

**Townsquare Media Licensee of Utica/Rome, Inc.**  
**WFRG-FM, WLZW-FM, WODZ-FM, WIBX-AM**  
**Equal Employment Opportunity Public File Report**  
**February 1, 2016 through January 31, 2017**

**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>
Assistant Business Manager/Sales Asst.	1,2,3,4,5,6,7,8,14,15,17	17 - Greenhouse
Brand Manager (WLZW/WODZ)	1,2,3,4,5,6,7,8,14,15,17	14 – Internal Referral
WLZW On-Air Talent	1,2,3,4,5,6,7,8,14,15,17	14 – Internal Referral
Traffic Director	1,2,3,4,5,6,7,8,14,15,17,20	14 – Internal Referral
Account Executive	1,2,3,4,5,6,7,8,14,15,17	14 – Internal Referral
Account Executive	1,2,3,4,5,6,7,8,14,15,17	17 - Greenhouse

***Townsquare Media Licensee of Utica/Rome, Inc.***  
***WFRG-FM, WLZW-FM, WODZ-FM, WIBX-AM***  
**Equal Employment Opportunity Public File Report**  
**February 1, 2016 through January 31, 2017**

**II. RECRUITMENT SOURCE LIST**

<b>No.</b>	<b>Recruitment Source</b> (Name, address, contact person, telephone number)	<b>Entitled to Vacancy Notification (Y/N)</b>	<b>No. Interviewees Referred During Reporting Period by Source</b>
<b>1</b>	Working Solutions One Stop Center NYS Office Building 207 Genesee St. Utica, NY 13501 (315) 793-2229	N	0
<b>2</b>	Mohawk Valley Community College Employment Office Academic Building, Room 135 1101 Sherman Dr. Utica, NY 13501 (315) 792-5488	N	0
<b>3</b>	Herkimer County Community College Career Counseling Center RMCC 262 Reservoir Rd. Herkimer, NY 13350 (315) 866-0300 ext. 8284	N	0
<b>4</b>	Utica College Career Service 1600 Burrstone Rd. Utica, NY 13502 (315) 792-3111	N	0
<b>5</b>	Utica School of Commerce Administrative Office 201 Bleeker St. Utica, NY 13501 (315) 733-2309	N	0
<b>6</b>	SUNYIT Career Services Donovan Hall, Room G172 Marcy Campus Rt. 12 N Utica, NY 13502 (315) 792-7165	N	0

<b>7</b>	Women's Employment & Resource Center 1411 Genesee St. Utica, NY 13501 (315) 793-9700	N	0
<b>8</b>	NAACP Mr. Herb Thorpe Po Box 325 Rome, NY 13440	N	0
<b>9</b>	On-Air Announcement via Townsquare Media WLZW, WFRG, WIBX, WODZ 9418 River Rd. Marcy, NY 13403 (315) 768-9500	N	0
<b>10</b>	SUNY IT Job Fair	N	0
<b>11</b>	HCCC Job Fair	N	0
<b>12</b>	NYS Department of Labor Mohawk Valley Job Bank 207 Genesee St. Utica, NY 13501	N	0
<b>13</b>	New York State Broadcasters Assoc. 1805 Western Ave. Albany, NY 12203 (518) 456-8888	N	0
<b>14</b>	Internal Referral	N	10
<b>15</b>	www.utica.craigslist.com	N	0
<b>16</b>	AllAccess.com	N	0
<b>17</b>	Greenhouse.com	N	9
<b>18</b>	Careerbuilder.com	N	0
<b>19</b>	SBE.org (Society of Broadcast Engineers)	N	0
<b>20</b>	LinkedIn	N	1
<b>21</b>	Does Not Specify	N	0
<b>TOTAL INTERVIEWEES DURING 12-MONTH PERIOD</b>			<b>20</b>

***Townsquare Media Licensee of Utica/Rome, Inc.***  
***WFRG-FM, WLZW-FM, WODZ-FM, WIBX-AM***  
**Equal Employment Opportunity Public File Report**  
**February 1, 2016 through January 31, 2017**

**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 Career Fair on March 24 <sup>th</sup> , 2016. 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 Mohawk Valley Community College Career Fair on April 14 <sup>th</sup> , 2016. 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 Friday, September 16, 2016 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.
<b>4</b>	<b>Participation in Programs Sponsored by Educational Institutions</b>	Our General Manager attended ‘Herkimer County’s Career Day’ on March 15 <sup>th</sup> , 2016. She spoke to approximately 500 local high school students about careers in broadcasting.
<b>5</b>	<b>Participation in Programs Sponsored by Educational Institutions</b>	A number of tours were given in 2016 – on February 24 <sup>th</sup> the Office with Developmental Disabilities, March 4 <sup>th</sup> to students from Morrisville College, July 5 <sup>th</sup> to the Herkimer ARC, August 23 <sup>rd</sup> to St. Paul’s Daycare and on January 23 <sup>rd</sup> of 2017 to Pathways. All learned the basics of radio and watched/participated in the production of an on-air commercial.

6	<b>Participation in Programs Sponsored by Educational Institutions</b>	We've had numerous job shadowings throughout the year; a student from SUNY Oneonta, a senior from New Harford High School, a Westmoreland High School Student and we've had five students from Oneida-Madison BOCES.
7	<b>Internships</b>	We are a proud participant in the NYSBA Internship Program through which we hosted two paid internships throughout the summer months. They participated in multiple Live Events and also helped out with PSA's, production, on-air and blogging.
8	<b>Activity designed to widely disseminate information about employment opportunities in broadcasting</b>	Townsquare Media Utica is a member of two local Chambers (the Marcy Chamber of Commerce and Utica Chamber of Commerce) where our General Manager, Karen Carey, meets with each chamber once per month.
9	<b>Establishment of Training Program</b>	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.
10	<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 Marketron Software and in our new software, WideOrbit.
11	<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. The sales team is also participating in 'Communications Tactical Training' with a professional trainer.
12	<b>Establishment of Training Program</b>	Townsquare Interactive (our website division) includes three training sessions per year with a TSI specialist who visits our market and trains our sales team on digital marketing.

<b>13</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.
-----------	--	--