

**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, 2009 – January 22, 2010

**A. Full-time Vacancies Filled During Reporting Period**

	<b>Title</b>	<b>Station</b>	<b>Date Filled</b>	<b>Recruitment Source</b>
1	Account Executive	WRAT/WJRZ-FM	1/26/09	WRAT Website
2	Account Executive	WRAT/WJRZ-FM	2/2/09	Employee Referral from Greater Media, Inc. Corporate Website
3	Receptionist	WRAT/WJRZ-FM	7/30/09	Employee Referral from Greater Media, Inc. Corporate Website

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

**1. Account Executive - WRAT/WJRZ-FM**

**Recruitment Source: WRAT Website**

<b>Source</b>	<b>Contact</b>	<b>Address</b>	<b>Phone #</b>	<b>Interviewees Referred</b>
Internal Posting	WRAT	1731 Main St. Lake Como, NJ 07719	732-681-9591	0
Station Website	WRAT	<a href="http://www.wrat.com">www.wrat.com</a>	732-681-9591	3
Posting at Affiliated Stations – WMGQ/WCTC/ WMTR/WDHA	WDHA/WMTR	55 Horsehill Rd. Cedar Knolls, NJ 07927	973-538-1250	0
	WMGQ/WCTC	78 Veronica Ave. Somerset, NJ 08873	732-249-2600	
Greater Media Newspapers - <i>New Transcript</i> <i>Independent Examiner</i> <i>The Hub</i> <i>Sentinel</i> <i>Suburban</i> <i>Tri-Town News</i> <i>Atlanticville Bulletin</i>	Classified Dept.	3499 Rt. 9 N. Freehold, NJ 07728	732-358-5200	0
		659 Broadway Long Branch, NJ 07740	732-870-6070	
New Jersey Broadcasters Association	n/a	<a href="http://www.njba.com">www.njba.com</a> 348 Applegate Rd., Monroe, NJ	609-860-0111	1
NewJerseyHelpWanted.com	n/a	<a href="http://www.newjerseyhelpwanted.com">www.newjerseyhelpwanted.com</a>	n/a	1
Greater Media Inc. Corporate Website	Director of IT	35 Braintree Hill Office Park Braintree, MA 02184 <a href="http://www.greatermedia.com">www.greatermedia.com</a>	781-348-8600	0
EEO Distribution List	See attached	n/a	n/a	0

\* For vacancies (2) and (3), a Greater Media employee saw each job vacancy posted on the corporate website ([www.greatermedia.com](http://www.greatermedia.com)) and then referred an individual to the station employment unit who was ultimately hired. In Parts B and D below, the interviewees referred in this manner are reflected in the number of "Interviewees Referred" for the "Greater Media, Inc. Corporate Website" source.

**2. Account Executive - WRAT/WJRZ-FM Recruitment Source: Employee Referral from Corporate Website<sup>†</sup>**

Source	Contact	Address	Phone #	Interviewees Referred
Internal Posting	WRAT	1731 Main St. Lake Como, NJ 07719	732-681-9591	2
Station Website	WRAT	<a href="http://www.wrat.com">www.wrat.com</a>	732-681-9591	1
Posting at Affiliated Stations – WMGQ/WCTC/ WMTR/WDHA	WDHA/WMTR	55 Horsehill Rd. Cedar Knolls, NJ 07927	973-538-1250	0
	WMGQ/WCTC	78 Veronica Ave. Somerset, NJ 08873	732-249-2600	
Greater Media Newspapers - <i>New Transcript</i> <i>Independent Examiner</i> <i>The Hub</i> <i>Sentinel</i> <i>Suburban</i> <i>Tri-Town News</i> <i>Atlanticville</i> <i>Bulletin</i>	Classified Dept.	3499 Rt. 9 N. Freehold, NJ 07728	732-358-5200	0
		659 Broadway Long Branch, NJ 07740	732-870-6070	
New Jersey Broadcasters Association	n/a	<a href="http://www.njba.com">www.njba.com</a> 348 Applegate Rd., Monroe, NJ	609-860-0111	0
NewJerseyHelpWanted.com	n/a	<a href="http://www.newjerseyhelpwanted.com">www.newjerseyhelpwanted.com</a>	n/a	0
Greater Media Inc. Corporate Website	Director of IT	35 Braintree Hill Office Park Braintree, MA 02184 <a href="http://www.greatermedia.com">www.greatermedia.com</a>	781-348-8600	1
EEO Distribution List	See attached	n/a	n/a	0

**3. Receptionist - WRAT/WJRZ-FM Recruitment Source: Employee Referral from Corporate Website<sup>†</sup>**

Source	Contact	Address	Phone #	Interviewees Referred
Internal Posting	WRAT	1731 Main St. Lake Como, NJ 07719	732-681-9591	1
Station Website	WRAT	<a href="http://www.wrat.com">www.wrat.com</a>	732-681-9591	0
Posting at Affiliated Stations – WMGQ/WCTC/ WMTR/WDHA	WDHA/WMTR	55 Horsehill Rd. Cedar Knolls, NJ 07927	973-538-1250	0
	WMGQ/WCTC	78 Veronica Ave. Somerset, NJ 08873	732-249-2600	
Greater Media Newspapers - <i>New Transcript</i> <i>Independent Examiner</i> <i>The Hub</i> <i>Sentinel</i> <i>Suburban</i> <i>Tri-Town News</i> <i>Atlanticville</i> <i>Bulletin</i>	Classified Dept.	3499 Rt. 9 N. Freehold, NJ 07728	732-358-5200	0
		659 Broadway Long Branch, NJ 07740	732-870-6070	

<sup>†</sup>For vacancies (2) and (3), a Greater Media employee saw each job vacancy posted on the corporate website ([www.greatermedia.com](http://www.greatermedia.com)) and then referred an individual to the station employment unit who was ultimately hired. In Parts B and D below, the interviewees referred in this manner are reflected in the number of “Interviewees Referred” for the “Greater Media, Inc. Corporate Website” source.

New Jersey Broadcasters Association	n/a	<a href="http://www.njba.com">www.njba.com</a> 348 Applegate Rd., Monroe, NJ	609-860-0111	1
NewJerseyHelpWanted.com	n/a	<a href="http://www.newjerseyhelpwanted.com">www.newjerseyhelpwanted.com</a>	n/a	0
Eatontown Sheraton Career Fair	n/a	6 Industrial Way East Eatontown, NJ 07724 <a href="http://www.starwoodhotels.com">www.starwoodhotels.com</a>	(732) 542-6500	1
Greater Media Inc. Corporate Website	Director of IT	35 Braintree Hill Office Park Braintree, MA 02184 <a href="http://www.greatermedia.com">www.greatermedia.com</a>	781-348-8600	1
EEO Distribution List	See attached	n/a	n/a	1 <sup>‡</sup>

**C. Total number of persons interviewed for all full-time vacancies filled during the recording period: 14**

**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	1731 Main St. Lake Como, NJ 07719	732-681-9591	3
Station Website	WRAT	<a href="http://www.wrat.com">www.wrat.com</a>	732-681-9591	4
New Jersey Broadcasters Association	n/a	<a href="http://www.njba.com">www.njba.com</a> 348 Applegate Rd., Monroe, NJ	609-860-0111	2
NewJerseyHelpWanted.com	n/a	<a href="http://www.newjerseyhelpwanted.com">www.newjerseyhelpwanted.com</a>	n/a	1
Greater Media Inc. Corporate Website	Director of IT	35 Braintree Hill Office Park Braintree, MA 02184 <a href="http://www.greatermedia.com">www.greatermedia.com</a>	781-348-8600	2
EEO Distribution List	See attached	n/a	n/a	1 <sup>‡</sup>
Eatontown Sheraton Career Fair	n/a	6 Industrial Way East Eatontown, NJ 07724 <a href="http://www.starwoodhotels.com">www.starwoodhotels.com</a>	(732) 542-6500	1

<sup>‡</sup> The station employment unit interviewed one job candidate from Stockton State College, Pomona, NJ 08240.

## **WRAT/WJRZ-FM OUTREACH INITIATIVES**

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

#### **Rutgers University Internship Fair, New Brunswick, NJ**

**Date: 2/6/2009**

WRAT and WJRZ were represented at the Rutgers Internship Fair in New Brunswick, NJ, by the Promotions/Intern Coordinator and Promotions Assistants. Prospective employees and interns received information regarding available Greater Media NJ job/internship openings, including openings at the Employment Unit. Resumes were accepted and questions regarding career opportunities and the application process were answered.

#### **Rutgers University Career Day Intern and Job Fair, New Brunswick, NJ**

**Date: 5/28/09**

On 5/28/09 the Greater Media New Jersey Regional Human Resource Manager, WCTC/WMGQ Sales Administrative Assistant, and WRAT promotions assistants attended the Rutgers University Intern and Job Fair. 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.

#### **Stockton College Career Fair, Pomona, NJ**

**Date: 10/8/09**

On 10/8/09, the WRAT/WJRZ Promotions Director and 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 Ocean Development Council (MODC) Job Fair at Brookdale College, Lincroft, NJ**

**Date: 10/20/09**

On 10/20/09, the WRAT/WJRZ Sales Manager and the RATPACK/Cruise Crew attended the Monmouth Ocean Development Council (MODC) Job Fair at Brookdale College. 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 Day, Long Branch, NJ**

**Date: 12/18/09**

On 12/18/09, Employment Unit representatives attended Monmouth University 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.

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

**Rowan Career Day, Glassboro, NJ**

**Date: 2/24/2009**

WRAT and WJRZ were represented at the Rowan Career Day in Glassboro, NJ, by their respective Promotions Assistants. Prospective employees and interns received information regarding available Greater Media NJ job/internship openings, including openings at the Employment Unit. Resumes were accepted and questions regarding career opportunities and the application process were answered.

**Matawan/Aberdeen Career Expo, Matawan, NJ**

**Date: 3/24/2009**

WRAT and WJRZ were represented at the Matawan/Aberdeen Career Expo in Matawan by the WRAT/WJRZ Promotions Director and WRAT/WJRZ Promotions Assistants. Prospective employees and interns received information regarding available Greater Media NJ job/internship openings, including openings at the Employment Unit. Resumes were accepted and questions regarding career opportunities and the application process were answered.

**Jersey Shore Association for Human Resources (JSAHR) Networking Expo at Jumping Brook Country Club, Neptune, NJ**

**Date: 3/26/09**

WRAT and WJRZ were represented at the Jersey Shore Association for Human Resources (JSAHR) Networking Expo in Neptune, by the WRAT/WJRZ Sales Manger and Local Sales Manager and Promotions Assistants. Prospective employees and interns received information regarding available Greater Media NJ job/internship openings, including openings at the Employment Unit. Resumes were accepted and questions regarding career opportunities and the application process were answered.

**Southern Monmouth Business Expo, Spring Lake, NJ**

**Date: 6/3/09**

On 6/3/09, WRAT and WJRZ were represented at the Southern Monmouth County Business Expo at Doolans in Spring Lake, NJ. The Promotions Director and the RATPACK attended the event. Prospective employees and interns were provided with information regarding available Greater Media NJ job/internship openings, including openings at the Employment Unit. Resumes were accepted and questions regarding career opportunities and the application process were answered.

**Somerset County Veterans Job Fair, Somerset, NJ**

**Date: 6/15/09**

On 6/15/09 the Greater Media New Jersey Regional Human Resource Manager and the WCTC/MMGQ Promotions Manager attended the Somerset County Veterans Job Fair. Prospective employees and were provided with information regarding available Greater Media NJ job openings, including openings at the Employment Unit, and resumes were accepted. Questions regarding career opportunities and the application process were answered.

**Eatontown Sheraton Job Fair, Eatontown, NJ**

**Date: 6/18/09**

On 6/18/09, WRAT and WJRZ were represented at the Job Fair at the Sheraton in Eatontown, NJ, by the Sales Manger, Office Manager and the RATPACK. Prospective employees and interns were provided with information regarding available Greater Media NJ job/internship openings, including openings at the Employment Unit. Resumes were accepted and questions regarding career opportunities and the application process were answered.

**New Jersey Department of Labor (NJ DOL) Job Fair, New Brunswick, NJ**

**Date: 7/16/09**

On 10/21/09 the Greater Media New Jersey Regional Human Resource Manager and WCTC/WMGQ Promotion Coordinator attended the New Jersey Department of Labor (NJ DOL) Job Fair at the Department of Labor's One Stop Career Center in New Brunswick, NJ. Prospective employees and interns were provided with information regarding available Greater Media NJ job openings, including openings at the Employment Unit, and resumes were accepted. Questions regarding career opportunities and the application process were answered.

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

**Date: 11/12/09**

On 11/12/09, the Local Sales Manager and RATPACK/Cruise Crew attended the Brick Chamber: 5 Chamber Network Extravaganza at Jenkinsons 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.

**3. 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 (1/23/09 – 1/22/10)**

WRAT/WJRZ-FM runs a continual 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: Quinnipiac University, Monmouth University, Seton Hall University, Institute of Audio Research, Rutgers University, Rider University, Florida State University, Communications High School, University of Buffalo, Connecticut School of Broadcasting, Rowan University, Albright College, Brookdale Community College, Elon University, Long Island University, CUNY Brooklyn, Fairleigh Dickinson University, Mary Washington of Virginia, Ocean County College, William Patterson University, Stockton College, University of Connecticut. Approximately 40 interns worked with the stations during the reporting period.

**WRAT/WJRZ-FM Internship Orientation**

**Date: 10/8/09**

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.

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

**Public File Information Training Seminar, Somerset, NJ**  
**Date: 3/4/2009**

A Public Information Training Seminar was held in the Somerset Office for employees in the Greater Media New Jersey Radio Group. Two educational sessions concerning a critical compliance issue in broadcasting (*i.e.*, proper compliance with the public file requirement) were presented by Dale Gehman of Gehman Compliance and Consulting. The sessions were attended by Station Managers, Office Managers, HR Manager, Controller, Station Engineers, Receptionists, Production Coordinator, Promotions, IT, and part-time On-Air employees. It was open to all employees wanting to increase their knowledge of the broadcast industry and improve their skill sets.

5. **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 (1/23/09 – 1/22/10)**

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 26, 2009	March 19, 2009
January 29, 2009	March 20, 2009
February 2, 2009	March 25, 2009
February 4, 2009	April 1, 2009
February 5, 2009	April 8, 2009
February 9, 2009	April 22, 2009
February 16, 2009	December 28, 2009

**WJRZ-FM School/Community Tours**  
**Date: Ongoing (1/23/09 – 1/22/10)**

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:

February 13, 2009	March 26, 2009
February 18, 2009	October 6, 2009
February 20, 2009	October 15, 2009
February 27, 2009	December 3, 2009
March 2, 2009	

**EEO DISTRIBUTION LIST\***

1.	Army Career and Alumni Program	monmouthacap@resourceconsultants.com	732-532-6124
2.	ASPIRA Inc. of New Jersey	wcolon@nj.aspira.org	973-484-0184
3.	Atlantic County Women's Center	developr@bellatlantic.net	609-646-0776
4.	Bay Shore Learning Center	rvogel@brookdalecc.edu	--
5.	C.O.R.E. Job Bank	corenyc@aol.com	--
6.	Centenary College	pelletierh@centenarycollege.edu	908-813-2603
7.	Connecticut School of Broadcasting	csbcherryhill@gocsb.com	856-755-0865
8.	CSB School of Broadcasting	kfoley@gocsb.com	201-288-7966
9.	DeVry College of Technology	ccpo@nj.devry.edu	732-435-4889
10.	Douglass Cook Career Center	joscott@rci.rutgers.edu	732-932-1541
11.	Fairfield University	---	203-254-4107
12.	Hispanic Center for Community Development Inc.	GRoman@focus411.org	973-624-1377
13.	Kean College of NJ	---	908-737-5835
14.	Livingston College Dean's Office	dubose@rci.rutgers.edu	732-445-2175
15.	Monmouth County Division of Employment & Training	carolyn.ellington@dol.state.nj.us	732-747-1230
16.	NAACP	dougtaylor99@msn.com	--
17.	National Organization for Women	joinnow@aol.com	609-393-8123
18.	New Jersey Division of Vocational Rehabilitation	---	609-518-3956
19.	New Jersey Employment Services	kenneth.spitzer@dol.state.nj.us	609-729-8455
20.	NYMRAD	db@nymrad.org	646-254-4498
21.	Ocean County College	jdressner@ocean.edu	732-255-0444
22.	Ocean County One Stop Career Center	mwilliam@dol.state.nj.us	732-349-5627
23.	Professional Services Group	---	732-937-4504
24.	Raritan Valley College	wschnall@raritanval.edu	908-526-2965
25.	Rider College	careers@rider.edu	609-895-5639
26.	Rutgers University	cyoung@camden.rutgers.edu	856-225-6511
27.	Seton Hall University	chaffija@shu.edu	973-761-9009
28.	State of New Jersey Division of Employment Services Dept. of Labor	afowler@dol.state.nj.us	609-561-9163
29.	Stockton State College	linnea.moran@stockton.edu	609-748-6003

30. The College of NJ	career@tcnj.edu	609-530-1746
31. WRSU Rutgers - The State University	wrsu@scils.rutgers.edu	732-932-1768

\*None of the listed organizations requested notice of vacancies.