

TOWNSQUARE MEDIA TWIN FALLS LICENSE, LLC
KEZJ-FM, KLIX-FM, KLIX(AM), KSNQ(FM)
EEO PUBLIC FILE REPORT
June 1, 2011 – May 31, 2012

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	Idaho Dept. of Employment Attn: Employment Specialist P O Box 5129, Twin Falls, ID 83303-5129 208-735-2500 Ext. 3653 www.labor.idaho.gov	N	6
2	Center for New Directions Attn: Kate Woods P O Box 1238, Twin Falls, ID 83303-1238 208-732-6680	N	0
3	College of Southern Idaho Career Placement Attn: Karrie Capps or Nina Schwarz P O Box 1238, Twin Falls, ID 83303-1238 208-732-6273 Nschwarz@csi.edu Careers.csi.edu/eaglejobs	Y	0
4	College of Southern Idaho International & Multicultural Students Club Attn: Kim Prestwich P O Box 1238, Twin Falls, ID 83303-1238 208-732-6293	Y	0
5	College of Southern Idaho Latinos Unidos P O Box 1238, Twin Falls, ID 83303-1238	N	0
6	Idaho Migrant Council 406 Gardner, Twin Falls, ID 83301 208-734-3336	Y	0
7	Idaho State Broadcasters Association Attn: Connie Searles 1674 Hill Rd. Ste. 3, Boise, ID 83702-0958	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
8	Idaho Commission on Hispanic Affairs Attn: Lymaris Blackmon 304 W Jefferson St #235, Boise, ID 83720-0001 208-334-3776	N	0
9	Boise State University Career Center 1173 University Drive, Boise, ID 83701 208-426-1747 http://career.boisestate.edu	N	0
10	ISU Career Center Attn: Tara Ridgeway 921 S 8 th Stop 8108, Pocatello, ID 83209 208-282-2380 ridtara@isu.edu	N	0
11	Easter Seals – Goodwill Attn: Jan Duff 1411 Falls Ave., Ste. 1202, Twin Falls, ID 83301 208-733-9675 jand@esgw.org	Y	0
12	LDS JOBS.ORG 726 Cheney Drive, Twin Falls, ID 83301 www.ldsjobs.org	N	0
13	Station Websites	N	1
14	On Air Announcements	N	9
15	www.allaccess.com	N	1
16	Employee Referral	N	2
17	Non-Employee Referral	N	0
18	Career Fairs	N	0
19	Times News PO Box 548 Twin Falls, ID 83303-0548 208-735-3290	N	0
20	www.magicvalleyjobs.com	N	0
21	http://hotjobs.yahoo.com	N	0
22	Company Wide Recruitment Email: Business Managers	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
23	Scott Russell ¹ #1-771 Gibsons Way, Gibsons, B.C. VON 1V9 1-604-740-1374 myaircheckconnected@hotmail.com http://maircheck.com	Y	0
24	Unknown Source	N	2
TOTAL INTERVIEWEES OVER 12 MONTH PERIOD			21

¹ Source requests notifications only for programming positions

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Sponsored event in the community designed to inform and educate members of the public	The SEU sponsored the 2012 Home & Garden Show held at the CSI Expo Center in Twin Falls, ID February 17-19. The General Manager and Events Specialist coordinated the show and rented booth spaces to exhibitors from surrounding states. The SEU also manned a booth at the show where the operations manager, program directors, production director and news director distributed applications and answered questions from the over 10,000 visitors to the show.
2	Participate in Events Sponsored by Local Organizations	<p>The SEU hosted a tour of our broadcast facilities for the Boys & Girls Club of the Magic Valley on Thursday, June 23, 2011. Four youth and their leaders attended. Issues discussed were as follows: Types of employment positions that are available at the radio station and what the tasks are that those employees perform. The EAS (Emergency Alert System) System was explained and what public service is in reference to radio and the role the SEU plays for the public. Questions & Answers were given. Katrina Carpenter, Traffic Coordinator/Programming Assistant hosted the tour.</p> <p>On July 29, 2011 Brad Hollstrom, Operations Manager participated in a Twin Falls School District Business Department Curriculum Survey regarding cutting edge technology applications & equipment we use on a day to day basis. The school district is developing a new course to be offered to advanced students during the 2011-2012 school year. This course will be available</p>

		<p>to Business Office Technology junior & senior students after successfully completing four prerequisite courses covering the entire Microsoft Office Suite. Brad responded discussing the various aspects of technology & software programs indicating that while some are industry specific there are common applications that are used on a daily basis ie: Microsoft Office. He responded in detail as to the use of Photoshop, Basic HTML, Basic Video Editing, RDT, VPN, VNC and the integration of proprietary apps that are being deployed on iPhones and Android devices.</p> <p>On Wednesday, April 25, 2012 Nathan Bird, KLIX-FM (KOOL 96.5) Program Director hosted a tour of our broadcast facilities for the Cub Scouts. 8 Youth and 4 Leaders attended. Discussion topics were positions are available in the broadcast industry, what we do & where radio is going. Questions were asked & answers were given. The tour lasted approximately 50 minutes.</p>
3	Participate in Events Sponsored by Educational Institutions	<p>On April 25, 2012, the SEU participated in the “Southern Idaho Career Fair & College Expo at the College of Southern Idaho in Twin Falls, ID. The General Manager, Operations Manager, Digital Sales Manager & Assistant Business Manager manned a booth at the fair and spoke with students and visitors about jobs & internships in radio broadcasting, and job opportunities at the SEU. Employment applications and internship forms were available and distributed.</p> <p>In April 2012, The SEU was contacted by a student from Kimberly Middle School asking to be a job shadow for a few days. The student interviewed the staff and wrote a paper on the history of broadcast, comparing the information she obtained with her observations. She was given an A for this project.</p>
4	Establish a mentoring program for station personnel	Brad Hollstrom, Operations Manager was contacted & accepted by our corporate office to become a member of a select mentoring program to help current employees advance in their

		careers. The program began in February 2012. Brad has a corporate mentor, a local general manager mentor & a general manager mentor in an outside market. Business is discussed through conference calls & emails in a way that is meant to further his understanding of how our company operates beyond his current status. The object is to prime candidates for possible advancement into a position they are then qualified for at a later date. This program includes a visit to his outside mentor's market for several days of observation, further training, questions & answers.
5	Establish an internship program	SEU & College of Southern Idaho, Twin Falls, ID agreed to participate in a voluntary internship program with a student from CSI actively working at SEU from April 2012 through July 2012. Intern is currently learning the digital aspects of our business helping with the various duties and postings that Teri West, Digital Managing Editor requests of him.
6	Provide training to personnel of unaffiliated non-profit organizations	Amazing Grace Fellowship an advertising client & local church in our area contacted the SEU & requested us to provide a tour of the station and allow their new employee to speak with department heads to see our day to day operations. Amazing Grace wanted their new employee to see how our station & what we do compliments what they do with their radio station. This will give their employee a clearer understanding of how we can work together effectively. Amanda Miller, Digital Sales Manager set up the tour and training for May 31, 2012. She conducted the tour & facilitated the discussions with various staff. The majority of time was spent with the SEU's programming & traffic departments. These discussions & training will enable Amazing Grace's new employee to adapt some of our procedures and processes to her new position.