avenue Suite 80 Battle Creek, MI 49017 269-962-4076 269-962-6309	N	0
8	<b>Albion College</b> Prudie Walters 4900 Kellogg Center Albion, MI 49224 517-629-0332 517-629-0578 <a href="http://www.albion.edu/careersdev">www.albion.edu/careersdev</a> <a href="mailto:carrers@albion.edu">carrers@albion.edu</a>	N	0
9	<b>Battle Creek Enquirer</b> 77 E Michigan Avenue Suite 101 Battle Creek, 49017 888-263-5002 <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	N	0
10	<b>Townsquaremedia.com</b>	N	0
11	<b>Job Fair</b> (see section III)	N	3
12	<b>Station On-Air Announcements</b> (all SEU stations)	N	0
13	<b>Station Website Postings</b> (all SEU stations)	N	0
14	<b>Word-of-Mouth Referral</b>	N	4
15	<b>Walk-In/Self-Referral</b>	N	0
16	<b>Internal Posting</b>	N	0
17	<b>Internal Transfer/Promotion</b>	N	0
18	<b>Former Employee (Rehire)</b>	N	0
19	<a href="http://www.indeed.com">www.indeed.com</a> (not directly contacted by SEU)	N	19
20	Linkedin.com	N	0
21	Central Michigan University (handshake.com)	N	0
22	University of Michigan (handshake.com)	N	0
23	All Access.com	N	0
24	Michigan Association of Broadcasters (MAB.com)	N	0
25	Open House Interview Event (see section III)	N	0
26	Jobite.com (posted through corporate)	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>28</b>

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### Section 3. Recruitment Initiatives

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>1</b>	Host Fall Job Fair	On October 19, 2017, this SEU hosted the SW Michigan Job Fair at the Sports Forum in Battle Creek, located at Full Blast Venue. We also participated as an exhibitor. We secured the exhibit space, solicited local employers and organized all logistical aspects of the event. The General Manager manned the Townsquare Media booth and spoke with interested attendees. We promoted the job fair by running on-air announcements.
<b>2</b>	Internship Program	Townsquare Media Southwest Michigan takes on interns at various times throughout the year from area colleges and universities. Internships are available in Programming, Promotions, Digital and Events. During this reporting period, we hosted 2 event interns from Universities in the area. The internship provided a first-hand experience pertaining to all aspects in live events management, including marketing, vendor recruitment, event layout, entertainment, working with volunteers, and on-site logistics. The intern was able to put the skills and knowledge gained throughout their undergrad to work in multiple event settings.
<b>3</b>	Participation in Events/Programs Sponsored by Educational Institutions	On several occasions our operations manager and live events manager has invited and accepted requests for students to come in for a Job Shadow. These students have the opportunity to review the morning show, get a tour of the station and learn what the job field has to offer.
<b>4</b>	Host Spring Job Fair	On March 14, 2018 this station and market held a job fair in Kalamazoo as the SW Michigan Job fair with over 68 employers in attendance.
<b>5</b>	Participation in Events/Programs Sponsored by Educational Institutions	Attended Bronco Bash on September 8, 2017 at Western Michigan University, where we handed out applications for internships and employment information.