

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, 2020 through January 31, 2021

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
Digital Managing Editor	17, 18, 19, 20, 22	17

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, 2020 through January 31, 2021

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	2
15	www.utica.craigslist.com	N	0
16	AllAccess.com	N	0
17	Indeed.com (via Greenhouse)	N	2
18	LinkedIn (via Greenhouse)	N	0
19	Townsquaremedia.com	N	1
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			5

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, 2020 through January 31, 2021

III. OUTREACH INITIATIVES

No.	Type of Outreach Initiative <i>(e.g. internship, job fair, etc.)</i>	Brief Description of Activity
1	Participation in Job Fair	Townsquare Media Utica was scheduled to attend the Herkimer College Career Fair on March 25, 2020. Our Administrative Assistant was going to attend the fair, solicit resumes, and speak with students about careers in broadcasting. Unfortunately, this event was cancelled due to COVID-19.
2	Participation in Job Fair	Townsquare Media Utica was set to attend the Herkimer County Job Fair presented by The Genesis Group on March 17, 2020. Our Market President and WIBX News Reporter were going to speak with 1,500 high school students about careers in broadcasting. Unfortunately, this event was cancelled due to COVID-19.
3	Hosting Online Job Fair	Townsquare Media Utica hosted nine online job fairs for several local businesses. Our on-air staff and programming managers met with the businesses to assess their hiring needs, and then ran an extensive on-air and online 3-week program for each.
4	Participation in Programs Sponsored by Educational Institutions	Townsquare Media Utica visited Sauquoit High School and our Digital Managing Editor educated students on March 3, 2020 about digital copyright infringement.
5	Internship Program	We participated in an internship through NYSBA that enabled us to hire a local college student who came into our office and trained with multiple departments from February through early March. This internship ended prematurely when our office closed due to COVID-19.
6	Participation in Programs Sponsored by Educational Institutions	Our Market President was scheduled to participate in an Executive Panel at Ithaca College on March 20, 2020 where she was to discuss the broadcast business and hiring. This event was cancelled due to COVID-19.

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, 2020 through January 31, 2021

No.	Type of Outreach Initiative <i>(e.g. internship, job fair, etc.)</i>	Brief Description of Activity
7	Establishment of Training Program	Townsquare Media Utica Sales Team was to travel to Albany on May 14, 2020 for Regional CSS Training. Due to COVID-19, this in-person training was changed to six virtual training sessions that took place throughout April and May 2020.
8	Participation in other activities designed to widely disseminate information about employment opportunities in broadcasting	Our Director of Sales is on the Utica Chamber Board of Directors and our Market President is a member of the Utica Chamber Marketing Committee and Chairperson for the New York State Broadcasters Association.
9	Establishment of Training Program	Our Market President, Sales Manager and Brand Managers provide ongoing training and meeting sessions to allow employees to progress their skills in order to qualify for promotions within the stations.
10	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.
11	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. A Regional Northeast Digital Training event took place on April 9, 2020 which was followed by a Centro Training on April 14, 2020.

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, 2020 through January 31, 2021

No.	Type of Outreach Initiative <i>(e.g. internship, job fair, etc.)</i>	Brief Description of Activity
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. Due to COVID-19, this was shifted to a virtual event.
14	Establishment of Training Program	Our Brand Managers, Digital Managing Editor, Director of Sales and Townsquare Team regularly engage in group brainstorming sessions as well as training sessions to create customized client marketing campaigns and to teach staff how to adapt to changes in the radio environment.
15	EEO/Anti-Discrimination Training	Our Human Resources Department provides annual training to management level personnel as to methods of ensuring EEO and preventing discrimination.