

**EEO PUBLIC FILE REPORT**  
**Townsquare Media Trenton License, LLC**  
**WKXW-FM (NJ 101.5)**

**February 1, 2016 through January 31, 2017**

**Section 1. Vacancy List**

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS that Referred the hiree</b>
Project Coordinator	1, 2, 3, 4, 6, 7, 8, 9, 12, 13, 14, 15, 18, 21, 22, 24, 25, 27, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 43, 44	2
Local Sales Manager	1, 2, 3, 4, 6, 7, 8, 9, 12, 13, 14, 15, 18, 21, 22, 24, 25, 27, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	2
Multimedia Journalist (2)	1, 2, 3, 4, 6, 7, 8, 9, 12, 13, 14, 15, 18, 21, 22, 24, 25, 27, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	2, 14
Digital Editor	1, 3, 4, 6, 7, 8, 9, 12, 13, 14, 15, 18, 21, 22, 24, 25, 27, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	2
Sales Manager	1, 2, 3, 4, 7, 8, 11, 12, 13, 14, 15, 18, 19, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	19

Multimedia On-Air Journalist	1, 2, 3, 4, 7, 8, 12, 13, 14, 15, 18, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	2
Media and Digital Sales Executive (3)	1, 2, 3, 4, 7, 8, 11, 12, 13, 14, 15, 18, 19, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	2 (2), 19
Promotions Coordinator	1, 3, 4, 5, 7, 8, 11, 12, 13, 14, 15, 16, 17, 18, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	1 (promotion of employee already on staff part-time)
Digital News Reporter	1, 3, 4, 7, 8, 10, 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	11

**Section 2. Recruitment Source List**

<b>RS Number</b>	<b>RS Information (Source, Contact Name, Address and Phone Number)</b>	<b>RS Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviews Referred by RS over 12- month period</b>
1	Internal Posting NJ 101.5 (WKXW-FM) Annette Petriccione 109 Walters Ave. Trenton, NJ 08638 1-800-388-6397	No	2
2	Internal Referral NJ 101.5 (WKXW-FM) 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	13
3	Broadcast1Source <sup>1</sup> Customer Service 5000 Crossmill Road McLeansville, NC 27301 336-553-0620	No	1
4	All Access (website) <a href="http://www.allaccess.com">www.allaccess.com</a> Customer Service 28955 Pacific Coast Highway, Suite 210 Malibu, CA 90265 310-457-6616	No	0
5	Career Cast Diversity and Bilingual Jobs Network (website) <a href="http://www.careercast.com/job-networks">www.careercast.com/job-networks</a> Customer Service One Carlsbad Research Center 2382 Faraday Ave., Suite # 350 Carlsbad, CA 92008 800-276-1332	No	0

<sup>1</sup>**Broadcast1Source:** WKXW-FM uses the services of Broadcast1Source, in conjunction with the New Jersey Broadcasters Association (NJBA), to send notices of job openings to over 100 recruitment sources, most of which are colleges, civic groups and organizations representing women and minorities throughout New Jersey.

6	Facebook/Townsquare Media Page (website) <a href="http://www.facebook.com">www.facebook.com</a> Customer Service 1601 S. California Ave. Palo Alto, CA 94304 203-485-9855	No	0
7	Glassdoor (website) <a href="http://www.glassdoor.com">www.glassdoor.com</a> Customer Service 1 Harbor Drive, Suite 300 Sausalito, CA 94965 415-339-9105	No	0
8	Indeed (website) <a href="http://www.indeed.com">www.indeed.com</a> Customer Service 7501 N. Capital of Texas Hwy, Building B Austin, TX 78731 800-462-5842	No	8
9	Jobvite.com (website) <a href="http://www.jobvite.com">www.jobvite.com</a> Customer Service 270 East Lane, Suite 3 Burlingame, CA 94010 650-376-7200	No	0
10	Journalism Jobs (website) <a href="http://www.journalismjobs.com">www.journalismjobs.com</a> Customer Service 125 W 55 <sup>th</sup> St. New York, NY 10019 510-508-7386	No	2
11	LinkedIn (website) Townsquare Media Page or Staff Personal Pages <a href="http://www.linkedin.com">www.linkedin.com</a> Customer Service 2029 Stierlin Court Mountain View, CA 94043 650-687-3600	No	7
12	New Jersey Broadcasters Association Paul Rotella 7 Centre Drive, Suite 12 Monroe, NJ 08831 1-888-657-2346	No	0

13	New Jersey Department of Labor (website/NJ recruitment offices) <a href="http://www.jobs4jersey.com">www.jobs4jersey.com</a> Customer Service 1 John Fitch Plaza, 3 <sup>rd</sup> Floor P.O. Box 110 Trenton, NJ 08625 609-292-2323	No	0
14	NJ 1015.com (website) <a href="http://www.nj1015.com">www.nj1015.com</a> Annette Petriccione 109 Walters Ave. Trenton, NJ 08638 800-388-6397	No	7
15	Simply Hired (website) <a href="http://www.simplyhired.com">www.simplyhired.com</a> Customer Service 370 San Aleso Ave., Suite 200 Sunnyvale, CA 94085 650-254-9000	No	0
16	The Star-Ledger Newspaper Customer Service 1 Star-Ledger Plaza Newark, NJ 07102 888-782-7533	No	0
17	The Star-Ledger Website <a href="http://www.nj.com">www.nj.com</a> Customer Service 1 Star-Ledger Plaza Newark, NJ 07102 888-782-7533	No	0
18	Townsquare Media Career Pages (website) <a href="http://www.townsquaremedia.com">www.townsquaremedia.com</a> Corporate Recruiters: Giulie Bilzi and Jen Knizewski 240 Greenwich Ave. Greenwich, CT 06830 203-485-9855	No	4
19	Townsquare Media Corporate Recruiters Corporate Recruiters: Jen Knizewski and Giulie Bilzi 13925 Ballantyne Corporate Place, Suite 300 Charlotte, NC 28277 704-469-4113	No	7
20	Baruch College – The City University of New York Starr Career Development Center George Stasko One Barnard Baruch Way (55 Lexington Ave. at 24 <sup>th</sup> St.) New York, NY 10010 646-312-4489	Yes (Prong 2; notified via email)	0

21	Berkeley College – Clifton Location Career Services Department Rosa Santana 600 Getty Ave. Clifton, NJ 07011 973-405-2111 ext. 6407	Yes (Prong 2; notified via email)	0
22	Berkeley College – Woodland Park Location Career Services Department Earl Brown 44 Rifle Camp Rd. Woodland Park, NJ 07424 973-278-5400 ext. 1336	Yes (Prong 2; notified via email)	0
23	Bloomfield College Center for Career Development Lynda Davidson 12 Austin Place Bloomfield, NJ 07003 973-748-9000 ext. 1250	Yes (Prong 2;notified via email)	0
24	Centenary College of New Jersey The Career Development Office Joshua Walker 400 Jefferson St. Hackettstown, NJ 07840 908-852-1400 ext. 2394	Yes (Prong 2;notified via email until 5/9/16; then source asked for jobs to be posted on school’s online career services program)	0
25	The College of New Jersey The Career Center Debra Klokis Roscoe West Hall, Room 102 PO Box 7718 200 Pennington Rd. Ewing, NJ 08628 609-771-2161	Yes (Prong 2; notified via school’s online career services program)	1
26	C-West Entertainment Everett Robinson 1 Margit Lane Wilmington, DE 19810 302-530-6574	Yes (Prong 2;notified via email)	0
27	Displaced Homemakers Program of Passaic County – Women in Transition Kate McAteer 1022 Hamburg Turnpike Wayne, NJ 07470 973-694-9215	Yes (Prong 2;notified via email)	0

28	Fairleigh Dickinson University – Florham Campus Career Development Victoria Resnick 285 Madison Ave., M-SC1-01 Madison, NJ 07940 973-443-8949	Yes (Prong 2; notified via email)	0
29	Monmouth University Career Services Barbara McGill 400 Cedar Ave. West Long Branch, NJ 07764 732-571-3471	No	0
30	National Council on Aging Roger J. Leahy 1255 Route 70 West, Suite 23S Lakewood, NJ 08701 732-367-7111	Yes (Prong 2; notified via email)	0
31	National Council of Jewish Women Angelica Atendido 513 W. Mt. Pleasant Ave. Livingston, NJ 07039 973-740-0588	Yes (Prong 2; notified via email)	0
32	National Hispanic Media Coalition Susie Keyvanian 55 S Grand Ave. Pasadena, CA 07039 626-792-6462	Yes (Prong 2; notified via email)	0
33	Newark One-Stop Career Center (Department of Labor & Workforce Development: One-Stop Programs & Services Unit) Poo Lin 990 Broad St., 1st Floor Newark, NJ 07102 973-648-7377	Yes (Prong 2; notified via email)	0
34	New Jersey Department of Labor & Workforce Development's Division of Vocational Rehabilitation Services for Burlington and Gloucester Counties Stacey Smith or Toni Gramigna 795 Woodlane Rd. Westhampton, NJ 08086 609-518-3948	Yes (Prong 2; notified via email)	0
35	Ramapo College of New Jersey The Cahill Career Development Center Tatina Gaona 535 Ramapo Valley Rd. Mahwah, NJ 07430 201-684-7444	Yes (Prong 2; notified via school's online career services program)	0

36	Richard Stockton College of New Jersey The Career Center Dayna DeFlore or Christy Cunningham Campus Center, Suite 104 101 Vera King Farris Drive Galloway, NJ 08205 609-652-4650	Yes (Prong 2; notified via email)	1
37	Rider University Office of Career Services Patricia Diehm or Michael Heitzman 2083 Lawrenceville Rd. Lawrenceville, NJ 08648 609-896-5000 ext. 7488	Yes (Prong 2; notified via email until 1/14/16; then source asked for jobs to be posted on school's online career services program)	0
38	Rowan University Office of Career Advancement Robert Bullard Savitz Hall, Room 242 201 Mullica Hill Rd. Glassboro, NJ 08028 856-256-4456	Yes (Prong 2; notified via school's online career service program)	0
39	Rowan University Center/Career and Academic Planning Center (CAP) Rowan College at Gloucester County Victorine Franks-Hogan or Steph Lanza Room 200, College Center 1400 Tanyard Road Sewell, NJ 08080 856-464-5229	Yes (Prong 2; notified via email until 1/4/17; then source asked for jobs to be posted on school's online career services program)	0
40	Rutgers University – Camden Campus The Career Center Terri F. Smith Campus Center, Room 006 323 Penn Street Camden, NJ 08102 856-225-6046	Yes (Prong 2; notified via school's online career services program)	0
41	Rutgers University - New Brunswick Campus University Career Services Rick Hearin Gateway Transit Village 106 Somerset St., 4 <sup>th</sup> Floor New Brunswick, NJ 08901 848-445-7287	No	0
42	Seton Hall University The Career Center Gina Aloe 400 S. Orange Ave. Bayley Hall, Suite 209 South Orange, NJ 07079 973-275-2316	No	0



43	Urban League for Bergen County Janice Douglas 12 Tenafly Road., Suite #104 Englewood, NJ 07631 201-568-4988	Yes (Prong 2; notified via email)	0
44	William Paterson College The Career Development Center Victoria Nauta Student Center 301 300 Pompton Road Wayne, NJ 07470 973-720-3291	Yes (Prong 2; notified via email)	0

<b>Total Number of Interviews over 12-month period: 53</b>
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**Note About Prong 2 Requests:**

Not all of the Prong 2 requests listed in this report were notified of all of the station unit's full-time job vacancies due to the fact that in some cases they requested to be part of the station unit's notification list after the job vacancies were filled. Once Prong 2 requests are made, information for all vacancies moving forward is distributed:

- \*Fairleigh Dickinson University – Florham Campus: asked to be notified on 2/4/16
- \*C-West Entertainment: asked to be notified on 2/13/16
- \*Bloomfield College: asked to be notified on 3/10/16
- \*Baruch College – The City University of New York: asked to be notified on 10/4/16

### **Section 3. Recruitment Initiatives**

<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
Montclair State University Career & Internship Fair (participation in events or programs sponsored by educational institutions)	The event was held on Thursday, February 18, 2016 at Montclair State University in Montclair, New Jersey. The event lasted for two hours. A WKXW-FM staff member from the promotions department attended the event and answered questions about the station's internship program and career opportunities. Resumes were collected and considered for current and future job openings and internships.
The College of New Jersey Spring Career & Internship Fair (participation in events or programs sponsored by educational institutions)	The event was held on Friday, February 26, 2016 at The College of New Jersey in Ewing, New Jersey. The event lasted five hours. WKXW-FM staff members from the news department attended the event and answered questions about the station's internship program and career opportunities. Resumes were collected and considered for current and future job openings and internships.
Seton Hall University's Communication Career Fair (participation in events or programs sponsored by educational institutions)	The event was held on Thursday, April 7, 2016 at Seton Hall University in South Orange, New Jersey. The event lasted two hours. WKXW-FM staff members from the promotions department attended the event and answered questions about the station's internship program and career opportunities. Resumes were collected and considered for current and future job openings and internships.
Kean Day (participation in events or programs sponsored by educational institutions)	The event was held on Friday, September 9, 2016 at Kean University in Union, New Jersey. The event lasted for three hours. A WKXW-FM staff member from the promotions department attended the event and answered questions about the station's internship program and career opportunities. Resumes were collected and considered for current and future job openings and internships.

<p>The College of New Jersey's Opportunities Fair (participation in events or programs sponsored by educational institutions)</p>	<p>The event was held on Friday, September 23, 2016 at The College of New Jersey in Ewing, New Jersey. The event lasted three hours. WKXW-FM staff members from the news and promotions departments attended the event and answered questions about the station's internship program and career opportunities. Resumes were collected and considered for current and future job openings and internships.</p>
<p>Rider University Fall 2016 Career Fair (participation in events or programs sponsored by educational institutions)</p>	<p>The event was held on Tuesday, September 27, 2016 at Rider University in Lawrence, New Jersey. The event lasted three hours. WKXW-FM staff members from the promotions department attended the event and answered questions about the station's internship program and career opportunities. Resumes were collected and considered for current and future job openings and internships.</p>
<p>Thomas Edison State University Veterans Career &amp; Resource Event (participation in events or programs sponsored by educational institutions)</p>	<p>The event was held on Thursday, October 27, 2016 at Thomas Edison State University in Trenton, New Jersey. The event lasted three hours. A WKXW-FM staff member from the promotions department attended the event and answered questions about the station's internship program and career opportunities. Resumes were collected and considered for current and future job openings and internships.</p>

Educational classes (participation in events or programs sponsored by educational institutions)

Throughout 2016, WKXW-FM station personnel engaged in two broadcast media and journalism related classes or clubs. During these classes or clubs, station personnel in attendance discussed job and internship opportunities at the station, job opportunities in radio broadcasting and advice on how best to break into the business.

Here's a breakdown of the classes or clubs station personnel attended:

\*Class: "Announcing for Radio & Electronic Media" at Mercer County Community College in West Windsor, New Jersey. The class visited WKXW-FM in Trenton on Wednesday, October 19, 2016. A half-dozen students took a tour of the station and met staff members from the news, digital, and programming departments who each talked about their roles at the station. The staff gave students advice on how to get employment in the radio broadcasting field, what types of careers are available, and how to obtain internships. Students had the opportunity to ask about career and internship opportunities at the station. In addition, students got to experience what it was like to be part of a functioning radio station by watching a live newscast and going live on the air with our talk show hosts Dennis & Judi.

\*College Club: Brookdale History & Political Science Club's weekly meeting at Brookdale Community College in Lincroft, New Jersey. WKXW-FM News Anchor Daniela Berson attended the club at the college on Thursday, November 3, 2016. During the visit, Daniela talked about her career, how she got her start in the radio industry, and offered career advice to the students.

<p>Employment Open Houses (participation in job banks, internet programs and other programs designed to promote outreach)</p>	<p>WKXW-FM held one employment open house in 2016 to recruit for full-time positions in the station's sales department.</p> <p>We held an open house on Wednesday, February 10, 2016 with the goal of finding candidates to fill the station's full-time Media and Digital Sales Executive positions. The open house was promoted through on-air ads and nj1015.com. In addition, our Prong 2 recruitment sources on our notification list at the time of the open house announcement were notified via email.</p> <p>The open house gave those in attendance the opportunity to have face-to-face interviews with the station's hiring managers. All candidates met with the station's sales managers and the market brand manager/chief revenue officer. Candidates also had the opportunity to ask about the positions, benefits offered and responsibilities/qualifications.</p> <p>In total, 21 candidates were interviewed. No hires were made.</p>
<p>EEO Management Training Session (provision of training to management)</p>	<p>WKXW-FM held one EEO meeting for all hiring managers in 2016. The meeting was held on Wednesday, November 16, 2016 for the station's nine hiring managers.</p> <p>Hiring managers reviewed the station's best practices for following EEO requirements and discussed the station's current recruitment efforts as it pertains to filling vacancies. Hiring managers also made suggestions for additions to the station's current recruitment notification list.</p>

<p>NJ 101.5 Internship Program (establishment of an intern program designed to assist members of the community)</p>	<p>We have established an ongoing internship program in our Promotions, News and Digital Departments. We actively advertise our internship program through digital ads. We also recruit students interested in a career in radio broadcasting throughout the year at job fairs held at New Jersey colleges and universities. Participants receive college credit while learning aspects of radio promotions, radio marketing, broadcast news, and online news and programming content. All students get extensive training and hands-on experience.</p> <p>In 2016, we had a total of 24 interns from the following colleges, universities, and community colleges: Arizona State University, The College of New Jersey, Georgian Court College, Ithaca College, Kutztown University, Mercer County Community College, Monmouth University, Montclair State University, Ramapo College of New Jersey, Rowen University, Rutgers University, Seton Hall University, University of Hartford and Wake Forest University.</p>
<p>Townsquare Media NJ Scholarship Program (participation in scholarship programs)</p>	<p>Townsquare Media New Jersey sponsored the Erik Van Ness Scholarship Award in Recognition of Outstanding Creativity. In 2002, Erik Van Ness lost his life long battle with cystic fibrosis. In Erik's memory, Townsquare Media sponsors the memorial scholarship in the hope of fostering the kind of creativity and passion he inspired in us. The yearly scholarship is in the amount of \$2,500. It is awarded to a New Jersey resident enrolled in an accredited college or university. Students must major in broadcasting production and related courses. The station works with the New Jersey Broadcaster's Association (NJBA) to publicize the scholarship program. The stations' program and news directors review all of the applicants submitted for the scholarship, and select the winner.</p>