

Townsquare Media Licensee of Utica/Rome, Inc.
WFRG-FM, WLZW-FM, WODZ-FM, WIBX-AM
Equal Employment Opportunity Public File Report
February 1, 2015 through January 31, 2016

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
Business Manager	1,2,3,4,5,6,7,8,9,10,11,12,14,15,18	Internal Promotion
Account Executive (3 Hired within EEO Reporting Period)	1,2,3,4,5,6,7,8,9,10,11,12,14,15,18	1 – Applied at Station Open House 2 – Internal Referrals
Admin. Assistant	1,2,3,4,5,6,7,8,9,12,13,14,15,17,18	Craigslist
Market Engineer	14,15, 20	Jobvite
Assistant Business Manager	1,2,3,4,5,6,7,8,9,12,13,14,15,17,18	Internal Transfer

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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 207 Genesee St. Utica, NY 13501 (315) 793-2229	N	0
2	Mohawk Valley Community College Employment Office Academic Building, Room 135 1101 Sherman Dr. Utica, NY 13501 (315) 792-5488	N	0
3	Herkimer County Community College Career Counseling Center RMCC 262 Reservoir Rd. Herkimer, NY 13350 (315) 866-0300 ext. 8284	N	0
4	Utica College Career Service 1600 Burrstone Rd. Utica, NY 13502 (315) 792-3111	N	0
5	Utica School of Commerce Administrative Office 201 Bleeker St. Utica, NY 13501 (315) 733-2309	N	0
6	SUNYIT Career Services Donovan Hall, Room G172 Marcy Campus Rt. 12 N Utica, NY 13502 (315) 792-7165	N	0

7	Women's Employment & Resource Center 1411 Genesee St. Utica, NY 13501 (315) 793-9700	N	0
8	NAACP Mr. Herb Thorpe Po Box 325 Rome, NY 13440	N	0
9	On-Air Announcement via Townsquare Media WLZW, WFRG, WIBX, WODZ 9418 River Rd. Marcy, NY 13403 (315) 768-9500	N	3 Open House Attendees
10	SUNY IT Job Fair	N	0
11	HCCC Job Fair	N	0
12	NYS Department of Labor Mohawk Valley Job Bank 207 Genesee St. Utica, NY 13501	N	0
13	New York State Broadcasters Assoc. 1805 Western Ave. Albany, NY 12203 (518) 456-8888	N	0
14	Internal Referral	N	5
15	www.utica.craigslist.com	N	1
16	AllAccess.com	N	0
17	JobVite.com	N	17
18	Careerbuilder.com	N	1
19	SBE.org (Society of Broadcast Engineers)	N	0
20	Does Not Specify *candidates for the Market Engineer position did not indicate recruitment source on paperwork	N	3
TOTAL INTERVIEWEES DURING 12-MONTH PERIOD			30

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III. OUTREACH INITIATIVES

No.	Type of Outreach Initiative (e.g. internship, job fair, etc.)	Brief Description of Activity
1	Job Fair	Townsquare Media Utica attended the Mohawk Valley Community College Career Fair on March 11 th , 2015. The Business Manager attended the fair, solicited resumes, and spoke with students about careers in the broadcasting industry.
2	Open House	Townsquare Media Utica hosted a Recruitment Open House on September 30 th , 2015 where our Management Team interviewed a total of 10 candidates on-site at this recruitment event.
3	Tours/Shadowing/Speaking Engagements	<p>Townsquare Media Utica hosted a booth at the ‘Greater Utica Chamber of Commerce Business Expo’ on Wednesday, September 16, 2015 at the Utica Memorial Auditorium. All four stations were in attendance (WFRG, WLZW, WODZ and WIBX), along with our General Manager, Director of Sales, Townsquare Interactive Representative, and a number of Account Executives and On-Air Talent.</p> <p>Our General Manager attended ‘The Genesis Group Career Day’ held at Herkimer County Community College. She spoke to approximately 500 local high school students about careers in broadcasting.</p> <p>A tour was given to a group of Kindergarten Students on April 9th 2016 who learned the basics of radio and watched/participated in the production of an on-air commercial.</p> <p>We’ve had numerous job shadowings throughout the year; a junior from Westmoreland High School on March 10th, and also a junior from New Hartford High School on July 15th. From September 22nd through the end of January, we’ve had two students from Oneida-Madison BOCES shadow our WIBX news team.</p>

4	Internships	We are a proud participant in the NYSBA Intern Program through which we hosted three paid internships throughout the summer months. They participated in multiple Live Events and also helped out with PSA's, production, on-air and blogging, with extensive training in digital media.
5	Activity designed to widely disseminate information about employment opportunities in broadcasting	Townsquare Media Utica is a member of two local Chambers (the Marcy Chamber of Commerce and Utica Chamber of Commerce) where our Market Manager, Karen Carey, meets with each chambers once a month.
6	Skills Training	<p>Townsquare Media Utica's General Manager, 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.</p> <p>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 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 test to graduate. Account Executives are also trained in Marketron Software and online Center for Sales Strategy training is provided.</p> <p>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.</p> <p>Townsquare Interactive (our website division) includes three training sessions per year with a TSI specialist who visits our market and works with the sales team.</p> <p>Our Brand Managers, Digital Managing Editor, Director of Sales and Live Events Manager provide group brainstorming sessions as well as skills and training sessions as they see fit, to create customized client programs and to teach our staff how to adapt to changes in the radio environment.</p>