

EEO PUBLIC FILE REPORT
TOWNSQUARE MEDIA OF GRAND RAPIDS, INC
WFGR-FM, WGRD-FM, WLHT-FM, WNWZ-AM, WTRV-FM
JUNE 1, 2017 – MAY 31, 2018

Townsquare Media of Grand Rapids is committed to equal employment opportunities in staffing its five radio stations. The following report documents the specific activities that Townsquare of Grand Rapids has undertaken to comply with the Federal Communication Commission's EEO rules.

I. Section 1. Vacancy List

Job Title	All Recruitment Sources (RS) Used to Fill Vacancy	Number of Interviewees Referred by Each RS	RS that Referred the hiree
MEDIA & DIGITAL SALES AE	5, 6, 13, 26, 27, 30, 31, 41, 42, 43, 44, 45, 46, 47, 48, 56, 58, 59, 60, 68, 69, 70, 74	54 - 2 Interviewee 31 - 3 Interviewee 70 - 5 Interviewee	70
MEDIA & DIGITAL SALES AE	5, 6, 13, 26, 27, 30, 31, 41, 42, 43, 44, 45, 46, 47, 48, 56, 58, 59, 60, 68, 69, 70, 74	54 - 2 Interviewee 31 - 4 Interviewee 70 - 5 Interviewee	70
WGRD BRAND MANAGER	30, 31, 32, 75	32 - 5 Interviewee 31 - 2 Interviewee	32
WLHT MORNING CO-HOST	30, 31, 32, 54, 75	31 - 4 Interviewee	31
REGIONAL SALES MANAGER	31, 54, 70	54 - 1 Interviewee	54
DIGITAL ACCOUNT MANAGER (Broadcast & Digital Sales)	31, 54, 70	54 - 1 Interviewee	54
DIRECTOR OF SALES	31, 54, 70	54 - 2 Interviewee 70 - 4 Interviewee 31 - 3 Interviewee	54
MARKET MANAGER	53, 64	64 - 5 Interviewee 53 - 1 interviewee	53

II. Section 2. Recruitment Source List

Townsquare Media of Grand Rapids has worked diligently to inform the entire community of employment opportunities within our company. To that end, Townsquare Media of Grand Rapids runs on-air schedules a minimum of one time annually seeking any community organization that wishes to receive notification of job openings. Although we have run on-air solicitations inviting community organizations to be placed on the list, we have not been contacted by any new organizations during the reporting period. Listed below is the recruitment source list that was used for the reporting period.

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	American Legion Post Deborah 658 Michigan St, NE Grand Rapids, MI 49503	N	0
2	Acset 1550 Leonard St NE, Suite 1 Grand Rapids, MI 49505	N	0
3	Aquinas College Career Development - Ann Post 1607 Robinson Rd SE Grand Rapids, MI 49506 616-459-8282 careerservices@aquinas.edu	N	0
4	Breakthrough Jackson's Office Services 1467 Kalamazoo SE Grand Rapids, MI 49507	N	0
5	Calvin College Glenn Triezenberg 3201 Burton SE Grand Rapids, MI 49506 career@calvin.edu	N	0
6	Davenport College 6191 Kraft Avenue SE, Grand Rapids, MI 49512 http://www.davenport.edu/career-services	N	0
7	Elks Lodge 1546 Linden SE Grand Rapids, MI 49507 616-247-9359	N	0
8	GRACE – Racial Justice Institute Attn: Ms. Carissa 207 E. Fulton, 4 th Floor Grand Rapids, MI 49503 616-774-2321	N	0

9	Grand Rapids First Judy Pepple 2100 – 44 th St, SW Grand Rapids, MI 49509 616-531-2100	N	0
10	Grand Rapids Foundation Kevin Harmelink 185 Oakes St SW Grand Rapids, MI 49508	N	0
11	Grand Rapids Press Classified Department 3100 Walker Ridge NW Grand Rapids, MI 49544 616-222-5555	N	0
12	Grand Rapids Times Classified Advertising 2016 Eastern SE Grand Rapids, MI 49503 616-245-8737	N	0
13	Grand Valley State University Charlene Hayes-Joseph 1 Campus Drive Allendale, MI 49401 616-331-5000 career@gvsu.edu *Includes Job Fair leads	N	0
14	Grand Rapids Urban League Employment Services 745 Eastern SE Grand Rapids, MI 49506 info@grurbanleague.org	N	0
15	Hispanic Center Of Western MI Attn: Ms Daisy 730 Grandville SW Grand Rapids, MI 49503 616-233-0566	N	0
16	Kent County Social Services Attn: M.O.S.T. Unit 415 Franklin SE Grand Rapids, MI 49503 616-247-6000	N	0
17	Life Guidance Service Richard Ney 1400 Leonard NE Grand Rapids, MI 49505 616-774-0633	N	0
18	Michigan Department of Civil Rights Jorge Rivas 350 Ottawa NW Grand Rapids, MI 49503	N	0
19	NAACP 640 Eastern SE Grand Rapids, MI 49503 616-243-1300	N	0

20	Northstar Masonic Lodge #5 C/O Brown's Funeral Home P.O. Box 6522 Grand Rapids, MI 49516 616-243-1425	N	0
21	Restorers Inc. Asher Thayer 1413 Madison SE Grand Rapids, MI 49507 616-243-1984	N	0
22	Sheldon Complex Maureen Downer 121 Franklin SE Grand Rapids, MI 49507 616-336-4000	N	0
23	Women's Resource Center Sharon Newton 678 Front NW #180 Grand Rapids, MI 49504 616-458-5443	N	0
24	Woodrick Institute C/O Aquinas College Steve Robbins 1607 Robinson Rd SE Grand Rapids, MI 49506 616-459-8281 Ext 4424 careerservices@aquinas.edu	N	0
25	M-Live C/O Grand Rapids Press Classified 3100 Walker Ridge NW Grand Rapids, MI 49544 616-222-5555 Mlive.com	N	0
26	Michigan Association of Broadcasters Job Bank 819 N Michigan Ave Lansing, MI 48906 517-484-7444 www.michmab.com	N	0
27	Specs Howard School of Broadcasting 19900 W 9 Mile Rd Southfield, MI 48075 248-358-9000	N	0
28	Unity Walter Mathis 1014 Franklin SE, Suite 3215 Grand Rapids, MI 49507	N	0
29	On-air Announcements All Stations	N	0
30	Internal Station Postings	N	0
31	Word-of-Mouth	N	16
32	www.allaccess.com	N	5
33	Michigan Department of Civil Rights	N	0

	350 Ottawa NW Grand Rapids, MI 49503 616-356-0380		
34	Institute for Healing Racism 1621 E. Fulton Grand Rapids, MI 49503 616-774-2321	N	0
35	Office for Multi-Cultural Affairs Grand Valley State University Allendale, MI 49401 616-331-5000	N	0
36	Michigan State University (thru HANDSHAKE.COM) Assistant Director of Career Development Lansing, MI 49401 616-458-6505	N	0
37	Grand Rapids Help Wanted.com	N	0
38	(formerly MI Works) Pure MI Talent Connect http://www.mitalent.org/	N	0
39	Inside Radio InsideRadio.com 800-640-8852	N	0
40	GRCC Job Placement Center 143 Bostwick NE Grand Rapids, MI 49503	N	0
41	Grand Rapids Chamber of Commerce 111 Pearl St NW Grand Rapids, MI 49503 616-771-0300	N	0
42	WGRD-FM Station Website www.wgrd.com	N	0
43	WLHT-FM Station Website www.mychannel957.com	N	0
44	WTRV-FM Station Website www.rivergrandrapids.com	N	0
45	WFGR-FM Station Website www.wfgr.com	N	0
46	WNWZ-AM/FM Station Website www.MyMagicGR.com	N	0
47	Walk-In/Unsolicited/Non-Sourced	N	0
48	Western Michigan University Kalamazoo, MI 269-387-1000 (thru HANDSHAKE.COM)	N	0
49	Townsquaremedia.com	N	0
50	SimplyHired.com	N	0
51	Craigslist.com	N	0
52	Monster.com	N	0
53	Intercompany Transfer	N	1
54	Recruited from Competitor	N	8

55	Partners for a Racism Free Community 118 Commerce SW Suite 200 Grand Rapids, MI 49503 (616) 466-6187 http://prfc-gr.org/ staff@prfc-gr.org	N	0
56	Cornerstone University career@cornerstone.edu (thru HANDSHAKE.COM)	N	0
57	Leonard Street Counseling lindajohnson@eacares.com	N	0
58	Ferris State University kcadcareerservices@ferris.edu	N	0
59	Grand Rapids Community College ses@gcc.edu	N	0
60	Hope College careers@hope.edu	N	0
61	Indeed.com	N	0
62	SBE Jobs On Line info@sbe.org	N	0
63	Exigent Circumstances	N	0
64	Linked In.com	N	5
65	Workbox Staffing 1350 Scribner Avenue Northwest Grand Rapids, MI 49504 616.242.9919 http://www.workboxstaffing.com	N	0
66	http://www.jobvite.com/	N	0
67	RadioPeeps – Facebook page https://www.facebook.com/groups/SparxxMedia/	N	0
68	Central Michigan University (thru HANDSHAKE.COM)	N	0
69	University of Michigan (thru HANDSHAKE.COM)	N	0
70	Greenhouse – thru TSM CORP	N	14
71	Society of Broadcast Engineers http://www.sbe.org/	N	0
72	ITT Technical Institute: https://www.itt-tech.edu/ http://careerservices.itt-tech.edu/employer/postjob.cfm	N	0
73	Michigan Technological University (thru HANDSHAKE.COM)	N	0
74	Eastern Michigan University (thru HANDSHAKE.COM)	N	0
75	RAMP (Radio and Music Pros)	N	0
Total Number of Interviews over 12-month period: 49			

III. Section 3. Outreach Initiatives

Townsquare Media of Grand Rapids engages in numerous programs and activities designed to broadly disseminate information about professional opportunities in broadcasting at our stations and to reach out to the community to enable individuals to acquire the skills needed to pursue careers in broadcasting. The following initiatives, together with those described in Townsquare Media's previous Public File Report, are sufficient to satisfy the Commission's EEO requirements under Section 73.2080(c)(2).

1. **Unpaid Internship Program** – Townsquare Media taught 10 college students with our unpaid internship program during the period: 8 from Grand Valley State University, 1 from Ferris State University and 1 from Western Michigan University.
2. **Participation in Job Fair - Michigan Association of Broadcasters** – October 18, 2017, Western Michigan University in Kalamazoo, MI, the Promotions Director, Bethany Antill, represented Townsquare Media at this Career Fair providing opportunities to learn about broadcasting careers.
 - i. Ran 120 on-air Career Fair PSA's prior to the event
3. **Participation in Job Fair** – Grand Valley State University – October 19, 2017, DeVos Place in Grand Rapids, MI, the Promotions Director, Bethany Antill, represented Townsquare Media at this Career Fair providing opportunities to learn about broadcasting careers.
4. **Participation in Events/Programs Sponsored by Educational Institutions** – Grand Valley State University – October 30, 2018 – Account Executive, Joe Buckenmeyer, talked to Grand Valley students during their Media Planning class about Radio's role in media today, importance of media kits, programmatic pairing with radio, and the importance of networking.
5. **Participation in Events/Programs Sponsored by Educational Institutions - Central State University** – April 10, 2018 – during Communications Week Program Director Magic 104.9, Ed Spillers, talked to 25 students from Central State University about Building a Brand.
6. **Participation in Events/Programs Sponsored by Educational Institutions - Central State University** – April 02, 2018 – Account Executive, Joe Buckenmeyer, talked to Grand Valley students during their Media Planning class about Radio's role in media today, importance of media kits, programmatic pairing with radio, and the importance of networking.
7. **Participation in Job Fair** – Grand Rapids Community Job Fair – May 09, 2018, Kentwood Community Church in Wyoming, MI, the Market Manager, Rick Sarata represented Townsquare Media at this Job Fair providing opportunities to learn about broadcasting careers. Sponsored in part by Michigan Works.