Townsquare Media Licensee of Utica/Rome, Inc.
WFRG-FM, WLZW-FM, WODZ-FM, WIBX-AM
Equal Employment Opportunity Public File Report
February 1, 2014 through January 31, 2015

I. POSITIONS FILLED DURING THE REPORTING PERIOD

Job Title	**Sources Used to Fill Position** *(Numbers Correspond to the Recruitment Source List in Part II)*	**Source Referring Hiree**
Senior Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,14,15,16,18	Word of Mouth
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,14,15,16,18	Word of Mouth
Administrative Assistant	1,2,3,4,5,6,7,8,9,10,11,12,14,15,16,18	Utica Craigslist
AM On-Air Host- WLZW	1,2,3,4,5,6,7,8,9,12,13,14,15,16,17,18	Word of Mouth
PM On-Air Host – WLZW	1,2,3,4,5,6,7,8,9,12,13,14,15,16,17,18	All Access Music Group
Live Events Manager	14,18	Word of Mouth
On-Air Host –WODZ	14	Exigent Circumstances

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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	Townsquare Media WLZW,WFRG,WIBX,WODZ 9418 River Rd. Marcy, NY 13403 (315) 768-9500	N	0
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	1
13	New York State Broadcasters Assoc. 1805 Western Ave. Albany, NY 12203 (518) 456-8888	N	0
14	Word of Mouth Referral	N	16
15	www.utica.craigslist.com	N	1
16	Walk-in to submit application	N	3
17	AllAccess.com	N	2
18	JobVite.com	N	2
TOTAL INTERVIEWEES DURING 12-MONTH PERIOD			25

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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 SUNY IT Career Fair on March 25th, 2014. The Assistant Business Manager attended the fair, solicited resumes, and spoke with students about careers in the broadcasting industry.
2	**Job Fair**	Townsquare Media Utica attended the Herkimer County Community College (HCCC) Career Fair on March 27th, 2014. The Assistant Business Manager attended the fair, solicited resumes, and spoke with students about careers in the broadcasting industry.
3	**Tours/Shadowing/Speaking Engagements**	Townsquare Media Utica had a booth at the 'Greater Utica Chamber of Commerce Trade Expo' on Wednesday, September 17, 2014 at the Utica Auditorium. All four stations were in attendance (WFRG, WLZW, WODZ and WIBX), along with our General Manager, Director of Sales, TSI Rep and a number of Account Executives. A tour was given to a group of Cub Scout Group #79 on February 6th, 2014 and another Cub Scout Group #41 on June 1st, 2014 who learned the basics of radio and watched/participated in the production of an on-air commercial. We've had numerous job shadowings throughout the year; a senior from Mt. Markham High School from February 3rd through April 11th, a senior from Westmoreland High School from September 22nd through November 14th, a student from BOCES from October 1st through January 2nd and a senior from Waterville High School on January 16th of 2015. They helped out with PSA's, production, on-air and blogging.

4	**Activity designed to widely disseminate information about employment opportunities in broadcasting**	Townsquare Media Utica meets with local Business Chambers and solicits potential employees through our Recruitment Source List.
5	**Skills Training**	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 qualify for promotions within the stations. Required on-board training provided for new Account Executives as well as Marketron training on the programs used on a daily basis. Center for Sales Strategy - online CSS sales training provided. 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. Townsquare Interactive (TSI-websites) includes three training sessions per year with a TSI specialist who visits the market and works with the Sales team. Digital training included: Value Connection 2.0, Digital What and Why (online), and awareness provided. 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 improve ideas, and learn/adapt to changes in the radio environment.