

## Annual EEO Public File Report

### WKXW-FM

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WKXW(FM), Trenton, NJ

and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning February 1, 2011 to and including January 31, 2012 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or over the telephone.

**Appendix 1 to  
Annual EEO Public File Report**

**Covering the Period from: February 1, 2011 through January 31, 2012**

Station Comprising Station Employment Unit:  
Townsquare Media New Jersey (WKXW-FM)

Section 1: Vacancy Information

	Full Time Positions Filled by Job Title	Recruitment Source of Hiree
1	News Reporter	www.nj1015.com
2	Regional Sales Manager	Internal Referral*
3	Digital Journalist	Internal Referral*
4	PM Drive News Anchor	Internal Referral*
5	Digital Marketing Specialist	<a href="http://www.craigslist.com">www.craigslist.com</a>
6	Managing Editor	Internal Referral*
7	Managing Editor	www.mediabistro.com

Total number of persons interviewed during applicable period: 35

**\*Internal Posting:** This refers to someone seeing the internal posting and responding themselves.

**\*\*Internal Referral:** This refers to an employee seeing the posting and urging someone to respond to it.

**\*\*\*NJBA:** Often use the services of the New Jersey Broadcast Association (NJBA), and more recently through the NJBA, the services of Broadcast1Source (formerly known as EEO1Source), to send notices of job openings to all referral organizations which have asked the stations comprising the SEU to be placed on the stations' mailing lists, as well as to many other referral sources. Attached are the listings provided to us by both the NJBA and Broadcast1Source, illustrating the referral organizations/sources to which the NJBA or Broadcast1Source sent notices on our behalf for some of our full-time openings. NJBA has informed us that the attached list is substantially the same, but may not be precisely the same, as the lists used by NJBA or Broadcast1Source when it notified organizations/sources of those full-time positions for which we sought their help.

**Appendix 2 to  
Annual EEO Public File Report**

**Covering the Period from: February 1, 2011 through January 31, 2012**

Stations Comprising Station Employment Unit:  
Townsquare Media New Jersey (WKXW-FM)

Section 2: Recruitment Source Information

Recruitment Source	Total Number of Interviewees This Source Has Provided	Full Time Positions for Which this Source was Utilized
Internal Posting*	1	Positions # 1-7
Internal Referral**	12	Positions # 1-7
NJBA (Broadcast Source)*** 348 Applegarth Rd Monroe, NJ 08831 609-860-0111		Positions # 1-7
New Jersey Department of Labor Website <a href="http://www.jobcentral.com">www.jobcentral.com</a> 1 John Fitch Plaza P.O. Box 110 Trenton, NJ 08625 609-292-2323	0	Positions # 2-7
NJ 101.5 (WKXW-FM) Website <a href="http://www.nj1015.com">www.nj1015.com</a> 109 Walters Ave. Ewing, NJ 08638 609-771-8181	7	Positions # 1-7
All Access Website <a href="http://www.allaccess.com">www.allaccess.com</a> 28955 Pacific Coast Highway Suite 210 Malibu, CA 90265 310-457-6616	2	Positions # 1-7
The Star-Ledger Newspaper 1 Star-Ledger Plaza Newark, NJ 07102 888-782-7533	0	Position # 2, 5, 6 & 7
The Star-Ledger Website <a href="http://www.nj.com">www.nj.com</a> 1 Star-Ledger Plaza Newark, NJ 07102 888-782-7533	0	Positions # 2, 5, 6 & 7

**ATTACHMENT C - CONTINUED**

**Appendix 2 to  
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**Covering the Period from: February 1, 2011 through January 31, 2012**

Stations Comprising Station Employment Unit:  
Townsquare Media New Jersey (WKXW-FM)

Section 2: Recruitment Source Information (Continued)

Recruitment Source	Total Number of Interviewees This Source Has Provided	Full Time Positions for Which this Source was Utilized
Craig's List <a href="http://www.craigslist.com">www.craigslist.com</a> P.O. Box 225159 San Francisco, CA 94122 415-566-6394	6	Positions # 2, 3, 5, 6 & 7
Radio & Television Business Report Website <a href="http://www.rbr.com">www.rbr.com</a> c/o April McLynn PO Box 6633 Woodbridge, VA 22195 813-909-2916	1	Positions # 2, 4
Inside Radio Kelli Grisez – Operations Manager P.O. Box 567925 Atlanta, GA 31156 615-793-2905	0	Position # 4
Media Bistro Website <a href="http://www.mediabistro.com">www.mediabistro.com</a> Jacky Carter 475 Park Avenue South, 4 <sup>th</sup> Floor New York, NY 10016 888-589-1963	6	Positions # 4, 5, 6 & 7
Simply Hired Website <a href="http://www.simplyhired.com">www.simplyhired.com</a> 370 San Aleso Ave. Suite 200 Sunnyvale, CA 94085 650-254-9000	0	Position # 5
Journalism Jobs Website <a href="http://www.journalismjobs.com">www.journalismjobs.com</a> 72 Plaza Dr. 2 <sup>nd</sup> Floor Berkeley, CA 94705 510-653-1521	0	Positions # 6 & 7
Linked In Website <a href="http://www.linkedin.com">www.linkedin.com</a> 2029 Stierlin Ct. Mountain View, CA 94043 650-687-3600	0	Positions # 6 & 7

**Appendix  
Annual EEO Public File Report Form**

**Covering the Period from: February 1, 2011 through January 31, 2012**

Stations Comprising Station Employment Unit:  
Townsquare Media New Jersey (WKXW-FM)

**Section 3: Recruitment Source Information Continued (Prong 2 Requests)**

Recruitment Source <b>Prong 2 Requests</b>	Total Number of Interviewees This Source Has Provided	Full Time Positions for Which this Source was Utilized
National Council of Jewish Women 513 W. Mt. Pleasant Ave. Livingston, NJ 07039 Contact: Angelica Atendido 973-740-0588 aatendido@ncjwessex.org	0	Positions # 1 - 7

**Appendix  
Annual EEO Public File Report Form**

**Covering the Period from: February 1, 2011 through January 31, 2012**

Stations Comprising Station Employment Unit:  
Townsquare Media New Jersey (WKXW-FM)

Section 4: Supplemental Recruitment Activities Undertaken by WKXW-FM

1. Participated in Rutgers Career Fair at Rutgers University in New Brunswick on Friday, February 4, 2011. The event started at 8:30am and lasted for five hours. WKXW-FM accepted resumes from college students with a major or minor in Communications, Radio-Television & Film or Marketing. Candidates were considered for intern positions in our Promotions and Marketing Departments. Event attended by Cynthia Carway, Promotions Coordinator and Ray Handel, Promotions Director (hiring authority).

**\*Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.**

2. Participated in The College of New Jersey's Spring Career & Internship Day at The College of New Jersey in Ewing on Friday, February 18, 2011. The event started at 9am and lasted for five hours. WKXW-FM accepted resumes from college students with a major or minor in Communications, Radio-Television & Film or Marketing. Candidates were considered for intern positions in our Promotions and Marketing Departments. Event attended by Cynthia Carway, Promotions Coordinator and Jim McClain, Director of Sales (hiring authority).

**\*Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.**

3. Participated in The Kean University Career Fair at Kean University in Union on Wednesday, April 6, 2011. The event started at noon and lasted for five hours. WKXW-FM accepted resumes from college students with a major or minor in Communications, Radio-Television & Film or Marketing. Candidates were considered for intern positions in our Promotions and Marketing Departments. Event attended by Cynthia Carway, Promotions Coordinator and Dan Specht, Promotions Assistant.

**\*Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.**

4. Participated in Felician College Job Career and Internship Fair 2011 in Rutherford on Wednesday, April, 20, 2011. The event started at 10am and lasted five hours. WKXW-FM accepted resumes from college students with a major or minor in Communications, Radio-Television & Film or Marketing. Candidates were considered for intern positions in our Promotions and Marketing Departments. Event attended by Cynthia Carway, Promotions Coordinator.

**\*Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.**

5. Participated in Career & Internship Day at The College of New Jersey in Ewing on Friday, September 30, 2011. The event started at 9am and lasted five hours. WKXW-FM accepted resumes from college students with a major or minor in Communications, Radio-Television & Film or Marketing. Candidates were considered for intern positions in our Promotions and Marketing Departments. Event attended by Dan Specht, Promotions Coordinator, Eric Scott, Vice President of News (hiring authority) and Dan Lenihan, Collections Manager (hiring authority).

**\*Participation in at least four events or programs sponsored by educational institutions**

**relating to career opportunities in broadcasting.**

6. Participated in Mercer Chamber of Commerce's Business Expo at Sun National Bank Center in Trenton on Wednesday, October 19, 2011. The event started at 12pm and lasted two hours. WKXW-FM distributed information about employment opportunities at the station. Event attended by Dan Specht, Promotions Coordinator.

**\*Participation in at least four events sponsored by community groups active in Broadcast employment issues (conventions, career days, workshops and similar activities).**

7. Participated in NJ Chamber Business Expo in Edison on Tuesday, October 25, 2011. The event started at 12pm and lasted four hours. WKXW-FM distributed information about employment opportunities at the station. Event attended by Dan Specht, Promotions Coordinator.

**\*Participation in at least four events sponsored by community groups active in Broadcast employment issues (conventions, career days, workshops and similar activities).**

8. Sponsored the Erik Van Ness Scholarship Award in Recognition of Outstanding Creativity. In 2002, Erik Van Ness lost his life long battle with cystic fibrosis. In Erik's memory, Townsquare Media sponsors the memorial scholarship in the hope of fostering the kind of creativity and passion he inspired in us. The yearly scholarship is in the amount of \$2,500.00 and is awarded to a New Jersey resident enrolled in an accredited college or university. Students must major in broadcasting production or related courses.

**\*Participation in scholarship program designed to assist students interested in pursuing a career in broadcasting.**

9. We have established an ongoing internship program in our Promotion Department which recruits local college students interested in the field. Actively advertise and recruit statewide college and university students for various internship positions. Participants receive college credit while learning all aspects of radio marketing and promotions. Responsibilities include light office work, prize fulfillment, database marketing and set-up and breakdown for promotional events.

**\*Establishment of intern program designed to assist members of the community to acquire skills needed for broadcast employment.**