

# EEO PUBLIC FILE REPORT

For Time Period 02-01-10 through 01-31-11

**For Station Unit Comprising WHTG-AM, WTHJ-FM, WBHX-FM, WWZY-FM, WKMK-FM, WBBO-FM**

## A. Full-Time Vacancies Filled During the Reporting Period and Recruitment Source Used

|    | <u>Job Title</u>                     | <u>Date Filled</u> | <u>Recruitment Source</u>    |
|----|--------------------------------------|--------------------|------------------------------|
| 1  | Air Talent (Country)                 | 02/08/2010         | Employee Referral            |
| 2  | Traffic Coordinator/Continuity Clerk | 02/15/2010         | NJBA Website                 |
| 3  | Senior Account Manager               | 03/22/2010         | Industry Referral            |
| 4  | Promotions Assistant - FT            | 05/10/2010         | Internal Posting             |
| 5  | Talent                               | 09/07/2010         | NJBA Website                 |
| 6  | Talent                               | 09/14/2010         | Employee Referral            |
| 7  | Talent                               | 09/23/2010         | All Access                   |
| 8  | Talent                               | 10/15/2010         | Internal Posting (Promotion) |
| 9  | Traffic Coordinator                  | 11/01/2010         | CareerBuilder.com            |
| 10 | Acct Manager                         | 11/15/2010         | Employee Referral            |

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

(Prong 2 Requests listed below)

| <u>Job Title</u> Air Talent |                         |             |  |                  |  | <u>Interviewees</u> |
|-----------------------------|-------------------------|-------------|--|------------------|--|---------------------|
| <u>Source</u>               | <u>Contact</u>          | <u>Date</u> | <u>Address</u>                         | <u>Phone No.</u> |  | <u>Referred</u>     |
| Prong 2                     | See below *             | 1/29/2010   | Various                                | Various          |  | 0                   |
| Employee Referral           | Human Resources Manager | 1/29/2010   | 1329 Campus Parkway, Neptune, NJ 07753 | 732-751-1119     |  | 0                   |
| Industry Referral           | Human Resources Manager | 1/29/2010   | 1329 Campus Parkway, Neptune, NJ 07753 | 732-751-1119     |  | 1                   |

| <u>Job Title</u> Traffic Coordinator |                         |             |   |                  |  | <u>Interviewees</u> |
|--------------------------------------|-------------------------|-------------|---|------------------|--|---------------------|
| <u>Source</u>                        | <u>Contact</u>          | <u>Date</u> | <u>Address</u>  | <u>Phone No.</u> |  | <u>Referred</u>     |
| Prong 2                              | See below *             | 10/23/2010  | Various   | Various          |  | 0                   |
| Employee Referral                    | Human Resources Manager | 10/23/2010  | 1329 Campus Parkway, Neptune, NJ 07753                      | 732-751-1119     |  | 0                   |
| New Jersey Broadcaster's Association | Paul Rotella            | 10/23/2009  | 348 Applegarth Road, Monroe Township, NJ 08831              | 1-888-NJBA-FONE  |  | 5                   |
| Traffic Guild of America             | Larry Keene, CEO        | 10/23/2009  | 26000 Avenida Aeropuerto #114, San Juan Capistrano CA 92675 | 949-429-7063     |  | 0                   |
| Internal Posting                     | Human Resources Manager | 10/23/2009  | 1329 Campus Parkway, Neptune, NJ 07753                      | 732-751-1119     |  | 0                   |
| Company Websites                     | Human Resources Manager | 10/23/2009  | 1329 Campus Parkway, Neptune, NJ 07753                      | 732-751-1119     |  | 0                   |

| <u>Job Title</u> Account Manager     |                         |             |  |                  |  | <u>Interviewees</u> |
|--------------------------------------|-------------------------|-------------|--|------------------|--|---------------------|
| <u>Source</u>                        | <u>Contact</u>          | <u>Date</u> | <u>Address</u>                                 | <u>Phone No.</u> |  | <u>Referred</u>     |
| Prong 2                              | See below *             | 1/22/2010   | Various  | Various          |  | 0                   |
| Employee Referral                    | Human Resources Manager | 1/22/2010   | 1329 Campus Parkway, Neptune, NJ 07753         | 732-751-1119     |  | 1                   |
| New Jersey Broadcaster's Association | Paul Rotella            | 1/22/2010   | 348 Applegarth Road, Monroe Township, NJ 08831 | 1-888-NJBA-FONE  |  | 0                   |
| Internal Posting                     | Human Resources Manager | 1/14/2010   | 1329 Campus Parkway, Neptune, NJ 07753         | 732-751-1119     |  | 0                   |
| Company Websites                     | Human Resources Manager | 1/22/2010   | 1329 Campus Parkway, Neptune, NJ 07753         | 732-751-1119     |  | 0                   |
| Industry Referral                    | Human Resources Manager | 1/22/2010   | 1329 Campus Parkway, Neptune, NJ 07753         | 732-751-1119     |  | 1                   |

| <u>Job Title</u> Promotions Assistant - FT |                         |             |  |                  |  | <u>Interviewees</u> |
|--|-------------------------|-------------|--|------------------|--|---------------------|
| <u>Source</u>                              | <u>Contact</u>          | <u>Date</u> | <u>Address</u>                                 | <u>Phone No.</u> |  | <u>Referred</u>     |
| Prong 2                                    | See below *             | 4/12/2010   | Various  | Various          |  | 0                   |
| Employee Referral                          | Human Resources Manager | 4/12/2010   | 1329 Campus Parkway, Neptune, NJ 07753         | 732-751-1119     |  | 0                   |
| New Jersey Broadcaster's Association       | Paul Rotella            | 4/12/2010   | 1329 Campus Parkway, Neptune, NJ 07753         | 732-751-1119     |  | 0                   |
| Internal Posting                           | Human Resources Manager | 4/12/2010   | 348 Applegarth Road, Monroe Township, NJ 08831 | 1-888-NJBA-FONE  |  | 4                   |
| Company Websites                           | Human Resources Manager | 4/12/2010   | 1329 Campus Parkway, Neptune, NJ 07753         | 732-751-1119     |  | 0                   |
| Industry Referral                          | Human Resources Manager | 4/12/2010   | 1329 Campus Parkway, Neptune, NJ 07753         | 732-751-1119     |  | 0                   |

| Job Title                            |   | Air Talent         |  |                 |                       |   |
|--------------------------------------|---|--------------------|--|-----------------|-----------------------|---|
| Source                               | Contact   | Date               | Address  | Phone No.       | Interviewees Referred |   |
| Prong 2                              | See below *                                     | 8/5/10 & 8/23/2010 | Various  | Various         |                       | 0 |
| Employee Referral                    | Human Resources Manager                         | 8/23/2010          | 1329 Campus Parkw ay, Neptune, NJ 07753            | 732-751-1119    |                       | 3 |
| New Jersey Broadcaster's Association | Paul Rotella                                    | 8/23/2010          | 1329 Campus Parkw ay, Neptune, NJ 07753            | 732-751-1119    |                       | 1 |
| Internal Posting                     | Human Resources Manager                         | 8/23/2010          | 348 Applegarth Road, Monroe Tow nship, NJ 08831    | 1-888-NJBA-FONE |                       | 1 |
| Company Websites                     | Human Resources Manager                         | 8/23/2010          | 1329 Campus Parkw ay, Neptune, NJ 07753            | 732-751-1119    |                       | 0 |
| Industry Referral                    | Human Resources Manager                         | 8/23/2010          | 1329 Campus Parkw ay, Neptune, NJ 07753            | 732-751-1119    |                       | 2 |
| All Access                           | The All Access Group<br>Info@allaccessgroup.com | 8/5/2010           | 14520 Big Basin Way, Suite 246, Saratoga, CA 95070 | 408-257-6155    |                       | 1 |

| Job Title                            |                         | Traffic Coordinator |   |                    |                       |   |
|--------------------------------------|-------------------------|---------------------|---|--------------------|-----------------------|---|
| Source                               | Contact                 | Date                | Address   | Phone No.          | Interviewees Referred |   |
| Prong 2                              | See below *             | 10/3/2010           | Various   | Various            |                       | 0 |
| Employee Referral                    | Human Resources Manager | 10/3/2010           | 1329 Campus Parkw ay, Neptune, NJ 07753         | 732-751-1119       |                       | 0 |
| New Jersey Broadcaster's Association | Paul Rotella            | 10/1/2010           | 1329 Campus Parkw ay, Neptune, NJ 07753         | 732-751-1119       |                       | 2 |
| Internal Posting                     | Human Resources Manager | 10/1/2010           | 1329 Campus Parkw ay, Neptune, NJ 07753         | 732-751-1119       |                       | 0 |
| Company Websites                     | Human Resources Manager | 10/3/2010           | 348 Applegarth Road, Monroe Tow nship, NJ 08831 | 1-888-NJBA-FONE    |                       | 0 |
| Industry Referral                    | Human Resources Manager | 10/3/2010           | 1329 Campus Parkw ay, Neptune, NJ 07753         | 732-751-1119       |                       | 0 |
| Asbury Park Press                    | Pauline Mance           | 10/3/2010           | 3601 Hw y. 66, Neptune, NJ 07754                | 888-508-9353 x5535 |                       | 0 |
| Careerbuilder.com                    | Pauline Mance           | 10/3/2010           | 3601 Hw y. 66, Neptune, NJ 07754                | 888-508-9353 x5535 |                       | 2 |

| Job Title         |                         | Account Manager |   |           |                       |   |
|-------------------|-------------------------|-----------------|---|-----------|-----------------------|---|
| Source            | Contact                 | Date            | Address                                 | Phone No. | Interviewees Referred |   |
| Prong 2           | See below *             | 10/27/2010      | Various                                 | Various   |                       | 0 |
| Employee Referral | Human Resources Manager | 10/27/2010      | 1329 Campus Parkw ay, Neptune, NJ 07753 |           |                       | 1 |
| Company Websites  | Human Resources Manager | 10/26/2010      | 1329 Campus Parkw ay, Neptune, NJ 07753 |           |                       | 0 |

**Positions that were filled by internal promotion, progression within company, or exigent circumstances:**

|                                   |           |  |  |
|-----------------------------------|-----------|--|--|
| Program Director                  | 9/14/2010 |  |  |
| Marketing & Promotions Supervisor | 4/12/2010 |  |  |

**\* Prong 2 Organizations:**

Wendy Sturgeon, Mercer County One Stop Career Center  
650 South Broad Street  
Trenton, NJ 08650  
Phone: 609-278-4899  
E-Mail Address: w.sturgeon@mercercounty.org

Adam Goodman  
Goods Entertainment  
PO Box 1266  
Weston, CT 06883  
Phone: 203-341-0111  
E-Mail Address: adam@goodsentertainment.com

Sandra Severini  
Beau Campus Recruiter  
1590 Bullard Place  
South Plainfield, NJ 07080  
Phone: 908-755-6003  
E-Mail Address: BeauCampusRecruiter@gmail.com

Stuart Goldberg  
New York State Department of Labor  
Division of Employment Services  
138-60 Barclary Avenue  
Flushing, NY 11355  
Phone: (718) 321-6307  
E-Mail Address: Stuart.Goldberg@Labor.State.Ny.Us

NOW  
3460 Buford Highway NE  
Apartment D2  
Atlanta, GA 30329  
Phone: 404-321-9199  
E-Mail Address: Hrcsthm@aol.com

Alison Doyle  
Monmouth County Arts Council  
107 Monmouth Street, Suite 3  
Red Bank, NJ 07701  
Phone: 732-212-1890  
Email Address: ad@monmouthartsCouncil.org

**C. Total Number of Persons Interviewed for all Full-Time Positions Filled During Reporting Period - 25**

**D. Total Number of Interviewees for All Full-Time Vacancies Filled During Recruitment Period Per Recruitment Source:**

| <u>Source</u>                        | <u>Contact</u>                                  | <u>Address</u>                                     | <u>Phone No.</u> | <u>Interviewees Referred</u> |
|--------------------------------------|---|--|------------------|------------------------------|
| Internal Posting                     | Rose Van Brunt                                  | 1329 Campus Parkway, Neptune, NJ 07753             | 732-751-1119     | 5                            |
| New Jersey Broadcaster's Association | Paul Rotella                                    | 348 Applegarth Road, Monroe Township, NJ 08831     | 1-888-NJBA-FONE  | 8                            |
| Industry Referral                    | Rose Van Brunt                                  | 1329 Campus Parkway, Neptune, NJ 07753             | 732-751-1119     | 4                            |
| Employee Referral                    | Rose Van Brunt                                  | 1329 Campus Parkway, Neptune, NJ 07753             | 732-751-1119     | 5                            |
| Inside Radio                         | Gene McKay                                      | PO Box 442, Littleton, NH 03561                    | 1-800-640-8852   | 0                            |
| Asbury Park Press                    |   |  |                  | 2                            |
| All Access                           | The All Access Group<br>Info@allaccessgroup.com | 14520 Big Basin Way, Suite 246, Saratoga, CA 95070 | 408-257-6155     | 1                            |
| Source Used to Fill Each Position    |   |  | <b>Total</b>     | <b>25</b>                    |

**OUTREACH INITIATIVES 02-01-10 THROUGH 01-31-11**

- Participation in Scholarship Program designed to assist students interested in pursuing a career in broadcast communications**  
 Description: Press Communications 99.7 The Breeze 98.5 WKMK Scholarship  
 Participation: Human Resources Manager  
 Date: Spring 2010  
 Company donates \$1,000 to Southern Regional High School District with the stipulations that the student must be entering field of broadcasting or journalism.
- Participation in Job Fairs by Unit Personnel who have substantial responsibility in the making of hiring decisions**  
 Description: Monmouth University Job Fair, 400 Cedar Avenue, West Long Branch, NJ 07764  
 Participants: Human Resources Manager  
 Date: April 14, 2010  
 Attendance at job fair to recruit for open positions as well as promotion of Company's Internship Program.
- Participation in Job Fairs by Unit Personnel who have substantial responsibility in the making of hiring decisions**  
 Description: Monmouth University Job Fair, 400 Cedar Avenue, West Long Branch, NJ 07764  
 Participants: Human Resources Manager; Marketing and Promotions Director  
 Date: November 17, 2010  
 Attendance at job fair to recruit for open positions as well as promotion of Company's Internship Program.
- Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting**  
 Description: The College of New Jersey, PO Box 7718, Roscoe West Hall, Ewing, NJ 08628  
 Participants: Human Resources Manager  
 Date: April 15, 2010 through April 19, 2010  
 Company participated in Spring 2010 E-Fair, an entirely internet based job fair through Lionslink.
- Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting**  
 Description: 2010 Red Bank RiverCenter Career Day  
 Participants: Human Resources Manager  
 Date: 05/21/10  
 Attended Career Day to speak about careers in radio.
- Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting**  
 Description: 2010 East Dover Elementary School Career Day  
 Participants: Director of Marketing; Marketing & Promotions Director  
 Date: 05/21/10  
 Attended Career Day to speak about careers in radio.

7. **Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting**  
Description: Six Flags LearnDoEarn Career Day  
Participants: Human Resources Manager; Air Talent  
Date: May 6, 2010  
Career Day hosted by Six Flags Great Adventure. A large number of students attended in an effort to assist in education them to become college and work ready. We were able to discuss on-air positions as well as other positions within radio industry.
8. **Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting**  
Description: 2010 St. Joseph Grade School Career Day  
Participants: Business Manager  
Date: 02/02/10  
Attended Career Day to speak about careers in radio.
9. **Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting**  
Description: 2010 Perth Amboy Middle School Career Day  
Participants: Director of Marketing; Marketing & Promotions Director  
Date: 11/18/10  
Attended Career Day to speak about careers in radio.
10. **Establishment of Internship Program designed to assist members of the community in acquiring skills needed for broadcast employment (High School Level.)**  
Description: Neptune High School  
Participants: Human Resources Manager; Marketing & Promotions Director; Various Staff  
Date: Spring 2010  
Company participates in Neptune High School Internship / Mentorship Program. Two Students spent time at radio stations shadowing employees and learning about radio. Students met with employees and managers and learned about programming, production, traffic and continuity, websites, marketing, promotions, business and human resources.
11. **Establishment of Internship Program designed to assist members of the community in acquiring skills needed for broadcast employment (High School Level.)**  
Description: Asbury Park High School  
Participants: Human Resources Manager; News Director; News Department  
Date: Fall 2010  
At request of school, News Department mentored student with six scheduled sessions. The student was one who had expressed great interest specifically in broadcast journalism.
12. **Establishment of Internship Program designed to assist members of the community in acquiring skills needed for broadcast employment. (College Level)**  
Description: Internship Program  
Participants: Human Resources Manager; Director of Marketing; Promotions Directors, Promotions Coordinators  
Date: Spring 2010, Summer 2010, Fall 2010  
Internship is for college credit and provides valuable insight into the promotions area as well as other areas of employment within radio.
13. **Participation in other activities reasonably calculated by the unit to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**  
Description: Company Employment Websites  
Participants: Human Resources Manager  
Date: Ongoing  
Company websites have an "Employment Opportunities" section in which all open positions are posted. All visitors to the site are able to view these positions.
14. **Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination**  
Description: The Excelling as a Manager or Supervisor Seminar  
Participants: Marketing and Promotions Director  
Date: 05/11/10  
Topics included EEO and guidelines for preventing discrimination.

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

Description: Navigating the FCC's Equal Employment Opportunity Rules

Participants: Human Resources Manager

Date: 05/11/10

Refresher course on FCC EEO guidelines.

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

Description: Diversity: Assessing Yourself and Your Organization Inclusive

Participants: Human Resources Manager

Date: 03/11/10

HR Manager attended local Society of Human Resources Management's meeting with presentation given by the VP of The American Conference on Diversity.

17. **Sponsorship of events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting**

Description: Gave studio tours as noted above, 2355 West Bangs Avenue, Neptune, NJ 07753. Promotions Coordinator gave the tour, shows the Cub Scouts the studios and then answered questions regarding radio jobs.

Participants: Promotions Coordinator; Marketing and Promotions Director

Date: 02-15-10 – Troupe 66, Matawan, NJ

Date: 02-24-10 – Holy Family School Choir, Lakewood

Date: 11-05-10 – Girl Scout Troop 1141, Freehold

18. **Participation in job banks, internet programs and other programs designed to promote outreach generally (i.e. that are not primarily directed to providing notification of specific job vacancies.)**

Description: Attended "Everything Jersey Business Conference & Expo" sponsored by the New Jersey Chamber of Commerce.

Participants: Human Resources Manager, Promotions Staff

Date: October 26, 2010