

**Townsquare Media Licensee of Utica/Rome, Inc.**  
**WFRG-FM, WLZW-FM, WODZ-FM, WIBX-AM**  
**Equal Employment Opportunity Public File Report**  
**February 1, 2017 through January 31, 2018**

**I. POSITIONS FILLED DURING THE REPORTING PERIOD**

<b>Job Title</b>	<b>Sources Used to Fill Position</b> <i>(Numbers Correspond to the Recruitment Source List in Part II)</i>	<b>Source Referring Hiree</b>
WLZW On-Air Talent	14	Exigent Circumstances
WLZW On-Air Talent	14	Exigent Circumstances
Account Executive	14, 17, 21	14 – Internal Referral

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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	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	3
15	www.utica.craigslist.com	N	0
16	AllAccess.com	N	0
17	Greenhouse.com	N	2
18	Careerbuilder.com	N	0
19	SBE.org (Society of Broadcast Engineers)	N	0
20	LinkedIn	N	0
21	TownsquareMedia.com	N	1
22	Does Not Specify	N	0
<b>TOTAL INTERVIEWEES DURING 12-MONTH PERIOD</b>			<b>6</b>

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**III. OUTREACH INITIATIVES**

<b>No.</b>	<b>Type of Outreach Initiative</b> <i>(e.g. internship, job fair, etc.)</i>	<b>Brief Description of Activity</b>
<b>1</b>	<b>Participation in Job Fair</b>	Townsquare Media Utica attended the Herkimer County Community College Job Fair on March 23 <sup>rd</sup> , 2017. The Assistant Business Manager attended the career fair and solicited resumes along with speaking with students about careers in the broadcasting industry.
<b>2</b>	<b>Participation in Job Fair</b>	Townsquare Media Utica attended the SUNY Poly's Career and Graduate School Fair on March 28 <sup>th</sup> , 2017. The Assistant Business Manager attended the career fair and solicited resumes along with speaking with students about careers in the broadcasting industry.
<b>3</b>	<b>Participation in Job Fair</b>	Townsquare Media Utica hosted a booth at the 'Greater Utica Chamber of Commerce Business Expo' on Wednesday, September 27 <sup>th</sup> , 2017 at the Radisson Hotel in Utica.
<b>4</b>	<b>Participation in Programs Sponsored by Educational Institutions</b>	Townsquare Media Utica attended the Herkimer County Career Day on March 14 <sup>th</sup> , 2017. Our Intern attended the career day and spoke with 1,000 high school students about careers in the broadcasting industry.
<b>5</b>	<b>Participation in Programs Sponsored by Educational Institutions</b>	Townsquare Media Utica visited Sauquoit High School on April 3 <sup>rd</sup> and 7 <sup>th</sup> , 2017 and again on January 8 <sup>th</sup> , 10 <sup>th</sup> & 12 <sup>th</sup> , 2018. Our Market President and Digital Managing Editor conducted mock interviews with students and also educated students about digital copyright infringement.
<b>6</b>	<b>Participation in Programs Sponsored by Educational Institutions</b>	Townsquare Media Utica attended the Oneida County Career Day on April 27 <sup>th</sup> , 2017. Our Intern attended the career day and spoke with 1,500 9 <sup>th</sup> grade student about careers in the broadcasting industry.

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7	<b>Participation in Programs Sponsored by Educational Institutions</b>	Townsquare Media Utica attended the Hands On Career Day on May 12 <sup>th</sup> , 2017. Our On-Air Personnel attended the career day and spoke with high school students about careers in the broadcasting industry.
8	<b>Participation in Programs Sponsored by Educational Institutions</b>	A number of tours were given in 2017 to a Girl Scout Troop, a Boy Scout Troop, Stokes Kindergarten Class, ODWDD, Pathways to Employment, and Advocates Inc. All learned the basics of radio and watched/participated in the production of an on-air commercial.
9	<b>Participation in Programs Sponsored by Educational Institutions</b>	We've had numerous job shadowings throughout the year; students from OHM Boces, SABA, and Whitesboro High School.
10	<b>Internships</b>	We are a proud participant in the NYSBA Internship Program through which we hosted one paid internship and two unpaid internships throughout the Spring Semester. They participated in multiple Live Events and also helped out with PSA's, production, on-air and blogging.
11	<b>Activity designed to widely disseminate information about employment opportunities in broadcasting</b>	Townsquare Media Utica is a member of three local Chambers (the Marcy Chamber of Commerce, Utica Chamber of Commerce & Rome Chamber of Commerce) where our Market President, Karen Carey, & Director of Sales, Tracy DeCarr attend meetings. Tracy is also a board member of the Utica Chamber.
12	<b>Establishment of Training Program</b>	Townsquare Media Utica's Market President, 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.
13	<b>Establishment of Training Program</b>	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.

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<b>14</b>	<b>Establishment of Training Program</b>	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.
<b>15</b>	<b>Establishment of Training Program</b>	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.
<b>16</b>	<b>Establishment of Training Program</b>	Our Brand Managers, Digital Managing Editor, Director of Sales and Live Events Manager provide group brainstorming sessions as well as skills and training sessions on an ongoing basis to create customized client marketing campaigns and to teach our staff how to adapt to changes in the radio environment.