

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

**February 1, 2018 through January 31, 2019**

**Section 1. Vacancy List**

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS/Other Sources that Referred the hiree</b>
Media and Digital Sales Executive	1, 2, 4, 5, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46	52
Sales Account Manager	1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46	52
Promotions Coordinator	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 46	10
Board Operator and Production Assistant	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	52
Sales Assistant	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 47	12(1 hiree) 52(1 hiree)

Creative Services/Production Director and Assistant Program Director	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 47, 48	51
Media and Digital Sales Executive	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 47, 48, 49, 50	54
Director of Sales	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 49, 50	54
Multimedia Producers	1, 2, 3, 4, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	51
Regional Digital Sales Executive	1, 2, 3, 4, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 49, 50	4
Data Entry Traffic Specialist	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44	52

**Section 2. Recruitment Source List**

<b>RS Number</b>	<b>RS Information (Source, 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	Broadcast1Source <sup>1</sup> 5000 Crossmill Road McLeansville, NC 27301 336-553-0620	No	0
2	All Access (website) www.allaccess.com 24955 Pacific Coast Highway, C303 Malibu, CA 90265 310-457-6616	No	1
3	CareerBuilder (website) www.careerbuilder.com 200 N. LaSalle St. Suite 1100 Chicago, IL 60601 800-891-8880	No	0
4	Glassdoor (website) www.glassdoor.com 100 Shoreline Highway Mill Valley, CA 94941 888-353-9323	No	1
5	Indeed (website) www.indeed.com 6433 Champion Grandview Way Building 1 Austin, TX 78750 800-475-4361	No	6
6	LinkedIn (website) Townsquare Media Page or Staff Personal Pages www.linkedin.com 1000 W. Maude Ave. Sunnyvale, CA 94085 650-687-3600	No	2

<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 nearly 100 recruitment sources, most of which are colleges, civic groups, and organizations representing women and minorities throughout New Jersey.

7	National Alliance of State Broadcasters Association (website) 2333 Wisconsin St., NE Albuquerque, NM 87110 505-881-4444	No	0
8	New Jersey Broadcasters Association 7 Centre Drive Suite 12 Monroe, NJ 08831 888-657-2346	No	0
9	New Jersey Department of Labor and Workforce Development (website/NJ recruitment offices) www.careerconnections.nj.gov 1 John Fitch Plaza Trenton, NJ 08625 609-292-2000	No	0
10	NJ 1015.com (website) www.nj1015.com 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	1
11	Simply Hired (website) www.simplyhired.com 525 Almanor Ave Suite 100 Sunnyvale, CA 94085 408-400-4700	No	0
12	Townsquare Media Career Pages (website) www.townsquaremedia.com 240 Greenwich Ave. Greenwich, CT 06830 203-861-0900	No	7
13	Baruch College – The City University of New York Starr Career Development Center One Barnard Baruch Way 55 Lexington Ave. New York, NY 10010 646-312-4670	Yes (Prong 2; notified via email)	0
14	Berkeley College – Clifton Location Career Services Department 600 Getty Ave. Clifton, NJ 07011 973-278-5400	Yes (Prong 2; notified via email)	0
15	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

16	Bloomfield College Center for Career Development 12 Austin Place Bloomfield, NJ 07003 973-748-9000	Yes (Prong 2; notified via school's online career services program)	0
17	Caldwell University Career Planning and Development 120 Bloomfield Ave. Caldwell, NJ 07006 973-618-3290	No	0
18	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
19	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
20	C-West Entertainment 1 Margit Lane Wilmington, DE 19810 302-530-6574	Yes (Prong 2; notified via email)	0
21	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
22	Essex County One-Stop Career Center – Newark (New Jersey Department of Labor and Workforce Development) 990 Broad St. Newark, NJ 07102 973-648-3370	Yes (Prong 2; notified via email)	0
23	Fairleigh Dickinson University – Florham Campus Career Development 285 Madison Ave. Madison, NJ 07940 973-443-8949	Yes (Prong 2; notified via email)	0
24	Felician University Career Development Center One Felician Way Rutherford, NJ 07070 201-559-3619	No	0

25	Mercer County Community College Transfer & Career Services 1200 Old Trenton Rd. West Windsor, NJ 08550 609-570-3397	Yes (Prong 2; notified via email)	0
26	Monmouth University Career Services 400 Cedar Ave. West Long Branch, NJ 07764 732-571-3471	No	0
27	National Council on Aging 1255 Route 70 West Suite 23S Lakewood, NJ 08701 732-367-7111	Yes (Prong 2; notified via email)	0
28	National Council of Jewish Women 70 South Orange Ave. Suite 120 Livingston, NJ 07039 973-740-0588	Yes (Prong 2; notified via email)	0
29	National Hispanic Media Coalition 65 South Grand Ave. Suite 200 Pasadena, CA 91105 626-792-6462	Yes (Prong 2; notified via email)	0
30	New Jersey Department of Labor & Workforce Development - Division of Vocational Rehabilitation Services for Burlington County 795 Woodlane Rd. Suite 201 Westhampton, NJ 08060 609-518-3948	Yes (Prong 2; notified via email)	0
31	New Jersey Department of Labor & Workforce Development - Division of Vocational Rehabilitation Services for Gloucester County 215 Crown Point Road Suite 200 Thorofare, New Jersey 08086 856-384-3730	Yes (Prong 2; notified via email)	0

32	Ocean County College Career Services College Drive Toms River, NJ 08754 732-255-0300	Yes (Prong 2; notified via school's online career services program)	0
33	Ramapo College of New Jersey The Cahill Career Development Center 505 Ramapo Valley Rd. Mahwah, NJ 07430 201-684-7444	Yes (Prong 2; notified via school's online career services program)	0
34	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
35	Rowan College at Gloucester County Career and Academic Progress Center RCGC College Center, Room 212 1400 Tanyard Road Sewell, NJ 08080 856-464-5209	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	Rutgers University – Camden Campus The Career Center Campus Center, Lower Level Room 006 326 Penn Street Camden, NJ 08102 856-225-6046	Yes (Prong 2; notified via school's online career services program)	0
38	Rutgers University - New Brunswick Campus University Career Services 106 Somerset St., 4 <sup>th</sup> Floor New Brunswick, NJ 08901 848-445-7287	No	0
39	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

40	Seton Hall University The Career Center Bayley Hall, Room 209 400 S. Orange Ave. South Orange, NJ 07079 973-761-9355	No	0
41	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
42	Union County College - Elizabeth Campus Career Services 40 West Jersey Street Elizabeth, NJ 07202 908-527-7220	Yes (Prong 2; notified via email)	0
43	Urban League for Bergen County 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 Student Center 301 300 Pompton Road Wayne, NJ 07470 973-720-3291	Yes (Prong 2; notified via email)	0
45	Rutgers Spring Career & Internship Mega Fair Tuesday, January 30, 2018 83 Rockafeller Rd. Piscataway, NJ 08854 848-445-7287	No	1
46	The College of New Jersey's 2018 Spring Career & Internship Fair Wednesday, February 21, 2018 200 Pennington Rd. Ewing, NJ 08628 609-771-2161	No	0
47	Montclair State University's Arts, Communication, and Entertainment Career Fair Wednesday, April 4, 2018 1 Normal Ave. Montclair, NJ 07043 973-655-5194	No	0



48	Seton Hall University's Communication Career Fair Thursday, April 5, 2018 400 S. Orange Ave. South Orange, NJ 07079 973-761-9355	No	0
49	Rider University's Fall 2018 General Career Fair Thursday, September 27, 2018 2083 Lawrenceville Rd. Lawrenceville, NJ 08648 609-896-5000	No	0
50	The College of New Jersey's Fall 2018 Opportunities Career Fair Friday, September 28, 2018 200 Pennington Rd. Ewing, NJ 08628 609-771-2161	No	0
51	Internal Posting <sup>2</sup> NJ 101.5 (WKXW-FM) 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	2
52	Employee Referral NJ 101.5 (WKXW-FM) 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	19
53	Industry Referral	No	7
54	Townsquare Media Corporate Recruiters/Direct Sourcing Corporate Recruiters 240 Greenwich Ave. Greenwich, CT 06830 203-861-0900	No	7
55	Unsolicited Applications <sup>3</sup>		2

**Total Number of Interviews over 12-month period: 56**

<sup>2</sup>**Internal Posting:** This refers to someone seeing the internal posting and responding themselves.

<sup>3</sup>**Unsolicited Applications:** This refers to a candidate not indicating the recruitment source or indicating a recruitment source WKXW-FM did not use to fill the vacancy.

**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:

\*C-West Entertainment: asked to be removed from Prong 2 vacancy notification list on 12/6/17

\*Ocean County College: asked to be notified on 4/18/18

\*Mercer County Community College: asked to be notified on 5/17/18

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

<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
Rutgers Spring Career & Internship Mega Fair (participation in job fair by personnel with responsibility for hiring decisions)	The event was held on Tuesday, January 30, 2018 at Rutgers University in Piscataway, New Jersey. The event lasted five hours. A WKXW-FM hiring authority from the promotions and marketing 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. At the time of the event, full-time job openings at WKXW-FM included: Media and Digital Sales Executive and Sales Account Manager.
The College of New Jersey's 2018 Spring Career & Internship Fair (participation in job fair by personnel with responsibility for hiring decisions)	The event was held on Wednesday, February 21, 2018 at The College of New Jersey in Ewing, New Jersey. The event lasted for three hours. One WKXW-FM hiring authority and one staff member from the on-air 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. At the time of the event, full-time job openings at WKXW-FM included: Media and Digital Sales Executive, Sales Account Manager, and Promotions Coordinator.

<p>Montclair State University's Arts, Communication, and Entertainment Career Fair (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>The event was held on Wednesday, April 4, 2018 at Montclair State University in Montclair, New Jersey. The event lasted for two hours. A WKXW-FM hiring authority from the promotions and marketing 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. At the time of the event, full-time job openings at WKXW-FM included: Media and Digital Sales Executive, Sales Assistant, and Creative Services/Production Director and Assistant Program Director. At the time of the event, part-time job openings at WKXW-FM included: Phone Operator, Board Operator, and On-Air Talent.</p>
<p>Seton Hall University's Communication Career Fair (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>The event was held on Thursday, April 5, 2018 at Seton Hall University in South Orange, New Jersey. The event lasted for two hours. A WKXW-FM hiring authority 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. At the time of the event, full-time job openings at WKXW-FM included: Media and Digital Sales Executive, Sales Assistant, and Creative Services/Production Director and Assistant Program Director. At the time of the event, part-time job openings at WKXW-FM included: Phone Operator, Board Operator, and On-Air Talent.</p>

<p>Rider University's Fall 2018 General Career Fair (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>The event was held on Thursday, September 27, 2018 at Rider University in Lawrenceville, New Jersey. The event lasted for three hours. A WKXW-FM hiring authority from the promotions and marketing 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. At the time of the event, full-time job openings at WKXW-FM included: Media and Digital Sales Executive, Regional Digital Sales Executive, and Director of Sales.</p>
<p>The College of New Jersey's Fall 2018 Opportunities Career Fair (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>The event was held on Friday, September 28, 2018 at The College of New Jersey in Ewing, New Jersey. The event lasted for three hours. A WKXW-FM hiring authority from the on-air 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. At the time of the event, full-time job openings at WKXW-FM included: Media and Digital Sales Executive, Regional Digital Sales Executive, and Director of Sales.</p>

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

In 2018, WKXW-FM station personnel engaged in three Station Tour and/or Networking Events. The first event is designed to help New Jersey high school students identify the types of careers available in radio broadcasting, including advice on how to obtain those jobs. The second and third events are 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.

Event 1: WKXW-FM Chief Meteorologist Dan Zarrow participated at the 2018 New Jersey High School Film Challenge and Workshops on Thursday, May 24, 2018 at Jackson Liberty High School in Jackson, New Jersey. The five-hour event included 140 high school students from 42 schools across New Jersey. As an invited guest speaker, Dan's 50-minute presentation included a summary of his career in broadcast media, tips on networking with peers and professionals, and strategies for creating a solid portfolio of work and crafting an effective resume. The workshop concluded with a goal-setting exercise to help students focus on what facet of media they are most interested in pursuing as a career.

Event 2: An "Announcing for Radio & Electronic Media" class from Mercer County Community College in West Windsor, New Jersey visited the studios of WKXW-FM on Monday, October 15, 2018. Four students and one faculty member took a tour of the station's facilities, participated on the "Dennis & Judi Show," observed a live on-air news broadcast, and participated in a Q&A with WKXW-FM personnel about their roles at the station, and career and internship opportunities. Students also spoke to WKXW-FM personnel about strategies, tips, and advice on how to achieve a successful broadcast career.

	<p><u>Event 3:</u> WKXW-FM participated in Rider University's Shadow Program. Sponsored by Rider University, located in Lawrenceville, New Jersey, the program connects students with local businesses to provide the opportunity for a career shadowing experience. On Jan. 4, 8, and 15, 2019, a Rider University sophomore shadowed WKXW-FM personnel in the Promotions and Marketing, Programming, On-Air and Digital News, and Sales Departments. The student learned about aspects of each department, while also gaining insight into the different career paths available in radio broadcasting.</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 and Marketing, On-Air News, and Digital News 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 2018, we had a total of 18 interns from the following colleges and universities: Cabrini University, The College of New Jersey, Connecticut School of Broadcasting, Loyola University Maryland, Rider University, Rowan University, Rutgers University-Camden, Stockton University, University of South Carolina, and West Virginia University.</p>

<p>EEO Management Training Session (provision of training to management)</p>	<p>WKXW-FM held two EEO training sessions for all hiring managers in 2018.</p> <p><u>Training Session 1:</u> All hiring authorities for WKXW-FM were required to complete a training titled, “A Manager’s Guide to Diversity, Inclusion, and Accommodation, which focused on the Americans with Disabilities Act, the Family and Medical Leave Act, and other anti-discrimination legislation. Hiring authorities had from June 1, 2018 until July 15, 2018 to complete the coursework.</p> <p><u>Training Session 2:</u> A training session reviewing WKXW-FM’s EEO practices was held on Wednesday, December 12, 2018. Eight of the station’s hiring authorities attended. Station personnel reviewed the station’s best practices and policies for following EEO requirements and discussed the station’s current recruitment efforts as it pertains to filling vacancies. Hiring authorities also made suggestions for additions to the station’s current recruitment notification list. A guide on WKXW-FM’s EEO recruitment and hiring practices was distributed to all hiring authorities in attendance and emailed at the conclusion of the training session.</p>
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Townsquare Media Trenton  
“The Erik Van Ness 2018 Scholarship  
Award” Scholarship Program  
(participation in scholarship programs)

Townsquare Media Trenton, WKXW-FM, sponsored the “The Erik Van Ness 2018 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.

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 advertised and solicited applicants for the scholarship through three months of on-air ads, the station’s website, and mailing application materials to New Jersey community colleges, four-year colleges, and universities.

The station’s brand manager and news director reviewed the submitted applications and selected the winner.