



### III Recruitment Initiatives

|          | TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)  | BRIEF DESCRIPTION OF ACTIVITY  |
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| <b>1</b> | Internship Program<br>94.3 The Point<br>105.7 The Hawk<br>92.7 WOBM<br>1160/1310 WOBM-AM | Townsquare Media provided an internship program for nine students partnered with a variety of schools, including. Rider University, Rowan, Clemson University, University of Rhode Island, Montclair, Rutgers University, William Patterson, Cabrini College and Marist. Each student received school credits for their participation in the program. Students were exposed to and involved in daily business activities, including marketing, programming, news, digital and sales. |
| <b>2</b> | Townsquare Media NJ Scholarship Program  | The WOBM Christmas Classic awards scholarships to graduated seniors who played in the tournament the previous year. The awards are made based on academic performance of those student-athletes while in high school. This year nine women/men each received \$500 as the latest recipients bringing the total to over \$85,000 in scholarships awarded since the tournament began in 1984.  |