

**EEO PUBLIC FILE REPORT**  
**Townsquare License, LLC**  
**Princeton/Trenton Employment Unit**  
**WKXW-FM, WPST-FM, WCHR(AM), WNJE(AM)**  
**February 1, 2024 to January 31, 2025**

\*WNJE(AM) was sold on January 7, 2025.

**Section 1. Vacancy List**

<b>Job Title</b>	<b>Date Filled</b>	<b>Public Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>Number of Interviewees Referred by Each Source</b>	<b>RS Referring Hiree</b>
Brand Manager	5/1/2024	1, 3, 5, 6, 7, 8, 9, 10, 13, 14, 15, 16, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65	RS 5 – 1 RS 10 – 1 RS 68 – 1 <u>RS 69 – 3</u> TOTAL: 6	RS 68
Local Sales Manager	5/1/2024	1, 3, 5, 6, 7, 8, 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, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65	<u>RS 4 – 1</u> TOTAL: 1	RS 4
Multimedia Journalist	6/1/2024	1, 3, 5, 6, 7, 8, 9, 10, 13, 14, 15, 16, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65	RS 3 – 4 RS 5 – 3 <u>RS 10 – 1</u> TOTAL: 8	RS 10

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**Section 2. Recruitment Source List**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
1	Broadcast1Source <sup>1</sup> 5000 Crossmill Rd. McLeansville, NC 27301 336-553-0620	No	0
2	Indeed (Candidate Sourced via Townsquare Media Recruiters) www.indeed.com 200 W 6 <sup>th</sup> St. Austin, TX 78701 800-462-5842	No	0
3	Indeed (via Greenhouse) www.indeed.com 200 W 6 <sup>th</sup> St. Austin, TX 78701 800-462-5842	No	4
4	LinkedIn (Candidate Sourced via Townsquare Media Recruiters) www.linkedin.com 1000 W. Maude Ave. Sunnyvale, CA 94085 650-687-3600	No	1
5	LinkedIn (via Greenhouse) www.linkedin.com 1000 W. Maude Ave. Sunnyvale, CA 94085 650-687-3600	No	4

<sup>1</sup> Broadcast1Source: The station unit uses the services of Broadcast1Source, in conjunction with the New Jersey Broadcasters Association (NJBA), to send notices of job openings to nearly 70 recruitment sources, most of which are colleges, civic groups, and organizations representing women and minorities throughout New Jersey.

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6	National Alliance of State Broadcasters Association (website) www.nasbaonline.net 2333 Wisconsin St., NE Albuquerque, NM 87110 505-881-4444	No	0
7	New Jersey Broadcasters Association 2608 Lakewood Rd., Suite 3 Point Pleasant, NJ 08742 609-860-0111	No	0
8	New Jersey Department of Labor and Workforce Development (website) www.careerconnections.nj.gov 1 John Fitch Plaza Trenton, NJ 08611 609-984-4437	No	0
9	New Jersey 101.5 website www.nj1015.com 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	0
10	Townsquare Media Career Pages (via Greenhouse) www.townsquaremedia.com 1 Manhattanville Rd., Suite 202 Purchase, NY 10577 203-861-0900	No	2
11	WPST 94.5 website www.945wpst.com 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	0
12	Atlantic Cape Community College Career Services 5100 Black Horse Pike Mays Landing, NJ 08330 609-343-4867	No	0
13	Baruch College - The City University of New York	Yes (Prong 2; notified via	0

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	Starr Career Development Center One Barnard Baruch Way 55 Lexington Ave. New York, NY 10010 646-312-4670	email from station unit)	
14	Berkeley College – Woodland Park Location Career Services 44 Rifle Camp Rd. Woodland Park, NJ 07424 973-278-5400	Yes (Prong 2; notified via email from station unit)	0
15	Bloomfield College of Montclair State University Center for Academic Advising and Career Education 467 Franklin St. Bloomfield, NJ 07003 973-748-9000	Yes (Prong 2; notified via Handshake)	0
16	Brookdale Community College Career Center MAC Building, Room 105 765 Newman Springs Rd. Lincroft, NJ 07738 732-224-2792	No	0
17	Bucks County Community College Career Services 275 Swamp Rd. Newtown, PA 18940 215-968-8081	No	0
18	Caldwell University Career Planning and Development 120 Bloomfield Ave. Aqunias Hall, Room 109 Caldwell, NJ 07006 973-618-3290	No	0
19	Centenary University Career Center 400 Jefferson St. Hackettstown, NJ 07840 908-852-1400 ext. 2240	Yes (Prong 2; notified via Handshake)	0

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20	The College of New Jersey The Career Center Roscoe West Library, Room 102	Yes (Prong 2; notified via Handshake)	0
	PO Box 7718 200 Pennington Rd. Ewing, NJ 08628 609-771-2161		
21	Delta Community Supports 1130 US-202 Raritan, NJ 08869 908-707-8844	Yes (Prong 2; notified via email from station unit)	0
22	Division of Vocational Rehabilitation Services for Burlington County (New Jersey Department of Labor & Workforce Development) 795 Woodlane Rd., Suite 201 Westhampton, NJ 08060 609-518-3948	Yes (Prong 2; notified via email from station unit)	0
23	Division of Vocational Rehabilitation Services for Camden County (New Jersey Department of Labor & Workforce Development) 2600 Mt. Ephraim Ave., Suite 103 Camden, NJ 08104 856-614-2500	Yes (Prong 2; notified via email from station unit)	0
24	Division of Vocational Rehabilitation Services for Cape May County (New Jersey Department of Labor & Workforce Development) 3801 Route 9 South, Unit 3 Rio Grande, NJ 08242 609-224-2010	Yes (Prong 2; notified via email from station unit)	0
25	Division of Vocational Rehabilitation Services for Essex County (New Jersey Department of Labor & Workforce Development) 990 Broad St., 2 <sup>nd</sup> Floor Newark, NJ 07102 973-648-3494	Yes (Prong 2; notified via email from station unit)	0
26	Division of Vocational Rehabilitation	Yes (Prong 2;	0

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	Services for Gloucester County	notified via	
	New Jersey Department of Labor & Workforce Development) 1480 Tanyard Rd., Suite A Sewell, NJ 08080 856-384-3730	email from station unit)	
27	Division of Vocational Rehabilitation Services for Hudson County (New Jersey Department of Labor & Workforce Development) 438 Summit Ave., 6 <sup>th</sup> Floor Jersey City, NJ 07306 201-217-7180	Yes (Prong 2; notified via email from station unit)	0
28	Division of Vocational Rehabilitation Services for Hunterdon County (New Jersey Department of Labor & Workforce Development) 75 Veterans Memorial Dr. East Suite 101 Somerville, NJ 08876 908-704-3030	Yes (Prong 2; notified via email from station unit)	0
29	Division of Vocational Rehabilitation Services for Mercer County (New Jersey Department of Labor & Workforce Development) Labor Station Plaza 28 Yard Ave. P.O. Box 959 Trenton, NJ 08625 609-292-2940	Yes (Prong 2; notified via email from station unit)	0
30	Division of Vocational Rehabilitation Services for Middlesex County (New Jersey Department of Labor & Workforce Development) 550 Jersey Ave. PO Box 2672 New Brunswick, NJ 08901 732-937-6300	Yes (Prong 2; notified via email from station unit)	0
31	Division of Vocational Rehabilitation Services for Monmouth County (New	Yes (Prong 2; notified via	0

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	Jersey Department of Labor & Workforce Development) 60 Taylor Ave., North Neptune, NJ 07753 732-481-6300	email from station unit)	
32	Division of Vocational Rehabilitation Services for Somerset County (New Jersey Department of Labor & Workforce Development) 75 Veterans Memorial Dr. East Suite 101 Somerville, NJ 08876 908-704-3030	Yes (Prong 2; notified via email from station unit)	0
33	Drew University Center for Career Development 36 Madison Ave. Sycamore Cottage Madison, NJ 07940 973-408-3710	No	0
34	Essex County One-Stop Career Center - Newark (New Jersey Department of Labor & Workforce Development) 990 Broad St. Newark, NJ 07102 973-648-3370	Yes (Prong 2; notified via email from station unit)	0
35	Fairleigh Dickinson University - Florham Campus Career Development Center 285 Madison Ave. Madison, NJ 07940 973-443-8945	Yes (Prong 2; notified via Handshake)	0
36	Kean University Career Services 1000 Morris Ave. Union, NJ 07083 908-737-0320	No	0
37	La Salle University Career Center Founders' Hall, Office 128 1900 West Olney Ave.	No	0

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	Philadelphia, PA 19141 215-951-1075		
38	Mercer County Community College Career Services 1200 Old Trenton Rd. West Windsor, NJ 08550 609-570-3530	Yes (Prong 2; notified via email from station unit)	0
39	Middlesex College Career Readiness and Planning 2600 Woodbridge Ave. Edison, NJ 08818 732-548-6000 ext. 3131	No	0
40	Monmouth University Career Development 400 Cedar Ave. Rebecca Stafford Student Center 1st Floor West Long Branch, NJ 07764 732-571-3471	No	0
41	Montclair State University 1 Normal Ave. Montclair, NJ 07043 973-655-5194	No	0
42	National Council on Aging 251 18 <sup>th</sup> St. South, Suite 500 Arlington, VA 22022 571-527-3900	Yes (Prong 2; notified via email from station unit)	0
43	National Council of Jewish Women - Essex County Section 70 South Orange Ave., Suite 120 Livingston, NJ 07039 973-740-0588	Yes (Prong 2; notified via email from station unit)	0
44	National Hispanic Media Coalition 1201 W. 5 <sup>th</sup> St., Suite T-205 Los Angeles, CA 90017 676-792-6462	Yes (Prong 2; notified via email from Station unit)	0
45	New Jersey City University Center for Career and Professional Development 2039 Kennedy Blvd. Jersey City, NJ 07305	Yes (Prong 2; notified via Handshake)	0



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	201-200-2181		
46	Northern New Jersey NOW 3 Winthrop Pl. Leonia, NJ 07605 609-310-1150	Yes (Prong 2; notified via email from station unit	0
47	Ocean County College Career Services 1 College Dr. Toms River, NJ 08754 732-255-0400 ext. 2349	Yes (Prong 2; notified via Handshake)	0
48	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 Handshake)	0
49	Raritan Valley Community College Career Services 118 Lamington Rd. Branchburg, NJ 08876 908-526-1200 ext. 8334	Yes (Prong 2; notified via school's online career services platform)	0
50	Rider University Career Development and Success Bart Luedeke Center, 2 <sup>nd</sup> Floor Suite 237 2083 Lawrenceville Rd. Lawrenceville, NJ 08684 609-896-5000	Yes (Prong 2; notified via Handshake)	0
51	Rowan College of South Jersey Internship and Career Planning 1400 Tanyard Rd. Sewell, NJ 08080 856-468-5000	No	0
52	Rowan University Office of Career Advancement Savitz Hall, 2 <sup>nd</sup> Floor 201 Mullica Hill Rd. Glassboro, NJ 08028 856-256-4456	Yes (Prong 2; notified via school's online career	0
53	Rutgers University - Camden Campus	Yes (Prong 2;	0

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	Career Center 303 Cooper St. Camden, NJ 08102 856-225-6046	notified via Handshake)	
54	Rutgers University - New Brunswick Campus Career Exploration & Success 106 Somerset St., 4 <sup>th</sup> Floor New Brunswick, NJ 08901 848-932-7997	No	0
55	Rutgers University - Newark Campus Career Resources and Exploration Engelhard Hall, Suite 101 195 University Ave. Newark, NJ 07102 973-353-5311	Yes (Prong 2; notified via Handshake)	0
56	Seton Hall University The Career Center Bayley Hall, Room 209 400 S. Orange Ave. South Orange, NJ 07079 973-761-9355	No	0
57	Stockton University Career Education & Development Campus Center, Suite 104 101 Vera King Farris Dr. Galloway, NJ 08205 609-652-4650	Yes (Prong 2; notified via email from station unit and Handshake)	0
58	Temple University Career Center 220 Mitten Hall 1913 N. Broad St. Philadelphia, PA 19122 215-204-7981	No	0
59	Union College of Union County – Elizabeth Campus Career Services 40 West Jersey St. Elizabeth, NJ 07202 908-709-7000	Yes (Prong 2; notified via email from station unit)	0

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60	Urban League for Bergen County 12 Tenafly Rd., Suite 104 Englewood, NJ 07631 201-568-4988	Yes (Prong 2; notified via email from station unit)	0
61	William Paterson College The Career Development Center Student Center 301 300 Pompton Rd. Wayne, NJ 07470 973-720-3291	Yes (Prong 2; notified via Handshake)	0
62	The College of New Jersey Spring Career & Internship Fair Wednesday, February 21, 2024 The College of New Jersey 200 Pennington Rd. Ewing, NJ 08628 609-771-2161	No	0
63	Rowan University's Humanities, Social Sciences, Communications & Creative Arts Expo Wednesday, March 6, 2024 Rowan University 201 Mullica Hill Rd. Glassboro, NJ 08028 856-256-4456	No	0
64	Rider University Spring 2024 General Career Fair Thursday, March 21, 2024 Rider University 2083 Lawrenceville Rd. Lawrenceville, NJ 08684 609-896-5000	No	0
65	Seton Hall University Spring 2024 Creative Connections Career Fair Thursday, March 21, 2024 Seton Hall University 400 S. Orange Ave. South Orange, NJ 07079 973-761-9355	No	0
66	Employee Promotion	No	0

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	WKXW-FM 101.5/WPST-FM 94.5/WCHR(AM) 1040 109 Walters Ave. Trenton, NJ 08638 609-359-5300		
67	Employee Referral WKXW-FM 101.5/WPST-FM 94.5/WCHR(AM) 1040 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	0
68	Industry Referral	No	1
69	Internal Posting <sup>2</sup> WKXW-FM 101.5/WPST-FM 94.5/WCHR(AM) 1040 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	3
70	Unsolicited Applications <sup>3</sup>	No	0
<b>TOTAL INTERVIEWS</b>			15

**Section 3. Recruitment Initiatives**

	<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
1	EEO Management Training Session (provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination)	On Friday, November 15, 2024, an EEO recruitment and hiring training was held with the hiring authorities of the station unit. The training was held during a monthly department head meeting via Microsoft Teams. Hiring managers reviewed the station unit's best practices and policies for following EEO requirements. Also discussed were the station unit's current recruitment efforts as it pertains to filling full-time and part-time vacancies. A guide to the station unit's EEO recruitment and hiring practices was distributed via email to all hiring authorities at the conclusion of the training session.

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

<sup>3</sup> Unsolicited Applications: This refers to a candidate indicating a recruitment source the station unit did not use.

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2	<p>“Top Gun” Training Program  (training program designed to enable station personnel to acquire skills that could qualify them for higher level positions)</p>	<p>Two (2) Account Executives participated in a four-day “Top Gun” training program (120 minutes each day) which was designed by Townsquare to help train and advance the top 15% of sellers to the next level in their career. The first AE participated in the training from March 19, 2024 through March 22, 2024. The second AE participated in the training from June 11, 2024 through June 14, 2024.</p>
3	<p>“Townsquare University – Master Class Series – Job Security and Career Growth” Training Program  (training program designed to enable station personnel to acquire skills that could qualify them for higher level positions)</p>	<p>On October 24, 2024, a Digital Content Creator participated in a Masterclass training hosted by Townsquare’s Regional Content Director and Senior Vice President of Content and Programming. The purpose of the course was to prepare individuals for growth in their career. What is required to move internally within the Company and how to feel more secure in your role. The training was set up to inspire employees to improve their skills and rethink their day-to-day process. Topics discussed included, Building your Brand, Contributing to the Company’s Goals, Job Security, Enhancing your Value, and Understanding the Current Landscape.</p>
4	<p>Internship Program  (establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment)</p>	<p>WKXW-FM NJ101.5 and WPST-FM 94.5 has established an ongoing internship program in our Promotions and Marketing and On-Air and Digital News Departments. We actively advertise our internship program through ads on the station unit’s websites, as well as ads placed with some of the station unit’s 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 2024, a hiring authority representing the station unit attended a total of five career and internship fairs.</p> <p>Internship participants receive college credit while learning aspects of radio promotions, radio marketing, broadcast news, radio sales, digital news, and</p>

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		<p>programming content. All students get extensive training and hands-on experience. Students work with a number of WKXW-FM NJ101.5 and WPST-FM 94.5 part-time and full-time employees within the station unit, including the Director of Marketing and Promotions, Promotions Coordinators, Promotions Assistants, Talk Show Hosts, Show Producers, On-Air News Anchors and Reporters, On-Air Content Creators, Digital Reporters, News Director, Digital Managing Editor, and Account Executives.</p> <p>In 2024, WKXW-FM NJ101.5 and WPST-FM 94.5 had a total of nine interns from the following colleges and universities: The College of New Jersey, Dean College, Montclair State University, Penn State University, Ramapo College, and Rowan University.</p> <p>We accepted applicants for spring, summer, and fall internships in 2024. Two of our interns enrolled in our spring internship program from January 2024 through May 2024, six of our interns enrolled in our summer internship program from May 2024 through August 2024, and one of our interns enrolled in our fall internship program from September 2024 through December 2024.</p>
5	TCNJ Spring Career & Internship Fair (participation in job fair by personnel with responsibility for hiring decisions)	<p>The College of New Jersey Spring Career and Internship Fair was held on Wednesday, February 21, 2024. The event was held from 12 p.m. to 3 p.m. inside the Brower Student Center on the college’s campus in Ewing, New Jersey. Two hiring authorities from the station unit, the WKXW-FM NJ 101.5 and WPST-FM 94.5 Director of Marketing and Promotions and the WKXW-FM NJ101.5 News Director, attended the fair. During the three-hour period, the hiring authorities spoke with students about full-time job opportunities available at the station unit. Also discussed with the students was the station unit’s year-round internship program, giving students the opportunity to get hands-on experience in the radio industry. During the fair, resumes were collected</p>

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		<p>from students to review and consider for current and future job openings and internships. At the time of the event, the station unit was recruiting to fill the following full-time vacancies: Local Sales Manager; Account Executive; Brand Manager; Multimedia Journalist; Night Radio Host and Digital Content Writer; Digital Campaign Coordinator; and Digital Solutions Manager. The hiring authorities attending the fair represented the entire station unit of WKXW-FM NJ101.5/WPST-FM 94.5/WCHR(AM) 1040.</p>
6	<p>Rowan’s Humanities, Social Sciences, Communication &amp; Creative Arts Expo (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>A hiring authority representing the entire station unit of WKXW-FM NJ101.5/WPST-FM 94.5/WCHR(AM) 1040 attended Rowan University’s Humanities, Social Sciences, Communication and Creative Arts Expo. The event was held on Wednesday, March 6, 2024 at the Chamberlain Student Center Ballroom in Glassboro, New Jersey from 10 a.m. to 2 p.m. One hiring authority from the station unit, the WKXW(FM) NJ101.5 News Director, attended the four-hour long event. During the event, the hiring authority spoke with students interested in full-time job vacancies and internship opportunities offered by the station unit. During the fair, resumes were collected from students to review and consider for current and future job openings and internships. At the time of the event, the station unit was recruiting to fill the following full-time vacancies: Local Sales Manager; Account Executive; Brand Manager; Multimedia Journalist; Night Radio Host and Digital Content Writer; Account Executive - Bucks County Focused; Account Executive - Mercer County Focused; Digital Campaign Coordinator; and Digital Solutions Manager.</p>
7	<p>Rider University Spring 2024 General Career Fair (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>On Thursday, March 21, 2024, students and employers attended the Rider University Spring 2024 General Career Fair at the Student Recreation Center on the university’s campus in Lawrenceville, New Jersey from 11 a.m. to 2 p.m. The purpose of the career fair was to</p>

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		<p>provide students an opportunity to obtain experience in their field of study, particularly through internships and vacant full-time job opportunities. The event was attended by two hiring authorities, the WKXW-FM NJ101.5 News Director and the WKXW-FM NJ101.5 and WPST-FM 94.5 General Sales Manager. The hiring authorities attending the fair represented the entire station unit of WKXW-FM NJ101.5/WPST-FM 94.5/WCHR(AM) 1040. During the career fair, students learned about full-time job opportunities and internships at the station unit. Students were permitted to give the station unit hiring authorities their resumes during the event, which were considered for current and future full-time job vacancies and internships. At the time of the career fair, the station unit was recruiting to fill the following full-time vacancies: Local Sales Manager; Account Executive; Brand Manager; Night Radio Host and Digital Content Writer; Account Executive - Bucks County Focused; and Account Executive - Mercer County Focused.</p>
8	<p>Seton Hall University Spring 2024 Creative Connections Career Fair (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>The Seton Hall University Spring 2024 Creative Connections Career Fair was held on Thursday, March 21, 2024 from 4 p.m. to 6 p.m. at Bethany Hall on the university's campus in South Orange, New Jersey. The Director of Marketing and Promotions for WKXW-FM NJ101.5 and WPST-FM 94.5, a hiring authority, attended the career fair and represented the entire station unit of WKXW-FM NJ101.5/WPST-FM 94.5/WCHR(AM) 1040. The purpose of the career fair was to provide students an opportunity to obtain experience in their field of study, through either full-time job opportunities or internships. During the event, the hiring authority spoke with interested students about full-time career opportunities available at the station unit. The employee also discussed with students the station unit's year-round internship program. Resumes were collected from students and considered for current and future job openings and internships. At the time of the career fair, the station unit was recruiting to fill the following full-time</p>



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		vacancies: Local Sales Manager; Account Executive; Brand Manager; Night Radio Host and Digital Content Writer; Account Executive - Bucks County Focused; and Account Executive - Mercer County Focused.
9	TCNJ Fall 2024 Career & Internship Fair (participation in job fair by personnel with responsibility for hiring decisions)	Employers had the opportunity to attend The College of New Jersey Fall 2024 Career and Internship Fair on Wednesday, September 25, 2024. The event was held from 12 p.m. to 3 p.m. at the Brower Student Center on the college's campus in Ewing, New Jersey. The WKXW-FM NJ101.5 New Director, a hiring authority, attended the event and represented the entire station unit of WKXW-FM NJ 101.5/WPST-FM 94.5/WCHR(AM) 1040. The purpose of the fair was to provide students an opportunity to obtain experience in their field of study, particularly through internships and open employment vacancies. Interested students spoke to the hiring authority about the station unit's full-time job opportunities and internship program. Resumes were collected and considered for current and future job vacancies and internships. At the time of the career fair, the station unit was recruiting to fill the following full-time vacancies: Account Executive; Account Executive - Bucks County Focused; Account Executive - Mercer County Focused; Regional Director of Digital Sales; Business Development Representative; and Digital Sales Specialist.
10	Station Tour and/or Networking Events (participation in events or programs sponsored by educational institutions)	During the reporting period, WKXW-FM NJ1015 and WPST-FM 94.5 personnel engaged in 12 Station Tours and/or Networking Events.  <u>Event 1:</u> On Thursday, February 8, 2024, two employees representing WKXW-FM NJ101.5 and WPST-FM 94.5, a Senior Account Manager and a Regional Traffic and Continuity Manager, were invited guest speakers for a radio production course, COM-105, at Bergen Community College in Paramus, New Jersey. During the 60-minute virtual discussion via Webex, the two employees explained

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		<p>how commercials are sold; the process of writing and producing commercial copy; and the protocols for scheduling commercials for air. Students were given an assignment to write copy for a local client with the possibility of it being used for air. The pair also shared with students their career experiences. Eleven students were present for the talk.</p> <p><u>Event 2:</u> Girl Scout Troop 21513 from Florence, New Jersey spent about 60 minutes at the studios of WKXW-FM NJ101.5 and WPST-FM 94.5 on Monday, March 4, 2024. During their time, seven girls and two leaders spoke with personnel in the programming, news, sales and marketing, and promotions departments. In addition to visiting both the studios of WKXW-FM NJ101.5 and WPST-FM 94.5, the troop discussed news programming with the WKXW-FM NJ101.5 News Director; got a tutorial about the audio console and Zetta, an audio software system, from a WKXW-FM NJ101.5 News Anchor and Reporter; saw a live newscast on WKXW-FM NJ101.5; observed a few minutes of the “Dennis and Judi Show,” a WKXW-FM NJ101.5 program; and learned about show preparation and song selection from WPST-FM 94.5 personnel. The troop asked questions about careers in radio broadcasting and internship opportunities. In total, the troop interacted with 10 members of the station unit — WKXW-FM NJ101.5 News Director; two WKXW-FM NJ101.5 News Anchors and Reporters; both Talk-Show Hosts of the “Dennis and Judi Show” on WKXW-FM NJ101.5; the Brand Manager for WPST-FM 94.5; two On-Air Content Creators for WPST-FM 94.5; an Account Executive with WKXW-FM NJ101.5 and WPST-FM 94.5; and the Director of Marketing and Promotions for both stations.</p> <p><u>Event 3:</u> The Chief Meteorologist for WKXW-FM NJ101.5 and WPST-FM 94.5 was an invited career speaker at the Valley Road Elementary School in</p>
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		<p>Clark, New Jersey on Thursday, March 28, 2024. The Chief Meteorologist spoke to about 400 students, divided into two separate discussions. The presentation was before students in kindergarten through fifth-grade. The first talk ran from 9:30 a.m. to 10:15 a.m. and the second talk ran from 10:30 a.m. to 11:15 am. The majority of the Chief Meteorologist’s presentation covered his career as a broadcast meteorologist; a rundown of his typical workday and duties that he is responsible for; and the science and safety information regarding thunderstorms. His presentation ended with a Q&amp;A session, giving the students an opportunity to ask the Chief Meteorologist questions about his career.</p> <p><u>Event 4:</u> WKXW-FM NJ101.5 and WPST-FM 94.5’s Chief Meteorologist participated as an invited guest speaker it a third-grade class at the Frank K. Hehnly Elementary School in Clark, New Jersey on Tuesday, April 9, 2024. The Chief Meteorologist spoke to approximately 100 students for 45 minutes from 10 a.m. to 10:45 a.m. During his presentation, the Chief Meteorologist discussed his career as a broadcast meteorologist; a look at his typical workday; and the science and safety information about thunderstorms. The Chief Meteorologist also shared information on the wide range of positions available in the media industry. The discussion ended with a Q&amp;A session.</p> <p><u>Event 5:</u> On Wednesday, April 24, 2024, WKXW-FM NJ101.5 and WPST-FM 94.5’s Chief Meteorologist took part in the biannual career day at the Frank K. Hehnly Elementary School in Clark, New Jersey. During three, 20-minute sessions, starting at 9:25 a.m. and ending at 10:45 a.m., the Chief Meteorologist spoke to approximately 50 third-, fourth-, and fifth-grade students. His presentation covered an overview of his career as a broadcast meteorologist, and a discussion about his typical day on the air. The Chief Meteorologist also spoke to the students about the</p>
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		<p>radio business; how important such communications are during times of crisis; how radio stations earn revenue through advertising; and the multitude of career opportunities in the industry. All three sessions ended with a Q&amp;A.</p> <p><u>Event 6:</u> The Chief Meteorologist for WKXW-FM NJ101.5 and WPST-FM 94.5 was an invited speaker on Friday, May 17, 2024 at the High School Film Challenge and Workshops, hosted by the Jackson Academy of Digital Media at Jackson Liberty High School in Jackson, New Jersey. According to school officials, approximately 300 students from 18 New Jersey high schools were in attendance for the day-long event. The event was the culmination of a five-day film challenge that ran from Monday, April 15, 2024 through Friday, April 19, 2024. The workshop and awards presentation ran from 9 a.m. to 2 p.m. on Friday, May 17, 2024. As an invited guest speaker, the Chief Meteorologist led a 60-minute presentation titled “The Rule of Three: A New Way to Think about Content Creation, Job Searching, and More.” During the presentation, the Chief Meteorologist discussed the natural psychology of organizing information into groups of three, and then showed how that can apply to efficient and effective content creation and career development. The last segment of his talk specifically covered the career opportunities in radio and television.</p> <p><u>Event 7:</u> A WKXW-FM NJ101.5 Digital Journalist virtually spoke to a group of students in a production radio course, COM-105, at Bergen Community College in Paramus, New Jersey on Thursday, September 12, 2024. The 45-minute presentation was held via Webex with 15 students in attendance. To prepare students for their class assignment to create and deliver a newscast, the Digital Journalist discussed the steps involved. He discussed with students the importance of using reliable sources; the</p>
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		<p>pitfalls of using social media as the only source for a news story; and the important role of media organizations to report on the facts. Students were encouraged to ask questions during the presentation, with most of them wanting to know about the Digital Journalist’s career experiences.</p> <p><u>Event 8:</u> Two employees representing WKXW-FM NJ101.5 and WPST-FM 94.5, the Vice President of Sales and a Regional Traffic and Continuity Manager, were invited guest speakers for a radio production course, COM-105, at Bergen Community College in Paramus, New Jersey on Thursday, September 26, 2024. As part of the course curriculum, the two employees helped prepare students for their latest course assignment, “Creating a Client Commercial.” During the discussion, the Vice Present of Sales and the Regional Traffic and Continuity Manager explained how a commercial spot is sold; the differences and similarities between terrestrial and digital advertising; the importance of effective copy and sonic branding; the process of writing and producing commercials for radio; and the procedures for scheduling commercials for air. Students engaged in a Q&amp;A at the end, asking the two employees various questions, including their career experiences. Ten students participated in the discussion.</p> <p><u>Event 9:</u> On Wednesday, October 23, 2024, five students from an “Announcing for Media” class at Mercer County Community College in West Windsor, New Jersey visited the studios of WKXW-FM NJ101.5 and WPST-FM 94.5. The students arrived at 1:30 p.m. and departed at 2:40 p.m. The group toured the stations’ facilities; observed WKXW-FM NJ101.5’s the “Dennis and Judi Show” for approximately 25 minutes; and got a tutorial from WPST-FM 94.5’s Brand Manager about how the station’s Top 40 format operates. Additionally, students observed a live, anchored newscast on</p>
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		<p>WKXW-FM NJ101.5 and spoke with the WKXW-FM NJ 101.5 News Director about how to write a newscast. Students also had the opportunity to speak with WKXW-FM NJ 101.5's Digital Managing Editor and a Digital News Reporter about the importance of learning to write articles for a website. During the visit, students were encouraged to ask questions about career and internship opportunities at the station unit and throughout the broadcasting industry.</p> <p><u>Event 10:</u> Ten students from Bordentown Regional Middle School visited the studios of WKXW-FM NJ101.5 and WPST-FM 94.5 on December 10, 2024. The students were part of Bordentown Regional Middle School's Extended Learning Program for the Academically Talented (ELPAT). As part of the ELPAT program, the students were working on a project to create a 10-minute newscast. During the 60-minute visit that started at 10:30 a.m., students observed and participated in WKXW-FM NJ101.5's the "Dennis and Judi Show;" talked with two On-Air Content Creators and the Brand Manager of WPST-FM 94.5 about preparing for a morning show on a Top 40 format, handling sensitive topics, and how the clocks/logs work for the station; and observed a live, anchored newscast on WKXW-FM NJ101.5. Additionally, students had the opportunity to speak for 30 minutes to members of the WKXW-FM NJ101.5 newsroom, including the News Director and a News Anchor and Reporter. The news personnel discussed the skills needed to anchor a newscast; how it is determined what stories will be covered on a given day; and the standards the department follows when writing newscasts and articles. Students asked the News Director and News Anchor and Reporter how to get started in a broadcasting career and what type of college courses are important to take for a journalism career. Students were encouraged to ask questions throughout the visit.</p>
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	<p><u>Event 11:</u> The Promotions Coordinator for WKXW-FM NJ101.5 and WPST 94.5 was an invited guest speaker during a radio production course, COM-105, at Bergen Community College in Paramus, New Jersey on Thursday, December 12, 2024. The 60-minute virtual presentation was centered around the functions of the marketing and promotions department at the station unit. During his conversation, the Promotions Coordinator talked about what happens in week-to-week operations. The Promotions Coordinator also gave advice to students about working in the radio industry, including tips and tricks to help students in their career path. Students were encouraged to come prepared with questions. Seven students were present for the discussion.</p> <p><u>Event 12:</u> On Thursday, January 23, 2025, a WKXW-FM NJ101.5 Digital Journalist virtually spoke to a group of students in a production radio course, COM-105, at Bergen Community College in Paramus, New Jersey. Thirteen students were present for the 60-minute presentation that was held via Webex. To prepare students for their class assignment to create and deliver a newscast, the Digital Journalist discussed the steps involved. He talked about story selection and how students can determine what is considered a lead story versus what is a kicker. The Digital Journalist also talked about the importance of using reliable sources; the risks of relying on social media when reporting on a story; and the critical role media organizations play in reporting the facts about a particular issue. He also discussed that while some broadcast outlets are struggling, there will always be a need for journalists, audio producers, and content producers. Students were permitted to ask the Digital Journalist questions throughout the presentation.</p>
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