

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

February 1, 2017 through January 31, 2018

Section 1. Vacancy List

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS that Referred the hiree
Sales Account Manager	1, 3, 4, 6, 7, 8, 10, 11, 13, 14, 15, 17, 18, 19, 20, 22, 23, 24, 25, 26, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 41, 42, 44, 45	15
Media and Digital Sales Executive	1, 2, 3, 4, 5, 8, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 44, 45	16
Marketing Director	1, 2, 3, 4, 7, 8, 10, 11, 13, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 44, 45	2
Director of Sales	1, 3, 4, 6, 7, 8, 9, 10, 11, 13, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45	16
Promotions Coordinator	1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 13, 14, 15, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45	13

Media and Digital Sales Executive	1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 13, 14, 15, 16, 17, 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, 45	2 (2)
Morning Show Multimedia Producer	1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 13, 14, 15, 17, 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, 45	4
Brand Manager	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14, 15, 17, 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, 45	2

Section 2. Recruitment Source List

RS Number	RS Information (Source, Address and Phone Number)	RS Entitled to Vacancy Notification? (Yes/No)	No. of Interviews Referred by RS over 12- month period
1	Internal Posting ¹ NJ 101.5 (WKXW-FM) Annette Petriccione 109 Walters Ave. Trenton, NJ 08638 1-800-388-6397	No	0
2	Internal Referral ² NJ 101.5 (WKXW-FM) 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	14
3	Broadcast1Source ³ Customer Service 5000 Crossmill Road McLeansville, NC 27301 336-553-0620	No	0
4	All Access (website) www.allaccess.com Customer Service 24955 Pacific Coast Highway, C303 Malibu, CA 90265 310-457-6616	No	1
5	CareerBuilder (website) www.careerbuilder.com Customer Service 200 N. LaSalle St. Suite 1100 Chicago, IL 60601 800-891-8880	No	0

¹**Internal Posting:** This refers to someone seeing the internal posting and responding themselves.

²**Internal Referral:** This refers to an employee seeing the posting and referring someone to it.

³**Broadcast1Source:** WKXW-FM uses the services of Broadcast1Source, in conjunction with the New Jersey Broadcasters Association (NJBA), to send notices of job openings to nearly 100 recruitment sources, most of which are colleges, civic groups, and organizations representing women and minorities throughout New Jersey.

6	Glassdoor (website) www.glassdoor.com Customer Service 100 Shoreline Highway Mill Valley, CA 94941 888-353-9323	No	0
7	Indeed (website) www.indeed.com Customer Service 6433 Champion Grandview Way Building 1 Austin, TX 78750 800-475-4361	No	1
8	LinkedIn (website) Townsquare Media Page or Staff Personal Pages www.linkedin.com Customer Service 605 W. Maude Ave. Sunnyvale, CA 94085 650-687-3600	No	4
9	National Alliance of State Broadcasters Association via Career Page (website) Customer Service 2333 Wisconsin St., NE Albuquerque, NM 87110 800-622-2414	No	0
10	New Jersey Broadcasters Association 7 Centre Drive, Suite 12 Monroe, NJ 08831 888-657-2346	No	0
11	New Jersey Department of Labor (website/NJ recruitment offices) www.jobs4jersey.com Customer Service 1 John Fitch Plaza, 3 rd Floor P.O. Box 110 Trenton, NJ 08625 609-292-2323	No	0
12	NJ 101.5-FM (WKXW) On-Air Ad Annette Petriccione 109 Walters Ave. Trenton, NJ 08638 800-388-6397	No	1

13	NJ 1015.com (website) www.nj1015.com Annette Petriccione 109 Walters Ave. Trenton, NJ 08638 800-388-6397	No	2
14	Simply Hired (website) www.simplyhired.com Customer Service 370 San Aleso Ave., Suite 200 Sunnyvale, CA 94085 650-254-9000	No	0
15	Townsquare Media Career Pages (website) www.townsquaremedia.com 240 Greenwich Ave. Greenwich, CT 06830 203-485-9855	No	4
16	Townsquare Media Corporate Recruiters/Direct Sourcing Corporate Recruiters 13925 Ballantyne Corporate Place, Suite 300 Charlotte, NC 28277 704-469-4113	No	12
17	Baruch College – The City University of New York Starr Career Development Center One Barnard Baruch Way (55 Lexington Ave. at 24 th St.) New York, NY 10010 646-312-4489	Yes (Prong 2; notified via email)	0
18	Berkeley College – Clifton Location Career Services Department 600 Getty Ave. Clifton, NJ 07011 973-405-2111	Yes (Prong 2; notified via email)	0
19	Berkeley College – Woodland Park Location Career Services Department 44 Rifle Camp Rd. Woodland Park, NJ 07424 973-278-5400	Yes (Prong 2; notified via email)	0
20	Bloomfield College Center for Career Development 12 Austin Place Bloomfield, NJ 07003 973-748-9000	Yes (Prong 2; notified via email until 7/31/17; then source asked for jobs to be posted on school's online career services program)	0

21	Caldwell University Career Planning and Development 120 Bloomfield Ave. Caldwell, NJ 07006 973-618-3290	No	0
22	Centenary College of New Jersey The Career Development Office 400 Jefferson St. Hackettstown, NJ 07840 908-852-1400	Yes (Prong 2; notified via email and school's online career services program)	0
23	The College of New Jersey The Career Center 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)	0
24	C-West Entertainment 1 Margit Lane Wilmington, DE 19810 302-530-6574	Yes (Prong 2; notified via email)	0
25	Displaced Homemakers Program of Passaic County – Women in Transition 1022 Hamburg Turnpike Wayne, NJ 07470 973-694-9215	Yes (Prong 2; notified via email)	0
26	Fairleigh Dickinson University – Florham Campus Career Development 285 Madison Ave., M-SC1-01 Madison, NJ 07940 973-443-8949	Yes (Prong 2; notified via email)	0
27	Felician University Career Development Center 1 Felician Way Rutherford, NJ 07070 201-559-3619	No	0
28	Monmouth University Career Services 400 Cedar Ave. West Long Branch, NJ 07764 732-571-3471	No	0

29	National Council on Aging 1255 Route 70 West, Suite 23S Lakewood, NJ 08701 732-367-7111	Yes (Prong 2; notified via email)	0
30	National Council of Jewish Women 513 W. Mt. Pleasant Ave. Livingston, NJ 07039 973-740-0588	Yes (Prong 2; notified via email)	0
31	National Hispanic Media Coalition 65 South Grand Ave. Suite 200 Pasadena, CA 91105 626-792-6462	Yes (Prong 2; notified via email)	0
32	Newark One-Stop Career Center (Department of Labor & Workforce Development: One-Stop Programs & Services Unit) 990 Broad St., 1st Floor Newark, NJ 07102 973-648-7377	Yes (Prong 2; notified via email)	0
33	New Jersey Department of Labor & Workforce Development's Division of Vocational Rehabilitation Services for Burlington and Gloucester Counties 795 Woodlane Rd. Westhampton, NJ 08086 609-518-3948	Yes (Prong 2; notified via email)	0
34	Ramapo College of New Jersey The Cahill Career Development Center 535 Ramapo Valley Rd. Mahwah, NJ 07430 201-684-7221	Yes (Prong 2; notified via school's online career services program)	0
35	Rider University Office of Career Services 2083 Lawrenceville Rd. Lawrenceville, NJ 08648 609-896-5000	Yes (Prong 2; notified via school's online career services program)	0
36	Rowan University Office of Career Advancement Savitz Hall, Room 242 201 Mullica Hill Rd. Glassboro, NJ 08028 856-256-4456	Yes (Prong 2; notified via school's online career services program)	0

37	Rowan University Center/Career and Academic Planning Center (CAP) Rowan College at Gloucester County Room 200, College Center 1400 Tanyard Road Sewell, NJ 08080 856-256-4000	Yes (Prong 2; notified via school's online career services program)	0
38	Rutgers University – Camden Campus The Career Center 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
39	Rutgers University - New Brunswick Campus University Career Services Gateway Transit Village 106 Somerset St., 4 th Floor New Brunswick, NJ 08901 848-445-7287	No	0
40	Rutgers University – Newark Campus Career Development Center Hill Hall 112 195 University Ave. Newark, NJ 07102 973-353-5311	Yes (Prong 2, notified via school's online career services program)	0
41	Seton Hall University The Career Center 400 S. Orange Ave. Bayley Hall, Suite 209 South Orange, NJ 07079 973-275-2316	No	0
42	Stockton University The Career Center Campus Center, Suite 104 101 Vera King Farris Drive Galloway, NJ 08205 609-652-4650	Yes (Prong 2; notified via email)	0
43	Union County College, Elizabeth Campus Career Services 40 West Jersey Street Elizabeth, NJ 07202 908-527-7220	Yes (Prong 2; notified via email)	0
44	Urban League for Bergen County Customer Service 12 Tenafly Road., Suite #104 Englewood, NJ 07631 201-568-4988	Yes (Prong 2; notified via email)	0

45	William Paterson College The Career Development Center Student Center 301 300 Pompton Road Wayne, NJ 07470 973-720-3291	Yes (Prong 2; notified via email)	0
	Unsolicited Applications		5

Total Number of Interviews over 12-month period: 44

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:

*Rutgers University – Newark Campus: asked to be notified on 1/11/17

*Union County College: asked to be notified on 1/18/17

Section 3. Recruitment Initiatives

Type of Recruitment Initiative	Brief Description of Activity
The College of New Jersey Spring Career & Internship Fair (participation in events or programs sponsored by educational institutions)	The event was held on Wednesday, February 22, 2017 at The College of New Jersey in Ewing, New Jersey. The event lasted five hours. WKXW-FM staff members, two from the news department and one from the promotions department, attended the event and answered questions about the station's internship program and full-time and part-time career opportunities. Resumes were collected and considered for current and future job openings and internships.
Rider University 2017 Spring General Career Fair (participation in events or programs sponsored by educational institutions)	The event was held on Tuesday, February 28, 2017 at Rider University in Lawrenceville, New Jersey. The event lasted for three and a half hours. A WKXW-FM staff member from the promotions department attended the event and answered questions about the station's internship program and full-time and part-time career opportunities. Resumes were collected and considered for current and future job openings and internships.
Montclair State University's Arts, Communication and Entertainment Career Fair (participation in events or programs sponsored by educational institutions)	The event was held on Wednesday, March 22, 2017 at Montclair State University in Montclair, New Jersey. The event lasted two hours. A WKXW-FM staff member from the promotions department attended the event and answered questions about the station's internship program and full-time and part-time career opportunities. Resumes were collected and considered for current and future job openings and internships.
Seton Hall University Communication Career Fair (participation in events or programs sponsored by educational institutions)	The event was held on Wednesday, April 5, 2017 at Seton Hall University in South Orange, New Jersey. The event lasted for two hours. A WKXW-FM staff member from the news department attended the event and answered questions about the station's internship program and full-time and part-time career opportunities. Resumes were collected and considered for current and future job openings and internships.

<p>Rider University Fall 2017 Career Fair (participation in events or programs sponsored by educational institutions)</p>	<p>The event was held on Thursday, September 28, 2017 at Rider University in Lawrenceville, 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 full-time and part-time career opportunities. Resumes were collected and considered for current and future job openings and internships.</p>
<p>The College of New Jersey’s 2017 Fall Opportunities Fair (participation in events or programs sponsored by educational institutions)</p>	<p>The event was held on Friday, September 29, 2017 at The College of New Jersey in Ewing, New Jersey. The event lasted for three hours. A WKXW-FM staff member from the news department attended the event and answered questions about the station’s internships program and full-time and part-time career opportunities. Resumes were collected and considered for current and future job openings and internships.</p>
<p>Townsquare Media Trenton “The Erik Van Ness 2017 Scholarship Award” Scholarship Program (participation in scholarship programs)</p>	<p>Townsquare Media Trenton sponsored the “The Erik Van Ness 2017 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 Trenton sponsors the annual memorial scholarship in the hope of fostering the kind of creativity and passion he inspired in us.</p> <p>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.</p> <p>The station advertised and solicited applicants for the scholarship through two months of on-air ads, the station’s website, and mailing application materials to dozens of colleges and universities in New Jersey.</p> <p>The station’s public file director and news director reviewed the submitted applications and selected the winner.</p>

Station Tour and Networking Events
(participation in events or programs
sponsored by educational institutions)

In 2017, WKXW-FM station personnel engaged in two Station Tour and Networking Events designed to give New Jersey college students majoring in communications, broadcasting, journalism, and related courses an opportunity to tour station facilities, meet station personnel, and participate in networking sessions with hiring managers.

Here's a breakdown of the two Station Tour and Networking Events held in 2017:

Event 1: An "Announcing for Radio & Electronic Media" class from Mercer County Community College in West Windsor, New Jersey visited the studios of WKXW-FM on Wednesday, October 11, 2017. Five students and one faculty member took a tour of the station's facilities, participated on the "Dennis & Judi Show," observed a live newscast, and participated in a Q&A with personnel about their roles at the station, career and internship opportunities at the station, and overall career advice.

Event 2: Eighteen students and four faculty members from Rutgers University visited the studios of WXXW-FM on Thursday, November 9, 2017 as part of a Rutgers Campus-to-Careers Field Trip. Students heard detailed reports from six station personnel about their roles at the station, participated on the "Dennis & Judi Show," observed a live newscast, toured the facilities, and engaged in a networking event with two of the station's hiring managers. Students also participated in a Q&A with station personnel where they had the opportunity to ask about career and internship opportunities at the station, how to market themselves in the industry, and overall career advice.

<p>EEO Management Training Session (provision of training to management)</p>	<p>WKXW-FM held one EEO training session for all hiring managers in 2017. The training session was held on Thursday, October 26, 2017. Seven of the station's hiring managers and two of the station's business managers attended.</p> <p>Station personnel 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>After the EEO review, station personnel watched a video titled "Hiring Success: A Step-By-Step Guide." The 25-minute video from Kantola Productions reviewed a variety of issues hiring managers might encounter during the recruitment and hiring process including legal issues in hiring and hiring discrimination. The video also offered recruitment tips, and suggested an eight-step process hiring managers can implement to find the right candidate.</p> <p>Once the video concluded, hiring managers discussed some of the lessons learned from the video, and how to apply them to the station's recruitment, interviewing, and hiring process.</p>
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<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 ads on the station's website, as well as ads placed with some of our college and university partners. We also recruit students interested in a career in radio broadcasting by attending career and internship fairs held at New Jersey colleges and universities throughout the year.</p> <p>Internship participants receive college credit while learning aspects of radio promotions, radio marketing, broadcast news, radio sales, and online news and programming content. All students get extensive training and hands-on experience.</p> <p>In 2017, we had a total of 12 interns from the following colleges, universities, and community colleges: The College of New Jersey, Connecticut School of Broadcasting, Fairleigh Dickinson University, Kean University, Mercer County Community College, Montclair University, Raritan Valley Community College, Rider University, Saint Peter's University, and William Patterson University.</p>
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