

Townsquare Media Tri-Cities License, LLC
KORD-FM/KEYW(FM)/KXRX(FM)/KOLW(FM)/KFLD(AM)
EEO PUBLIC FILE REPORT
10/01/2012-9/30/2013

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
On Air Personality 10/15/2012	1-17	13
Account Executive 10/15/2012	1-17	17
Event Manager 10/15/2012	1-17	14
Account Executive 12/03/2012	1-17	18
Account Executive 12/03/2012	1-17	18
Account Executive 12/03/2012	1-17	18
On Air Personality 12/03/2012	1-17	12
Director of Sales 03/01/2013	1-17	19
Account Executive 03/18/2013	1-17	12
Account Executive 05/28/2013	1-17	12
On Air Personality 07/11/2013	1-17	12

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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 12-month period
1	Tri City Herald Women in Communications P.O. Box 2608 Tri-Cities. Washington 99302 ATTN: Director Classified Dept Fax: 582-1510	N	0
2	Tri-Tech Skill Center 5929 W. Metaline Ave Kennewick, WA 99336 Attn: Ed Daily dailed@ksd.org 509-734-3600	N	0
3	Columbia Basin College Student Employment 2600 N. 20 th Pasco, Washington 99301 Attn:Theo Dobey dlightfoot@columbiabasin.edu 547-0511 ext 2224 F/546-0410	N	0
4	Columbia Industries P.O. Box 7346 Kennewick, Washington 99336 582-4142 F/586-3825	N	0
5	Work Source Columbia Basin 815 N Kellogg Suite D Kennewick, Washington 99336 734-5941/ fax734-5959	N	1
6	Washington State Assoc. Broadcast Job Bank. Attn:Carol Castellano 724 Columbia Street NW Suite 310 Olympia, WA 98501 wsab@mail.tss.net	N	0
7	Kennewick Community Services P.O. Box 6330 Kennewick, Washington 99336	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
8	Yakima Valley College S. 16 th Ave. @ Nob Hill Blvd. Yakima, WA 98902 509-575-2350	N	0
9	Minorities in Broadcasting Training P.O. Box 39696 Los Angeles CA 90039 818-763-6368 F/475-5031 office@thebroadcaster.com	N	0
10	Yakama Indian Nation P.O. Box 151 Toppenish, WA 98951 509-865-5121 F/865-6719 jeanna@yakama.com	N	0
11	Walk In	N	1
12	Employee Referral	N	4
13	AllAccess.com Posting	N	6
14	Craigslist.com	N	4
15	LinkedIn.com	N	3
16	Station websites	N	0
17	On Air Announcements	N	3
18	Client Referral	N	5
19	Inside Radio	N	4
TOTAL NUMBER OF INTERVIEWEES OVER 12-MONTH PERIOD:			31

III. RECRUITMENT INITIATIVES

TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
Career Day TriTech	Staff members spent AM in school presenting 30 minute exposes on broadcast as a career.
Established intern program	<p>Townsquare Media interns generally come from Tri-Tech vocational school's radio program or from Columbia Basin College. They are 18 or older and are interested in the communications field. During the internship, they learn the WordPress blogging program, our company's digital promotions strategy, the basics of setting up a digital contest, social media management, our company's unique use of social media, simple principles of news reporting, and our company's strategies for our loyalty program, newsletters and event promotions. Interns shadow DJs and are exposed to other careers in radio including sales. They leave with experience in maintaining an events calendar, with a portfolio of blogs on a variety of topics including personal, entertainment, news and local events. We guarantee a letter of recommendation and reference for the successful completion of 3-month internships.</p> <p>5 interns worked in our digital dept during the following periods:</p> <p>Oct 1-Oct 31 2012 Jan-Apr 2013 Apr - July 2013 Apr – July 2013</p>
Established a mentor program	GM developing OM to increase his knowledge and understanding of management for future advancement into upper management.
Established digital training program for on air and sales employees.	Ongoing weekly training by DME of on air personalities on how to blog, use seo to generate viewship, use social media to engage with our audience. Weekly training by DSM of sellers on all aspects of digital sales.

