

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

February 1, 2019 through January 31, 2020

Section 1. Vacancy List

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS/Other Sources that Referred the hiree
Media and Digital Sales Executive	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 19, 20, 21, 22, 24, 25, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45	57
Media and Digital Sales Executive	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 19, 20, 21, 22, 24, 25, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51	54 (2 hirees)
Sales Assistant	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 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	55
Senior Media and Digital Sales Executive	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 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, 52, 53	54

Creative Services Director	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 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	55
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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	Broadcast1Source ¹ 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	0
3	Glassdoor (website) (via Greenhouse) www.glassdoor.com 100 Shoreline Highway Mill Valley, CA 94941 888-353-9323	No	0
4	Indeed (website) (via Greenhouse) www.indeed.com 6433 Champion Grandview Way Building 1 Austin, TX 78750 800-475-4361	No	7
5	LinkedIn (website) Townsquare Media Page (via Greenhouse) or Staff Personal Pages www.linkedin.com 1000 W. Maude Ave. Sunnyvale, CA 94085 650-687-3600	No	0
6	National Alliance of State Broadcasters Association (website) www.nasbaonline.net 2333 Wisconsin St., NE Albuquerque, NM 87110 505-881-4444	No	0

¹**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	New Jersey Broadcasters Association 7 Centre Drive Suite 12 Monroe, NJ 08831 888-657-2346	No	0
8	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
9	NJ 1015.com (website) www.nj1015.com 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	1
10	Townsquare Media Career Pages (website) (via Greenhouse) www.townsquaremedia.com 1 Manhattan Rd. Suite 202 Purchase, NY 10577 203-861-0900	No	1
11	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 from WKXW- FM)	0
12	Berkeley College - Clifton Location Career Services Department 600 Getty Ave. Clifton, NJ 07011 973-278-5400	Yes (Prong 2; notified via email from WKXW- FM)	0
13	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 from WKXW- FM)	0
14	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

15	Caldwell University Career Planning and Development 120 Bloomfield Ave. Caldwell, NJ 07006 973-618-3290	No	0
16	Centenary College of New Jersey The Career Development Office 400 Jefferson St. Hackettstown, NJ 07840 908-852-1400	Yes (Prong 2; notified via email from WKXW-FM and school's online career services program)	0
17	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
18	Delta Community Supports 1130 US-202 Raritan, NJ 08869 908-707-8844	Yes (Prong 2; notified via email from WKXW- FM)	0
19	Displaced Homemakers Program of Passaic County - Women in Transition 1022 Hamburg Turnpike Wayne, NJ 07470 973-694-9215	Yes (Prong 2; notified via email from WKXW- FM)	0
20	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 from WKXW- FM)	0
21	Fairleigh Dickinson University - Florham Campus Career Development 285 Madison Ave. Madison, NJ 07940 973-443-8949	Yes (Prong 2; notified via email from WKXW- FM)	0
22	Felician University Career Development Center One Felician Way Rutherford, NJ 07070 201-559-3619	No	0
23	Kean University Career Services 1000 Morris Avenue Union, New Jersey 07083 908-737-0322	No	0

24	Mercer County Community College Transfer & Career Services 1200 Old Trenton Rd. West Windsor, NJ 08550 609-570-3397	Yes (Prong 2; notified via email from WKXW-FM)	0
25	Monmouth University Career Services 400 Cedar Ave. West Long Branch, NJ 07764 732-571-3471	No	0
26	Montclair State University 1 Normal Ave. Montclair, NJ 07043 973-655-5194	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 from WKXW- FM)	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 from WKXW- FM)	0
29	National Hispanic Media Coalition 65 South Grand Ave. Suite 200 Pasadena, CA 91105 626-792-6462	Yes (Prong 2; notified via email from WKXW- FM)	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 from WKXW- FM)	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 from WKXW- FM)	0

32	Northern New Jersey NOW 3 Winthrop Place Leonia, NJ 07605 609-310-1150	Yes (Prong 2; notified via email from WKXW- FM)	0
33	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
34	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
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 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
37	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
38	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
39	Rutgers University - New Brunswick Campus University Career Services 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 Bayley Hall, Room 209 400 S. Orange Ave. South Orange, NJ 07079 973-761-9355	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 from WKXW- FM)	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 from WKXW- FM)	0
44	Urban League for Bergen County 12 Tenafly Road. Suite 104 Englewood, NJ 07631 201-568-4988	Yes (Prong 2; notified via email from WKXW-FM)	0
45	William Paterson College The Career Development Center Student Center 301 300 Pompton Road Wayne, NJ 07470 973-720-3022	Yes (Prong 2; notified via email from WKXW-FM)	0
46	The College of New Jersey Spring 2019 Career & Internship Fair Monday, March 11, 2019 The College of New Jersey 200 Pennington Rd. Ewing, NJ 08628 609-771-2161	No	0
47	Rowan University's College of Communication and Creative Arts Career Expo and Student Showcase Tuesday, March 12, 2019 Rowan University 201 Mullica Hill Road Glassboro, NJ 08028 856-256-4456	No	0

48	Seton Hall University Spring Career Fair 2019 Wednesday, March 27, 2019 Seton Hall University 400 S. Orange Ave. South Orange, NJ 07079 973-761-9355	No	0
49	Rider University Spring 2019 General Career Fair Thursday, March 28, 2019 Rider University 2083 Lawrenceville Rd. Lawrenceville, NJ 08648 609-896-5058	No	0
50	Montclair State University Arts, Communication, and Entertainment Career Fair 2019 Wednesday, April 3, 2019 Montclair State University 1 Normal Ave. Montclair, NJ 07043 973-655-5194	No	0
51	Rutgers NJ Statewide Career & Internship Fair 2019 Friday, April 26, 2019 Rutgers University 83 Rockafeller Rd Piscataway, NJ 08854 848-932-7997	No	0
52	Seton Hall University's Fall 2019 Career Fair Wednesday, September 18, 2019 Seton Hall University 400 S. Orange Ave. South Orange, NJ 07079 973-761-9355	No	0
53	Rider University Fall 2019 General Career Fair Tuesday, October 1, 2019 Rider University 2083 Lawrenceville Rd. Lawrenceville, NJ 08648 609-896-5058	No	0
54	Employee Referral NJ 101.5 (WKXW-FM) 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	10
55	Industry Referral	No	2

56	Internal Posting ² NJ 101.5 (WKXW-FM) 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	0
57	Townsquare Media Corporate Recruiters/Direct Sourcing Corporate Recruiters 200 South Tyron St. Suite 400 Charlotte, NC 28202 704-207-1348	No	9
58	Unsolicited Applications ³	No	0

Total Number of Interviews over 12-month period: 30
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²**Internal Posting:** This refers to someone seeing the internal posting and responding themselves.

³**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:

*Northern NJ Now: asked to be notified on 1/24/19

*Delta Community Supports: asked to be notified on 11/18/19

Section 3. Recruitment Initiatives

Type of Recruitment Initiative	Brief Description of Activity
<p>The College of New Jersey Spring 2019 Career & Internship Fair (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>The event was held on Monday, March 11, 2019 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 promotions and marketing department attended the event and answered questions about the station's internship program and full-time career opportunities. Resumes were collected and considered for current and future job openings and internships. At the time of the event, the full-time job WKXW-FM was recruiting for was a Media and Digital Sales Executive position.</p>
<p>Rowan University's College of Communication and Creative Arts Career Expo and Student Showcase (participation in events or programs sponsored by educational institutions)</p>	<p>The event was held on Tuesday, March 12, 2019 at Rowan University in Glassboro, New Jersey. The event lasted for four 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 career opportunities. Resumes were collected and considered for current and future job openings and internships. At the time of the event, the full-time job opening WKXW-FM was recruiting for was a Media and Digital Sales Executive position.</p>
<p>Seton Hall University Spring Career Fair 2019 (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>The event was held on Wednesday, March 27, 2019 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 career opportunities. Resumes were collected and considered for current and future job openings and internships. At the time of the event, the full-time job opening WKXW-FM was recruiting for was a Media and Digital Sales Executive position.</p>

<p>Rider University Spring 2019 General Career Fair (participation in events or programs sponsored by educational institutions)</p>	<p>The event was held on Thursday, March 28, 2019 at Rider University in Lawrenceville, New Jersey. The event lasted for three hours. A WKXW-FM staff member from the promotions and marketing department attended the event and answered questions about the station's internship program and full-time career opportunities. Resumes were collected and considered for current and future job openings and internships. At the time of the event, the full-time job opening WKXW-FM was recruiting for was a Media and Digital Sales Executive position.</p>
<p>Montclair State University Arts, Communication and Entertainment Career Fair 2019 (participation in events or programs sponsored by educational institutions)</p>	<p>The event was held on Wednesday, April 3, 2019 at Montclair University in Montclair, New Jersey. The event lasted for two hours. A WKXW-FM staff member from the promotions and marketing department attended the event and answered questions about the station's internship program and full-time career opportunities. Resumes were collected and considered for current and future job openings and internships. At the time of the event, the full-time job opening WKXW-FM was recruiting for was a Media and Digital Sales Executive position.</p>
<p>Rutgers NJ Statewide Career & Internship Fair 2019 (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>The event was held on Friday, April 26, 2019 at Rutgers University in Piscataway, New Jersey. The event lasted for four and a half 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 career opportunities. Resumes were collected and considered for current and future job openings and internships. At the time of the event, the full-time job opening WKXW-FM was recruiting for was a Media and Digital Sales Executive position.</p>

<p>Seton Hall University's Fall 2019 Career Fair (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>The event was held on Wednesday, September 18, 2019 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 career opportunities. Resumes were collected and considered for current and future job openings and internships. At the time of the event, the full-time job opening WKXW-FM was recruiting for was a Senior Media and Digital Sales Executive position.</p>
<p>Rider University Fall 2019 General Career Fair (participation in events or programs sponsored by educational institutions)</p>	<p>The event was held on Tuesday, October 1, 2019 at Rider University in Lawrenceville, New Jersey. The event lasted for three hours. A WKXW-FM staff member from the promotions and marketing department attended the event and answered questions about the station's internship program and full-time career opportunities. Resumes were collected and considered for current and future job openings and internships. At the time of the event, the full-time job opening WKXW-FM was recruiting for was a Senior Media and Digital Sales Executive position.</p>
<p>EEO Management Training Session (provision of training to management)</p>	<p>A training session reviewing WKXW-FM's EEO practices was held on Wednesday, December 4, 2019. 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>

<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 and on-air programs, as well as ads placed with some of our college and university partners.</p> <p>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. In 2019, WKXW-FM attended eight career fairs.</p> <p>Internship participants receive college credit while learning aspects of radio promotions, radio marketing, broadcast news, radio sales, and digital news and programming content. All students get extensive training and hands-on experience.</p> <p>In 2019, we had a total of 20 interns from the following colleges and universities: Brookdale Community College, Goucher College, Kean University, Marquette University, Montclair State University, Muhlenberg College, New Jersey Institute of Technology, Rider University, Rowan University, Rutgers University, and University of Bridgeport.</p>
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Townsquare Media Trenton
“The Erik Van Ness 2019 Scholarship
Award” Scholarship Program
(participation in scholarship programs)

Townsquare Media Trenton, WKXW-FM, sponsored the “The Erik Van Ness 2019 Scholarship Award” in Recognition of Outstanding Creativity. In 2002, Erik Van Ness lost his lifelong 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 \$1,000. It is awarded to a New Jersey resident enrolled in an accredited college or university. Eligible students must major in broadcasting, communications, journalism, film, and/or related coursework.

The station advertised and solicited applicants for the scholarship through three months of on-air ads on WKXW-FM, the station’s website, nj1015.com, and by mailing application materials to New Jersey community colleges and four-year colleges and universities. The New Jersey Broadcasters Association also assisted with promoting the scholarship.

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

<p>Station Tour and/or Networking Events (participation in events or programs sponsored by educational institutions)</p>	<p>In 2019, WKXW-FM station personnel engaged in four Station Tour and/or Networking Events.</p> <p>The first event is designed to give college students majoring in communications, broadcasting, journalism, film, and related courses an opportunity to discuss with station personnel what steps to take to secure an internship or job in broadcasting. Events 2 through 4 are designed to help New Jersey junior and/or high school students identify the types of careers available in radio broadcasting, including advice on how to obtain those jobs.</p> <p><u>Event 1:</u> WKXW-FM Chief Meteorologist Dan Zarrow participated in and served as an invited panelist at the 14th Annual Cornell Media Guild Symposium on Saturday, March 23, 2019 at Cornell University in Ithaca, New York. The yearly gathering is a weekend-long media summit for college students to learn about trends in the broadcasting industry, address operations and long-term planning of the college’s radio station, and discuss media careers and professional development. Dan participated in a 45-minute “Getting a Job in Media” panel discussion presented to 25 students.</p> <p><u>Event 2:</u> WKXW-FM Senior Morning News and Special Programming Producer Patrick Lavery participated in and served as an invited panelist at the Seton Career Showcase at Mother Seton Regional High School on Tuesday, April 30, 2019 in Clark, New Jersey. The showcase brought together 21 different speakers from diverse employment backgrounds for three, 45-minute lecture sessions. Patrick spoke to students about his career path from college to professional employment. He also discussed what college courses and networking choices he found helpful in getting to this point in his career.</p>
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Event 3: WKXW-FM “Deminski and Doyle Show” Multimedia Producer Joe Votruba participated in and served as an invited panelist at Grace Wilday Junior High School’s “Career Day” on Monday, May 6, 2019 in Roselle, New Jersey. Joe’s 25-minute presentation was before a group of seventh-graders and focused on what his job duties at the station are, what type of training and degree is needed to secure a broadcasting job, the value of internships, and what steps students can take if they want to have a career in radio broadcasting.

Event 4: WKXW-FM Chief Meteorologist Dan Zarrow participated in and served as an invited panelist at the 2019 New Jersey High School Film Challenge, Workshops and Psychotic 6 annual event on Friday, May 17, 2019 at Jackson Liberty High School in Jackson, New Jersey. The 10 and a half hours event brought together approximately 400 students in grades seventh-through 12th from high schools across New Jersey. As an invited guest speaker, Dan’s 50-minute presentation, “Classroom to Career: Your Job Search Toolbox,” focused on crafting a plan that goes beyond the standard resume, portfolio, and interview, with strategies for students to pitch their professional work and themselves to prospective colleges, employers and clients. Students were able to ask questions about Dan’s career and other opportunities in media broadcasting.