

Townsquare Media Licensee of Utica/Rome, Inc.
WFRG-FM, WLZW-FM, WODZ-FM, WIBX-AM, WOUR-FM
Equal Employment Opportunity Public File Report
February 1, 2019 through January 31, 2020

I. POSITIONS FILLED DURING THE REPORTING PERIOD

Job Title	Sources Used to Fill Position <i>(Numbers Correspond to the Recruitment Source List in Part II)</i>	Source Referring Hiree
On-Air Talent (WFRG)	14, 16, 17, 18, 19, 22	16
Digital Managing Editor (DME)	14, 17, 18, 19, 22	14
Account Manager/Assistant Business Manager	14, 17, 18, 19, 22	19
Director of Digital Strategy	14, 17, 18, 19, 22	14

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II. RECRUITMENT SOURCE LIST

No.	Recruitment Source (Name, address, contact person, telephone number)	Entitled to Vacancy Notification (Y/N)	No. Interviewees Referred During Reporting Period by Source
1	Working Solutions One Stop Center NYS Office Building	N	0
2	Mohawk Valley Community College Employment Office	N	0
3	Herkimer County Community College Career Counseling Center	N	0
4	Utica College	N	0
5	Utica School of Commerce	N	0
6	SUNYIT Career Services	N	0
7	Women's Employment & Resource Center	N	0
8	NAACP	N	0
9	On-Air Announcement via Townsquare Media WLZW, WFRG, WIBX, WODZ	N	0
10	SUNY IT Job Fair	N	0
11	HCCC Job Fair	N	0
12	NYS Department of Labor Mohawk Valley Job Bank	N	0
13	New York State Broadcasters Assoc.	N	0
14	Internal Referral	N	5
15	www.utica.craigslist.com	N	0
16	AllAccess.com	N	3
17	Indeed.com (via Greenhouse)	N	4
18	LinkedIn (via Greenhouse)	N	1
19	Townsquaremedia.com	N	4
20	Glassdoor.com	N	0
21	Careerbuilder.com	N	0
22	Station Websites (BigFrog104.com, Lite987.com, 961TheEagle.com, & WIBX950.com)	N	0
23	SBE.org (Society of Broadcast Engineers)	N	0
24	Does Not Specify	N	0
TOTAL INTERVIEWEES DURING 12-MONTH PERIOD			17

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III. OUTREACH INITIATIVES

No.	Type of Outreach Initiative (<i>e.g.</i> internship, job fair, etc.)	Brief Description of Activity
1	Participation in Job Fair	Townsquare Media Utica attended the Oneida County Career Fair on April 25 th , 2019. Our Administrative Assistant attended the career fair and solicited resumes along with speaking with students about careers in the broadcasting industry.
2	Participation in Job Fair	Townsquare Media Utica attended the Rome City School District Career Day on March 14 th , 2019. Our Production Director attended and spoke with students about careers in the broadcasting industry.
3	Participation in Programs Sponsored by Educational Institutions	Townsquare Media Utica attended the Oneida County Career Day on March 18 th , 2019. Our Market President and WIBX News Reporter attended and spoke with 1,500 9 th grade student about careers in the broadcasting industry.
4	Participation in Programs Sponsored by Educational Institutions	Townsquare Media Utica visited Sauquoit High School where our Digital Managing Editor educated students on February 28 th , 2019 about digital copyright infringement.
5	Participation in Programs Sponsored by Educational Institutions	Our WIBX News Team hosted a group of students from Hamilton College on August 21 st , 2019 and spoke to them about news and morning radio.
6	Participation in Programs Sponsored by Educational Institutions	A number of tours were given in 2019 to BOCES, Young Scholars, & many more. All learned the basics of radio and watched/participated in the production of an on-air commercial.
7	Participation in Programs Sponsored by Educational Institutions	We've had numerous job shadowings throughout the year; from OHM BOCES and Whitesboro High School Students.

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No.	Type of Outreach Initiative <i>(e.g. internship, job fair, etc.)</i>	Brief Description of Activity
8	Internships	We are a proud participant in Young Scholars Liberty Partnerships Program through which we hosted one paid internship through Utica College. Our WIBX news station also hosted an unpaid internship through the Kelberman Center. They both helped out with PSA's, production, on-air and blogging.
9	Activity designed to widely disseminate information about employment opportunities in broadcasting	Townsquare Media Utica is a member of two local Chambers (the Utica Chamber of Commerce & Rome Chamber of Commerce) where our Market President, Karen Carey, & Director of Sales, Tracy Picente attend meetings. Tracy is also the Chair of the Marketing Committee on the Utica Chamber.
10	Establishment of Training Program	Townsquare Media Utica's Market President, Sales Manager and Brand Managers provide on-going training and meeting sessions to allow employees to progress their skills in order to qualify for promotions within the stations.
11	Establishment of Training Program	Our company has instituted a formal "Townsquare University" training program that is required of all newly hired Account Executives. This is an extensive and robust training program covering topics such as multi-media advertising, sales training, solution-based selling, and much more. Participants are required to participate in daily webinar classes, coupled with in-field training assignments and must have a passing grade to graduate. Account Executives are also trained in WideOrbit Software.
12	Establishment of Training Program	In the Digital department, training and meetings are provided to the staff to help improve their selling, as well as blogging and social media techniques for our Talent.
13	Establishment of Training Program	Townsquare Interactive (our website division) includes two training sessions per year with a TSI specialist who visits our market and trains our sales team on digital marketing.

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14	Establishment of Training Program	Our Brand Managers, Digital Managing Editor, Director of Sales and Townsquare Team provide group brainstorming sessions as well as skills and training sessions on an ongoing basis to create customized client marketing campaigns and to teach our staff how to adapt to changes in the radio environment.