

Townsquare Media Yakima License, LLC
KIT(AM), KATS(FM), KDBL(FM), KMGW(FM), KFFM(FM), KUTI(AM)
EEO PUBLIC FILE REPORT
October 1, 2016 – September 30, 2017

I. VACANCY LIST

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

Job Title/Date Hired	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Brand manager – 1/27/17	15	15
Sales Account Executive– 2/21/17	1, 4, 15	15
Receptionist – 8/21/17	1-3, 5-6, 11-13	2
Sales Account Executive –9/5/17	1, 4	4

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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	Townsquare Media – Yakima Radio and Websites KATS – KIT – KFFM – KDBL – KITFM – KUTI	N	0
2	Yakima Herald Newspaper 114 N. 4 th Street Yakima, WA 98901 Includes website, and various publications they also provide www.yakimaherald.com (509)248-151	N	4
3	Perry Technical Institute 2011 W. Washington Ave. Yakima, WA. 98903 Crystal McNabb Financial Services Assistant (T) (509) 453-0374 Ext. 218 (F) (509) 453-0375 crystalm@perrytech.edu	N	0
4	TSM recruiting – GREENHOUSE recruiting	N	1
5	Yakima Valley Community College P.O. Box 22520 Yakima, WA 98902 Roxanne Baca rbaca@yvcc.edu (509)574-4600	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
6	Heritage University 1240 Fort Road Toppenish, WA 98948 (509)865-8500 sanchezi@heritage.edu	N	0
7	Yakima Valley Tech Skill Center 1120 S 18 th Street Yakima, WA 98901 509-573-5500 Fax:59-834-2041	N	0
8	Work Source Yakima 306 Division Yakima, WA 98902 509-974-0163 Fax: 509-573-4554	N	0
9	Central Washington University 400 E. University Way Ellensburg, WA 98926 (509)963-1111 humanres@cwu.edu	N	0
11	Linkedin.com	N	1
12	<u>Client referral</u>	N	1
13	Employee referral	N	0
15	Walk in	N	1
16	Indeed.com	N	
TOTAL INTERVIEWEES OVER REPORTING PERIOD	8		

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Radio Broadcasting Job Shadow Partnership with local high schools/colleges	Townsquare Media Yakima Skill Center - Internships and job shadow setup. Students to observe and train on air shifts, general activities and got a behind the scenes look at the radio stations' day to day functions. Including the digital/web portion of how the stations promote themselves, contests.
2	Continued mentor program AE	AE's participate in TSU on boarding for all aspects of sales: broadcast and digital. Continued development of product training plus DOS provides continued training on the general skills of sales presentations and closings.
3	Continued mentor program	GM continued development of station manager, OM and DOS to increase their knowledge and understanding of management for future advancement into upper management.
4	Continued 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 views, use social media to engage our audience. Weekly training by DSM/DOS of sellers on all aspects of digital sales.
5	Continued mentor program	BM developing assistant BM's to increase knowledge and understanding of financial aspect and general functions for future advancement. Also expanding knowledge of all business staff of events, digital reconciliation to increase understanding for future advancement.
6	Local school speaking engagements on careers in Radio/Media.	Kelly West - Selah School – 11/17 – 1 day -spoke at both at high school and Jr High about radio production. Washington Middle School 5/24/17 Career Day - KFFM, KATS, KDBL, KMGW spoke about radio

		production/Careers.