

EEO PUBLIC FILE REPORT
Townsquare License, LLC
Princeton/Trenton Employment Unit
WKXW(FM), WPST(FM), WCHR(AM), WNJE(AM)
February 1, 2023 to January 31, 2024

Section 1. Vacancy List

Job Title	Date Filled	Public Recruitment Sources (RS) Used to Fill Vacancy	Number of Interviewees Referred by Each Source	RS Referring Hiree
Account Executive	5/22/23	1, 2, 4, 6, 7, 8, 9, 10, 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	RS 3 – 1 RS 4 – 1 RS 5 – 1 RS 6 – 3 RS 12 – 1 RS 67 – 2 TOTAL: 9 RS 1, 2, 7, 8, 9, 10, 11, 13-66, 68, 69, 70 – 0 Interviewees	RS 3

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Section 2. Recruitment Source List

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	AllAccess.com www.allaccess.com PO Box 6587 Malibu, CA 90264 310-457-6616	No	0
2	Broadcast1Source ¹ 5000 Crossmill Rd. McLeansville, NC 27301 336-553-0620	No	0
3	Indeed (Candidate Sourced via Townsquare Media Recruiters) www.indeed.com 6433 Champion Grandview Way Building 1 Austin, TX 78750 512-459-5300	No	1
4	Indeed (via Greenhouse) www.indeed.com 6433 Champion Grandview Way Building 1 Austin, TX 78750 512-459-5300	No	1
5	LinkedIn (Candidate Sourced via Townsquare Media Recruiters) www.linkedin.com 1000 W. Maude Ave. Sunnyvale, CA 94085 650-687-3600	No	1
6	LinkedIn (via Greenhouse) www.linkedin.com 1000 W. Maude Ave. Sunnyvale, CA 94085 650-687-3600	No	3

¹ 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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
7	National Alliance of State Broadcasters Association (website) www.nasbaonline.net 2333 Wisconsin St., NE Albuquerque, NM 87110 505-881-4444	No	0
8	New Jersey Broadcasters Association 2608 Lakewood Rd., Suite 3 Point Pleasant, NJ 08742 888-657-2346	No	0
9	New Jersey Department of Labor and Workforce Development (website) www.careerconnections.nj.gov 1 John Fitch Plaza Trenton, NJ 08611 609-292-2000	No	0
10	New Jersey 101.5 website www.nj1015.com 109 Walters Ave. Trenton, NJ 08638 6029-359-5300	No	0
11	Townsquare Ignite (via Greenhouse) www.townsquareignite.com 1 Manhattanville Rd., Suite 202 Purchase, NY 10577 704-776-0433	No	0
12	Townsquare Media Career Pages (via Greenhouse) www.townsquaremedia.com 1 Manhattanville Rd., Suite 202 Purchase, NY 10577 203-861-0900	No	1
13	WCHR 1040 AM website www.wchr.com 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	0
14	WPST 94.5 FM website	No	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
	www.wpst945.com 109 Walters Ave. Trenton, NJ 08638 6029-359-5300		
15	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 station unit)	0
16	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 station unit)	0
17	Bloomfield College Center for Career Development 12 Austin Pl. Bloomfield, NJ 07003 973-748-9000	Yes (Prong 2; notified via Handshake)	0
18	Brookdale Community College Career, Leadership & Transfer Pathways 765 Newman Springs Rd. Main Academic Complex, MAC 105 Lincroft, NJ 07738 732-224-2792	No	0
19	Caldwell University Career Planning and Development 120 Bloomfield Ave. Aqunias Hall, Room 109 Caldwell, NJ 07006 973-618-3290	No	0
20	Centenary College of New Jersey The Career Development Office 400 Jefferson St.	Yes (Prong 2; notified via Handshake)	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
	Hackettstown, NJ 07840 908-852-1400		
21	The College of New Jersey The Career Center Roscoe West Library, Room 102 PO Box 7718 200 Pennington Rd. Ewing, NJ 08628 609-771-2161	Yes (Prong 2; notified via Handshake)	0
22	Delta Community Supports 1130 US-202 Raritan, NJ 08869 908-707-8844	Yes (Prong 2; notified via email from station unit)	0
23	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
24	Division of Vocational Rehabilitation Services for Camden County (New Jersey Department of Labor & Workforce Development) 101 Woodcrest Rd., Suite 127 Cherry Hill, NJ 08003 856-549-0600	Yes (Prong 2; notified via email from station unit)	0
25	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
26	Division of Vocational Rehabilitation Services for Essex County (New Jersey Department of Labor & Workforce Development)	Yes (Prong 2; notified via email from station unit)	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
	990 Broad St., 2 nd Floor Newark, NJ 07102 973-648-3494		
27	Division of Vocational Rehabilitation Services for Gloucester County (New Jersey Department of Labor & Workforce Development) 1480 Tanyard Rd., Suite A Sewell, NJ 08080 856-384-3730	Yes (Prong 2; notified via email from station unit)	0
28	Division of Vocational Rehabilitation Services for Hudson County (New Jersey Department of Labor & Workforce Development) 438 Summit Ave., 6 th Floor Jersey City, NJ 07306 201-217-7180	Yes (Prong 2; notified via email from station unit)	0
29	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
30	Division of Vocational Rehabilitation Services for Mercer County (New Jersey Department of Labor & Workforce Development) 28 Yard Ave., Suite CN959 Trenton, NJ 08625 609-292-2940	Yes (Prong 2; notified via email from station unit)	0
31	Division of Vocational Rehabilitation Services for Middlesex County (New Jersey Department of Labor & Workforce Development) 550 Jersey Ave. PO Box 2672	Yes (Prong 2; notified via email from station unit)	0

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	New Brunswick, NJ 08901 732-937-6300		
32	Division of Vocational Rehabilitation Services for Monmouth County (New Jersey Department of Labor & Workforce Development) 60 Taylor Ave. North Neptune, NJ 07753 732-481-6300	Yes (Prong 2; notified via email from station unit)	0
33	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
34	Drew University Center for Career Development 36 Madison Ave. Madison, NJ 07940 973-408-3654	No	0
35	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
36	Fairleigh Dickinson University - Florham Campus Career Development Center 285 Madison Ave. Madison, NJ 07940 973-443-8945	Yes (Prong 2; notified via Handshake)	0
37	Felician University Center for Personal and Professional Development One Felician Way	No	0

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	Rutherford, NJ 07070 201-559-3620		
38	Kean University Career Services 1000 Morris Ave. Union, NJ 07083 908-737-0320	No	0
39	La Salle University Career Center Founders' Hall - 128 1900 West Olney Ave. Philadelphia, PA 19141 215-951-1075	No	0
40	Mercer County Community College Career Services 1200 Old Trenton Rd. West Windsor, NJ 08550 609-570-3397	Yes (Prong 2; notified via email from station unit)	0
41	Monmouth University Career Development 400 Cedar Ave. West Long Branch, NJ 07764 732-571-3471	No	0
42	Montclair State University 1 Normal Ave. Montclair, NJ 07043 973-655-5194	No	0
43	National Council on Aging 251 18 th St. South, Suite 500 Arlington, VA 22022 571-527-3900	Yes (Prong 2; notified via email from station unit)	0
44	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
45	National Hispanic Media Coalition 12825 Philadelphia St.	Yes (Prong 2; notified via	0

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	Whittier, CA 90601 626-792-6462	email from station unit)	
46	New Jersey City University Career Success Lab 2039 Kennedy Blvd. Jersey City, NJ 07305 201-200-2180	Yes (Prong 2; notified via Handshake)	0
47	Northern New Jersey NOW 3 Winthrop Pl. Leonia, NJ 07605 609-310-1150	Yes (Prong 2; notified via email from station unit)	0
48	Ocean County College Career Services 1 College Dr. Toms River, NJ 08754 732-255-0400 ext. 2349	Yes (Prong 2; notified via Handshake)	0
49	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
50	Raritan Valley Community College Career Services 118 Lamington Rd. Branchburg, NJ 08876 908-526-1200	Yes (Prong 2; notified via school's online career services platform)	0
51	Rider University Career Development and Success Bart Luedeke Center, 2 nd Floor, Suite 237 2083 Lawrenceville Rd. Lawrenceville, NJ 08684 609-896-5000	Yes (Prong 2; notified via Handshake)	0
52	Rowan University Office of Career Advancement Savitz Hall, Room 242 201 Mullica Hill Rd.	Yes (Prong 2; notified via school's online career	0

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	Glassboro, NJ 08028 856-256-4456	services platform)	
53	Rutgers University - Camden Campus The Career Center Campus Center, Lower Level, Room 006 326 Penn St. Camden, NJ 08102 856-225-6046	Yes (Prong 2; notified via Handshake)	0
54	Rutgers University - New Brunswick Campus Office of Career Exploration & Success 106 Somerset St., 4 th Floor New Brunswick, NJ 08901 848-932-7997	No	0
55	Rutgers University - Newark Campus Career Development Center Hill Hall 112 195 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	No	0

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	215-204-7981		
59	Union County College - Elizabeth Campus Career Services 40 West Jersey St. Elizabeth, NJ 07202 908-709-7000	Yes (Prong 2; notified via email from station unit)	0
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 22, 2023 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 1, 2023 Rowan University 201 Mullica Hill Rd. Glassboro, NJ 08028 856-256-4456	No	0
64	Seton Hall Spring 2023 Career Expo Event Wednesday, March 29, 2023 Seton Hall University 400 S. Orange Ave. South Orange, NJ 07079	No	0

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	973-761-9355		
65	Rider University Spring 2023 General Career Fair Thursday, March 30, 2023 Rider University 2083 Lawrenceville Rd. Lawrenceville, NJ 08648 609-896-5000	No	0
66	Employee Promotion WKXW(FM) 101.5/WPST(FM) 94.5/WCHR(AM) 1040/WNJE(AM) 940 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	0
67	Employee Referral WKXW(FM) 101.5/WPST(FM) 94.5/WCHR(AM) 1040/WNJE(AM) 940 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	2
68	Industry Referral	No	0
69	Internal Posting ² WKXW(FM) 101.5/WPST(FM) 94.5/WCHR(AM) 1040/WNJE(AM) 940 109 Walters Ave. Trenton, NJ 08638 609-359-5300	No	0
70	Unsolicited Applications ³	No	0
TOTAL INTERVIEWS			9

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

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

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Note About Prong 2 Requests:

*New Jersey Department of Labor & Workforce Development - Division of Vocational Rehabilitation Services for Camden County: asked to be notified on 2/3/23

*New Jersey Department of Labor & Workforce Development - Division of Vocational Rehabilitation Services for Cape May County: asked to be notified on 2/3/23

*New Jersey Department of Labor & Workforce Development - Division of Vocational Rehabilitation Services for Monmouth County: asked to be notified on 2/3/23

*National Council on Aging: asked to be removed from Prong 2 notification list on 12/13/23

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Section 3. Recruitment Initiatives

	Type of Recruitment Initiative	Brief Description of Activity
1	Valuing Diversity Training Program (provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination)	On Friday, July 21, 2023, the Regional Vice President for the station unit participated in an online training for Valuing Diversity provided by Trust Mineral. The purpose of the course is to help employers understand the concept of diversity and know how to recognize diversity issues that can lead to legal liability under anti-discrimination and harassment laws.
2	EEO Management Training Session (provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination)	During the month of November, the Regional Vice President for the station unit and the Public File Director for the station unit participated in an internal compliance training provided by the legal and human resources departments of Townsquare Media. The Public File Director took the training course on Tuesday, November 7, 2023. The Regional Vice President took the training course on Wednesday, November 8, 2023. The training was approximately one-hour in length and covered topics such as broad recruitment and FCC obligations and compliance. The training also covered areas of internal processes to ensure compliance with the Company’s EEO practices.
3	“Top Gun” Training Program (training program designed to enable station personnel to acquire skills that could qualify them for higher level positions)	An Account Executive for the station unit participated in a four-day “Top Gun” training program from Tuesday, November 14, 2023 through Friday, November 17, 2023. Each day’s session lasted for 120 minutes. The “Top Gun” training program was designed by Townsquare Media to help train and advance the top 15% of Ignite sellers to the next level in their career.
4	Internship Program (establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment)	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 and/or on-air programs, as well as ads placed with some of the station unit’s college and university partners. We also recruit students interested in a career in radio

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		<p>broadcasting by attending career and internship fairs held at New Jersey colleges and universities throughout the year. In 2023, a hiring authority representing the station unit attended a total of four 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 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 Assistants, Talk Show Hosts, On-Air Content Creators, Show Producers, On-Air News Anchors and Reporters, Digital Reporters, News Director, Digital Managing Editor, and Account Executives.</p> <p>In 2023, WKXW(FM) NJ101.5 and WPST(FM) 94.5 had a total of five interns from the following college and universities: The College of New Jersey, Rider University, Rowan University, and University of South Carolina.</p> <p>We accepted applicants for fall, spring, and summer internships in 2023. Four of our interns enrolled in our summer internship program from May 2023 through August 2023, and one intern enrolled in our fall internship program from September 2023 through December 2023.</p>
5	<p>“The Erik Van Ness 2023 Scholarship Award” Scholarship Program (participation in scholarship program designed to assist students interested in pursuing a career in broadcasting)</p>	<p>WKXW(FM) NJ101.5 and WPST(FM) 94.5, in partnership with WCHR(FM) 105.7, WJLK(FM) 94.3, and WOBN(FM) 92.7, a station unit owned and operated by Townsquare Media, sponsored the “The Erik Van Ness 2023 Scholarship Award” in Recognition of Outstanding Creativity.</p> <p>In 2002, Erik Van Ness lost his lifelong battle with cystic fibrosis. In Erik’s memory, WKXW(FM) NJ101.5 and WPST(FM) 94.5 sponsored the annual memorial scholarship in the hope of fostering the kind</p>

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		<p>of creativity and passion he inspired in us.</p> <p>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 communications, radio and television broadcasting, or audio production, or related courses. Related courses include broadcast and digital journalism and film/video production.</p> <p>WKXW(FM) NJ101.5 and WPST(FM) 94.5 advertised and solicited applicants for the scholarship through four months of on-air ads, starting in September 2023, on WKXW(FM) NJ101.5 and WPST(FM) 94.5, as well as the stations' respective websites, nj1015.com and wpst.com. Scholarship candidates were also solicited by mailing application materials to New Jersey and Pennsylvania community colleges and four-year colleges and universities, as well as through emails to educators teaching in the areas of interest that pertain to the scholarship requirements.</p> <p>Additionally, WKXW(FM) NJ101.5 did a series of social shares via its Facebook page about the scholarship. In total, information about the scholarship was posted seven times during the months of November and December.</p> <p>Together, the station unit's Vice President of Content and WKXW(FM) NJ101.5's News Director reviewed the submitted applications and selected the winner. Also involved in the process was the Regional Vice President for the station unit.</p>
6	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 at the Brower Student Center on the college's campus in Ewing, New Jersey on Wednesday, February 22, 2023. The event started at 11:30 a.m. and ended at 3 p.m. Two hiring authorities from the station unit, the WKXW(FM) NJ101.5 News Director and the WKXW(FM) NJ101.5 and WPST(FM) 94.5 Director of Marketing and Promotions, attended the fair and spoke with students about full-time career opportunities available at the station unit. The employees attending the fair represented the entire</p>

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		<p>station unit of WKXW(FM) NJ101.5/WPST(FM) 94.5/WCHR(AM) 1040/WNJE(AM) 940. The hiring authorities also discussed with students the station unit's year-round internship program. 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 fair, the station unit was recruiting to fill a full-time Account Executive position.</p>
7	<p>Rowan University's Humanities, Social Sciences, Communications & Creative Arts Expo (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>On Wednesday, March 1, 2023, Rowan University held its Humanities, Social Sciences, Communication and Creative Arts Expo at the Chamberlain Student Center Ballroom on the university's campus in Glassboro, New Jersey. The purpose of the expo was to provide students an opportunity to obtain experience in their field of study, particularly through internships and vacant full-time job opportunities. The four-hour expo ran from 10 a.m. through 2 p.m. The expo was attended by two hiring authorities, the WKXW(FM) NJ101.5 News Director and the WKXW(FM) NJ101.5 and WPST(FM) 94.5 Director of Marketing and Promotions, representing the entire station unit of WKXW(FM) NJ101.5/WPST(FM) 94.5/WCHR(AM) 1040/WNJE(AM) 940. During the expo, 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 expo, which were considered for current and future full-time job vacancies and internships. At the time of the expo, the station unit was recruiting to fill a full-time Account Executive position.</p>
8	<p>Seton Hall Spring 2023 Career Expo Event (participation in job fair by personnel with responsibility for hiring decisions)</p>	<p>The Seton Hall Spring 2023 Career Expo Event was held at Bethany Hall on the university's campus in South Orange, New Jersey on Wednesday, March 29, 2023 from 2:30 p.m. to 5:30 p.m. The Director of Marketing and Promotions for WKXW(FM) NJ101.5 and WPST(FM) 94.5, a hiring authority, represented the entire station unit of WKXW(FM) NJ101.5/WPST(FM) 94.5/WCHR(AM) 1040/WNJE(AM) 940. 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</p>

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		students the station unit’s year-round internship program. During the event, resumes were collected from students and considered for current and future job openings and internships. At the time of the event, the station unit was recruiting for the following full-time job vacancies: Account Executive and Digital Sales Lead.
9	Rider University Spring 2023 General Career Fair (participation in job fair by personnel with responsibility for hiring decisions)	Employers had the opportunity to attend the Rider University Spring 2023 General Career Fair on Thursday, March 30, 2023 from 11 a.m. to 2 p.m. The fair was held at the Student Recreation Center on the university’s campus in Lawrenceville, New Jersey. 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. Representing the entire station unit of WKXW(FM) NJ101.5/WPST(FM) 94.5/WCHR(AM) 1040/WNJE(AM) 940, two hiring authorities attended the fair. In attendance was the News Director for WKXW(FM) NJ101.5 and the General Sales Manager for WKXW(FM) NJ101.5 and WPST(FM) 94.5. The hiring authorities spoke with students 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 fair, the station unit was recruiting for the following full-time job vacancies: Account Executive and Digital Sales Lead.
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 nine Station Tours and/or Networking Events. <u>Event 1:</u> On Saturday, April 22, 2023, WKXW(FM) NJ101.5 Chief Meteorologist was an invited guest speaker at the Cornell University Atmospheric Sciences Alumni Weekend 2023 at Snee Hall at Cornell University in Ithaca, New York. The annual event affords undergraduate and graduate students in the Earth and Atmospheric Sciences department at Cornell University the opportunity to interact with alumni professionals in a variety of careers. The Chief Meteorologist participated in the Alumni Career Panel

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February 1, 2023 to January 31, 2024

	<p>session from 10:30 a.m. to 11:30 a.m. as a representative of the broadcast meteorology sector. Over the course of the hour, questions were answered about the typical career path for aspiring broadcasters, from internships to entry-level jobs to bigger market positions.</p> <p><u>Event 2:</u> WKXW(FM) NJ101.5’s Chief Meteorologist was an invited career representative at the Cornell Media Guild Symposium at Corson-Mudd Hall at Cornell University in Ithaca, New York on Saturday, April 22, 2023. The event was hosted by WVBR, the university’s radio station – a commercial, formatted radio station run completely by degree-seeking university students. Of specific interest was the Alumni Speed Dating session from 3:15 p.m. to 4:15 p.m. Over the course of the hour, students rotated through approximately six professionals representing several media-related fields, including WKXW(FM) NJ101.5’s Chief Meteorologist. During the session, the Chief Meteorologist related his experience as a college radio personality to his current role. Part of the discussions included advice on the best way for students to secure employment in the radio industry, whether that be as talent or in sales.</p> <p><u>Event 3:</u> WKXW(FM) NJ101.5’s Chief Meteorologist was an invited speaker at the 8th annual New Jersey High School Film Challenge and Workshops, hosted by the Jackson Academy of Digital Media at Jackson Liberty High School in Jackson, New Jersey. The day-long event took place on Friday, May 26, 2023. According to school officials, 233 students from 27 schools from around New Jersey were in attendance. The event is the culmination of a five-day film challenge that ran from Monday, May 1, 2023 through Friday, May 5, 2023. As an invited guest speaker, the Chief Meteorologist led a 60-minute presentation titled “The Ultimate (Media) Job Search Toolbox.” During the presentation, the Chief Meteorologist laid out the elements and steps necessary to land a job in media using his own career in radio and television as an example. The Chief</p>
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		<p>Meteorologist answered questions from students about how to build a good demo reel and portfolio; what type of questions media hiring managers might ask in an interview; and how internships and externships are so valuable in kickstarting a career in media.</p> <p><u>Event 4:</u> A Digital News Reporter with WKXW(FM) NJ101.5 was an invited speaker during a radio production course, COM-105, at Bergen Community College in Paramus, New Jersey on Thursday, September 14, 2023. During the 60-minute virtual roundtable, the Digital News Reporter focused on his responsibilities, talking to students about the fundamentals of news gathering and putting together a story. The Digital News Reporter also shared with students the various types of careers available in the radio broadcasting industry, as well as internships that can help students forge a path forward. Students were encouraged to come prepared with questions for the Digital News Reporter.</p> <p><u>Event 5:</u> A Senior Account Executive and a Regional Continuity Manager with WKXW(FM) NJ101.5 and WPST(FM) 94.5 participated as invited guest speakers during a discussion about commercials during a radio production course, COM-105, at Bergen Community College in Paramus, New Jersey. The 60-minute virtual discussion, which took place on Thursday, October 19, 2023, described how a commercial is sold; the differences and similarities between terrestrial and digital advertising; the ever-evolving landscape of radio and digital advertising; and the process of writing, producing, and scheduling copy. Students were encouraged to come prepared with questions, and were given an assignment to write copy for a local client with the possibility of the copy being used on air. During the conversations, students asked about the career experiences of the two invited guest speakers.</p> <p><u>Event 6:</u> On Monday, October 23, 2023, eight students from an “Announcing for Media” class at</p>
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	<p>Mercer County Community College in West Windsor, New Jersey visited the studios of WKXW(FM) NJ101.5 and WPST(FM) 94.5. The students, along with their instructor, arrived at 1:15 p.m. and departed at 2:40 p.m. The group toured the stations’ facilities, observed WKXW(FM) NJ101.5’s the “Dennis & Judi” program for approximately 25 minutes, and got a 15-minute tutorial from WPST(FM) 94.5’s Afternoon Drive Host and Digital Content Creator about how the station’s Top 40 format operates. Additionally, students observed an anchored newscast on WKXW(FM) NJ101.5 and spoke with the WKXW(FM) NJ 101.5 news team, including the News Director, a News Anchor, and a Digital News Reporter, about their responsibilities in gathering, sourcing, and writing news stories. In total, students spoke with six separate employees during their visit. 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 7:</u> During a radio production course, CO-102, at Monmouth University in West Long Branch, New Jersey on Tuesday, October 31, 2023, a WKXW(FM) NJ101.5 Digital Content Contributor participated in a 30-minute, in-person event about radio broadcasting careers. During the presentation, the Digital Content Contributor discussed the changes that have taken place over the past several years within the radio industry; what students need to know to get their foot in the door; and how best to navigate the changes and challenges in the industry in order to have a successful career. Students were encouraged to arrive to class with questions, and actively took part in the opportunity to learn more about the career of the Digital Content Contributor.</p> <p><u>Event 8:</u> On Thursday, January 25, 2024, a WKXW(FM) NJ101.5 Digital News Reporter was an invited guest speaker during a radio production course, COM-105, at Bergen Community College in Paramus, New Jersey. During the 45-minute virtual</p>
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	<p>conversation, the Digital News Reporter talked to students about aspects of his radio broadcasting career that focused on news. The Digital News Reporter reviewed with students what goes into planning a newscast for NJ101.5; what is involved with putting together a digital news story for nj1015.com; and what constitutes news versus opinion. Students were encouraged to ask the Digital News Reporter questions during his presentation, with most of them wanting to know about his career experiences and his thoughts on the news business.</p> <p><u>Event 9:</u> WKXW(FM) NJ101.5’s Chief Meteorologist was an invited speaker on Friday, January 26, 2024 at the Sylvia Rosenauer Elementary School in Jackson, New Jersey for “Reading Arts Day,” the school’s annual career day event. The Chief Meteorologist spoke to four classes of third-, fourth-, and fifth-grade students, totaling 71 students, about careers in broadcasting and meteorology. Eash talk lasted for 25 minutes, and included a Q&A session. The students asked questions about the scheduling demands of morning radio; salary potential for a radio meteorologist; and technical questions about snow and thunderstorms. The Jackson School District’s “JTV” production team also shot an extended interview with the Chief Meteorologist for their streaming video service.</p>
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