

WRAT/WJRZ-FM EEO PUBLIC FILE REPORT

Stations covered by this report: WRAT; Point Pleasant, NJ
WJRZ-FM; Manahawkin, NJ

EEO Contact Person: Jenn Mundy Regional Executive Assistant, WRAT, 1731 Main St., Lake Como, NJ 07719, 732-681-9591

Reporting Period: January 23, 2011 – January 22, 2012

A. Full-time Vacancies Filled During Reporting Period

	<u>Title</u>	<u>Station</u>	<u>Date Filled</u>	<u>Recruitment Source</u>
1	Account Executive	WRAT/WJRZ	1/31/2011	WRAT Website
2	On-Air Announcer	WJRZ	8/29/2011	Greater Media Website

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy:

1. Account Executive- WRAT/WJRZ-FM

Recruitment Source: WRAT Website

Source	Contact	Address	Phone #	Interviewees Referred
Internal Posting	WRAT Office Manager	1731 Main St. Lake Como, NJ 07719	732-681-9591	3
WRAT Website	WRAT Office Manager	www.wrat.com	732-681-9591	6
Posting at Affiliated Stations – WMGQ/WCTC/ WMTR/WDHA	WDHA/WMTR Office Manager	55 Horsehill Rd. Cedar Knolls, NJ 07927	973-538-1250	0
	WMGQ/WCTC Office Manager	78 Veronica Ave. Somerset, NJ 08873	732-249-2600	
Greater Media Inc. Corporate Website	Director of IT	35 Braintree Hill Office Park Braintree, MA 02184 www.greatermedia.com	781-348-8600	0
New Jersey Broadcasters Association	n/a	www.njba.com 348 Applegate Rd., Monroe, NJ	609-860-0111	1
EEO Distribution List	See attached	n/a	n/a	0

2. On-Air Announcer - WJRZ

Recruitment Source: Greater Media Website

Source	Contact	Address	Phone #	Interviewees Referred
Internal Posting	WRAT Office Manager	1731 Main St. Lake Como, NJ 07719	732-681-9591	0
WJRZ Website	WJRZ Office Manager	www.wjrz.com	609-597-10101	0
Posting at Affiliated Stations – WMGQ/WCTC/ WMTR/WDHA	WDHA/WMTR Office Manager	55 Horsehill Rd. Cedar Knolls, NJ 07927	973-538-1250	0
	WMGQ/WCTC Office Manager	78 Veronica Ave. Somerset, NJ 08873	732-249-2600	

Greater Media Inc. Corporate Website	Director of IT	35 Braintree Hill Office Park Braintree, MA 02184 www.greatermedia.com	781-348-8600	3
New Jersey Broadcasters Association	n/a	www.njba.com 348 Applegate Rd., Monroe, NJ	609-860-0111	0
EEO Distribution List	See attached	n/a	n/a	0
All Access	www.allaccess.com	Pacific Coast Hwy. Malibu CA 90265	310-457-6616	4

C. **Total number of persons interviewed for all full-time vacancies filled during the recording period: 17**

D. **Total number of interviewees for all full-time vacancies filled during the recording period per recruitment/referral source:**

Source	Contact	Address	Phone #	Interviewees Referred
Internal Posting	WRAT Office Manager	1731 Main St. Lake Como, NJ 07719	732-681-9591	3
WRAT Website	WRAT Office Manager	www.wrat.com	732-681-9591	6
New Jersey Broadcasters Association	n/a	www.njba.com 348 Applegate Rd., Monroe, NJ	609-860-0111	1
Greater Media Inc. Corporate Website	Director of IT	35 Braintree Hill Office Park Braintree, MA 02184 www.greatermedia.com	781-348-8600	3
All Access	www.allaccess.com	Pacific Coast Hwy. Malibu CA 90265	310-457-6616	4

WRAT/WJRZ-FM OUTREACH INITIATIVES

1. **Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.**

**Career Fair at Seton Hall University, South Orange NJ
Date: 2/10/11**

On 2/10/11, the RatPack/Magic Street Team and Promotions Coordinator attended a Seton Hall University Career Fair in South Orange, NJ from 4p-6pm. The RatPack/Magic Street Team and Promotions Coordinator set up a table promoting the stations. Prospective employees and interns were provided with information regarding available Greater Media NJ job/intern openings. Resumes were accepted and questions regarding career opportunities and the application process were answered.

**Career Fair at Stockton College, Pomona, NJ
Date: 3/10/11**

On 3/10/11, the WRAT/WJRZ RATPACK/Cruise Crew attended the Stockton College Career Day. Prospective employees and interns were provided with information regarding available Greater Media NJ job/internship openings, including openings at the Employment Unit, and resumes were accepted. Questions regarding career opportunities and the application process were answered.

**Monmouth University Career & Internship Fair, Long Branch, NJ
Date: 3/2/11**

On 3/2/11, the RatPack/Magic Street Team and Promotions Director participated in a Monmouth University Career & Internship Fair in Long Branch, NJ from 12:30pm-4:30pm. The RatPack/Magic Street Team and Promotions Director set up a table promoting the stations. Prospective employees and interns were provided with information regarding available Greater Media NJ job/intern openings. Resumes were accepted and questions regarding career opportunities and the application process were answered.

**Monmouth University Networking Day, Long Branch, NJ
Date: 3/23/11**

On 3/23/11, the RatPack/Magic Street Team and Promotions Coordinator attended a Monmouth University Networking Day in Long Branch, NJ from 4p-5:30pm. The RatPack/Magic Street Team and Promotions Coordinator set up a table promoting the stations. Prospective employees and interns were provided with information regarding available Greater Media NJ job/intern openings. Resumes were accepted and questions regarding career opportunities and the application process were answered.

**Monmouth University Career & Internship Fair, Long Branch, NJ
Date: 4/13/11**

On 4/13/11, the RatPack/Magic Street Team and Promotions Director participated in a Monmouth University Career & Internship Fair in Long Branch, NJ from 12:30pm-4:30pm. The RatPack/Magic Street Team and Promotions Director set up a table promoting the stations. Prospective employees and interns were provided with information regarding available Greater Media NJ job/intern openings. Resumes were accepted and questions regarding career opportunities and the application process were answered.

Middlesex County Workforce Development Youth Opportunities Event, Middlesex, NJ
Date: 8/18/11

On 8/18/11, the Greater Media New Jersey Regional Human Resource Manager participated in the Middlesex County Workforce Development Youth Opportunities event. At-risk youth between the ages of 16 and 21 were given an introduction to various industries and employment opportunities. Radio station personnel discussed careers in broadcasting. They explained their job duties, and educational and experience requirements. Information on internships in radio was also provided. The young people came away with a better understand of radio as a career choice.

Pineland Regional School Career Day, Tuckerton NJ
Date: 10/7/11

On 10/7/11, a Greater Media New Jersey On Air Personality attended the Pineland Regional Junior High School Tuckerton NJ Career Day. He spoke to students and answered questions regarding careers in the Radio industry.

Stockton Career Fair, Pomona, NJ
Date: 10/6/11

On 10/6/11, the RatPack/Magic Street Team attended the Stockton Career Fair at Stockton College Galloway Twp. NJ from 10am to 2pm. The RatPack/Magic Street Team set up a table promoting the stations. Prospective interns were provided with information regarding available Greater Media NJ job/intern openings. Resumes were accepted and questions regarding career opportunities and the application process were answered.

Fairleigh Dickinson Career Fair, Madison NJ
Date: 11/2/11

On 11/2/11, the RatPack/Promotion Dept attended the Fairleigh Dickinson Career Fair at Fairleigh Dickinson University, Madison NJ from 11am to 4pm. The RatPack set up a table promoting the stations. Prospective interns were provided with information regarding available Greater Media NJ job/intern openings. Resumes were accepted and questions regarding career opportunities and the application process were answered.

Monmouth University, Monmouth, NJ
Date: 11/16/11

On 11/16/11, the RatPack/Promotion Dept attended the Monmouth University Career Fair at Monmouth University, Monmouth NJ from 12pm. to 4pm. The RatPack set up a table promoting the stations. Prospective interns were provided with information regarding available Greater Media NJ job/intern openings. Resumes were accepted and questions regarding career opportunities and the application process were answered.

2. Participate in job fairs with station personnel who have substantial responsibility and authority for hiring.

Lakewood Industrial Business Expo, Lakewood, NJ
Date: 7/21/11

On 7/21/11, the RatPack/Magic Street Team along with the General Sales Manager, who has substantial responsibility for hiring, participated in the Lakewood Industrial Business Expo at Lake Terrace Hall in Lakewood from 12noon-5pm. The RatPack/Magic Street Team set up a table promoting the stations. Prospective employees and interns were provided with information regarding available Greater Media NJ job/intern openings and questions regarding career opportunities and the application process were answered.

Southern Monmouth County Chamber of Commerce Business Expo, Neptune, NJ

Date: 8/1/11

On 8/1/11, the RatPack/Magic Street Team and Promotions Director, who has substantial responsibility for hiring of interns, participated in the Southern Monmouth County Chamber of Commerce Business Expo at Jumping Brook Golf Club, Neptune from 11:30a-7p. The RatPack/Magic Street Team set up a table promoting the stations. Prospective employees and interns were provided with information regarding available Greater Media NJ job/intern openings. Resumes were accepted and questions regarding career opportunities and the application process were answered.

NJ One Stop Career Center Veterans Job Fair, New Brunswick, NJ

Date: 10/13/11

On 10/13/11, the Greater Media New Jersey Regional Human Resource Manager, who has substantial responsibility for hiring, and a Promotion Coordinator, attended the NJ One Stop Career Center Veterans Job Fair. Prospective employees and interns were provided with information regarding available Greater Media NJ job openings. Resumes were accepted and questions regarding career opportunities and the application process were answered.

3. Host a Job Fair

Hire a Hero Job Fair, Holmdel, NJ

Date: 11/9/11

On 11/9/11, Greater Media NJ Radio Group hosted the "Hire a Hero Job Fair" held at the PNC Reception Center in Holmdel NJ. Veterans were given the opportunity to connect with employers who value their services, skills, work ethic and dedication to our country. There were also workshops on job searches, resumes and the interview process. Proceeds from the event benefited the GI GO Foundation. The event was attended by Station Managers, Sales Managers, Promotion Directors and station personnel. Resumes were accepted and questions regarding careers in radio were also answered.

4. Participate in events sponsored by organizations representing community groups interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

Five Chambers of Commerce Networking Extravaganza, Pt. Pleasant Beach, NJ

Date: 4/7/11

On 4/7/11, the RATPACK/Cruise Crew attended the Brick Chamber: 5 Chamber Network Extravaganza at Martell's in Pt. Pleasant, NJ. Prospective employees and interns were provided with information regarding available Greater Media NJ job/internship openings, including openings at the Employment Unit, and resumes were accepted. Questions regarding career opportunities and the application process were answered.

Southern Ocean Chamber Business to Business Expo, Manahawkin, NJ

Date: 4/13/11

On 4/13/11, the RatPack/Magic Street Team attended the Southern Ocean Chamber Business to Business Expo at Holiday Inn in Manahawkin, NJ from 5 to 8pm. The RatPack/Magic Street Team set up a table promoting the stations. Prospective employees and interns were provided with information regarding available Greater Media NJ job/intern openings and questions regarding career opportunities and the application process were answered.

Business Networking International Event, Freehold, NJ

Date: 6/30/11

On 6/30/11, the RatPack/Magic Street Team attended the Business Networking International Event @ Bella Vista Country Club in Freehold from 7pm-9pm. The RatPack/Magic Street Team set up a table promoting the stations. Prospective employees and interns were provided with information regarding available Greater Media NJ job/intern openings and questions regarding career opportunities and the application process were answered.

5. Establish an internship program designed to train local students and community members in the skills and experience needed to procure employment in the broadcast field.

WRAT/WJRZ-FM Internship Program

Date: Ongoing (1/23/11 – 1/22/12)

WRAT/WJRZ-FM runs an ongoing internship program that is advertised on the station websites and through notifications and internship fairs with local colleges.

Internships are offered in Promotions with opportunities to explore other departments such as Creative Services, Production, and Sales. Students are required to commit at least one office day per week and, for promotions interns, one day on the weekend to work events. All internships stress hands-on involvement with relevant tasks.

During the reporting period the following colleges have had or currently have interns at WRAT/WJRZ-FM: Monmouth University, Connecticut School of Broadcasting, Villanova University, Fordham University, University of Delaware, Virginia Tech University, Ramapo University, Rutgers University, American University, Seton Hall, West Virginia University, Rider University, Stockton University, and University of Hartford.

Approximately 35 interns worked with the stations during the reporting period.

WRAT/WJRZ-FM Internship Orientation

Date: 5/24/11

The Promotions Department held an internship seminar to go over the practices and policies of the station employment unit. At this mandatory meeting, interns discussed scheduling, including office hours and meet times, office responsibilities, and event procedures and rules. The station employment unit also discussed the usage of station equipment including tents, vans, sound systems, and all other fragile and important electronics. Contest and appearance duties and execution were also stressed.

6. Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Streaming Video Webinar – February 11, 2011

Greater Media Interactive hosted a Streaming Video Webinar to train employees on the effective use of internet video and streaming sites for advertising, recruitment and networking. Promotions- Marketing Director, Interactive Director and their staff participated. The webinar taught the employees how to optimize the radio station websites to better inform the community about station events and open employment positions, and the training enabled the staff members to acquire skills that could qualify them for higher level positions.

7. **Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination**

EEO Compliance Session at the Media Finance Convention, Atlanta Georgia

Date: 5/17/11

On 5/17/11 NJ Radio Controller attended the EEO Compliance session at the Media Finance Conference. Discussion topics included: posting jobs and notifying openings - What a "broad outreach" really means, how to get EEO credit, public file management and how to conduct a "self audit".

EEO Self Assessment Meeting

Date: 6/16/11

WRAT/WJRZ held an EEO Self Assessment Meeting on June 16, 2011. The meeting was used to conduct an internal analysis of the effectiveness of the stations EEO programs. Recruitment sources and outreach efforts were evaluated and discussed. All employees in management positions attended and participated in the discussions.

EEO Updates Webinar by NABEF

Date: 7/20/11

Greater Media NJ Regional HR Manager attended the National Association of Broadcaster Education 7/20/11 Webinar "EEO Updates: What you need to know". Presented by Attorney Elizabeth Golden and Lewis Pulley, Asst. Chief FCC Policy Div. The topics covered included: The who, what and why of EEO regulation, how current EEO changes impact business practices, and how to administer an effective, viable and comprehensive EEO plan.

8. **Participate in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information on broadcasting employment opportunities to job candidates or future job candidates who might otherwise be unaware of such opportunities.**

WRAT School/Community Tours

Date: Ongoing (1/23/11 – 1/22/12)

WRAT Tours usually include a 30-minute overview of the various departments within the radio station, beginning at the transmitter tower. Inside, participants get a summary (and occasionally a demonstration) of the importance of the Production Department and then visit the on-air studio. WRAT hosted Tours on the following dates:

January 2011: 24, 31

February 2011: 3, 8, 10, 16, 17, 22, 28

March 2011: 10, 21, 24, 29, 30

April 2011: 7, 13, 14, 20, 27

WJRZ-FM School/Community Tours

Date: Ongoing (1/23/11 – 1/22/12)

WJRZ-FM Tours usually include a 30-minute overview of the various departments within the radio station, beginning at the transmitter tower. Inside, participants get a summary (and occasionally a demonstration) of the importance of the Production Department and then visit the on-air studio. WJRZ hosted Tours on the following dates:

January 2011: 24, 25

February 2011: 9

WRAT/WJRZ 2010 Notification List±**

#	Recruiting Agency Name	Email	Fax
1	Army Career and Alumni Program	monmouthacap@resourceconsultants.com	17325326124
2	ASPIRA Inc. of New Jersey	wcolon@nj.aspira.org	19734840184
3	Atlantic County Women's Center	developr@bellatlantic.net	16096460776
4	Bay Shore Learning Center	rvogel@brookdalecc.edu	17324954496
5	Centenary College	pelletierh@centenarycollege.edu	19088132603
6	Connecticut School of Broadcasting	csbcherryhill@gocsb.com	18567550865
7	CSB School of Broadcasting	kfoley@gocsb.com	12012887966
8	DeVry College of Technology	ccpo@nj.devry.edu	17324354889
9	Douglass Cook Career Center	joscott@rci.rutgers.edu	17329321541
10	Hispanic Center for Community Development Inc.	GRoman@focus411.org	19736241377
11	Kean College of NJ	---	19087375835
12	Livingston College Dean's Office	dubose@rci.rutgers.edu	17324452175
13	National Organization for Women	joinnow@aol.com	16093938123
14	New Jersey Division of Vocational Rehabilitation	---	16095183956
15	New Jersey Employment Services	kenneth.spitzer@dol.state.nj.us	16097298455
16	Ocean County College	jdressner@ocean.edu	17322550444
17	Ocean County One Stop Career Center	mwilliam@dol.state.nj.us	17323495627
18	Professional Services Group	---	17329374504
19	Raritan Valley College	wschnall@raritanval.edu	19085262965
20	Rider College	careers@rider.edu	16098955639
21	Rutgers University	cyoung@camden.rutgers.edu	18562256511
22	Seton Hall University	chaffija@shu.edu	19737619009
23	State of New Jersey Division of Employment Services Dept. of Labor	afowler@dol.state.nj.us	16095619163
24	Stockton State College	linnea.moran@stockton.edu	16097486003
25	The College of NJ	career@tcnj.edu	16095301746
26	WRSU Rutgers - The State University	wrsu@scils.rutgers.edu	17329321768

*None of the listed organizations requested notice of vacancies.

±The Employment Unit distributes notice to the recruitment sources on this list variously by email and fax using the EEO 1 Source service provided to members of the New Jersey Broadcasters Association.