

**EEO PUBLIC FILE REPORT**

**Stations covered by this report:** WMGQ; New Brunswick, NJ  
WCTC; New Brunswick, NJ

**EEO Contact Person:** Ann M Kaltschmid HR Manager, WMGQ/WCTC, 78 Veronica Ave, Somerset, NJ 08873  
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**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>
Account Executive	WCTC/WMGQ	2/7/11	WMGQ website

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

1. *Account Executive – WCTC/WMGQ*

*Recruitment Source: WMGQ Website*

<b>Source</b>	<b>Contact</b>	<b>Address</b>	<b>Phone #</b>	<b>Interviewees Referred</b>
New Jersey Broadcasters Association (NJBA)	N/A	348 Applegarth Rd. Monroe, NJ 08831 www.njba.com	609-860-0111	0
WCTC/WMGQ Websites	H/R Department	78 Veronica Ave Somerset, NJ 08873 www.wctcam.com www.wmgqfm.com	732-249-2600	4
EEO Distribution List	See Attached	N/A	N/A	0
Greater Media Website	Director of IT	35 Braintree Hill Park Braintree, MA 02184 www.greatermedia.com	784-348-8600	0
Internal Posting	WJRZ-FM Office Mgr.	1001 Beach Ave. Manahawkin, NJ 08050	609-597-1101	0
	WRAT Office Mgr.	610 Main St. Belmar, NJ 07719	732-681-9591	0
	WDHA/WMTR Office Mgr.	55 Horsehill Rd. Cedar Knolls, NJ 07927	973-538-1250	1
	WCTC/WMGQ HR Department	78 Veronica Ave. Somerset, NJ 08873	732-249-2600	1
New Jersey Help Wanted.com	n/a	www.newjerseyhelpwanted.com	n/a	2

**C. Total number of persons interviewed for all full-time vacancies filled during the reporting period: **8****

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

<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Phone #</b>	<b>Number of Interviewees Referred</b>
WCTC/WMGQ Websites	H/R Department	78 Veronica Ave Somerset, NJ www.wctcam.com www.wmgqfm.com	732-249-2600	4
Internal Posting	WJRZ-FM Office Mgr.	1001 Beach Ave. Manahawkin, NJ 08050	609-597-1101	0
	WRAT Office Mgr.	610 Main St. Belmar, NJ 07719	732-681-9591	0
	WDHA/WMTR Office Mgr.	55 Horsehill Rd Cedar Knolls, NJ 07927	973-538-1250	1
	WCTC/WMGQ HR Department	78 Veronica Ave Somerset, NJ 08873	732-249-2600	1
New Jersey Help Wanted.com	N/A	www.newjerseyhelpwanted.com	N/A	2

**E. Supplemental Recruitment Initiatives**

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

**a. Veterans Reentering the Workforce Job Fair – October 13, 2011**

On 10/13/2011, the Greater Media New Jersey Regional Human Resource Manager, who has substantial responsibility in the making of hiring decisions, and the WCTC/WMGQ Promotions Coordinator attended Veterans Reentering the Workforce Job Fair at Middlesex County One Stop Career Center in New Brunswick, NJ. Prospective employees and interns were provided with information regarding available Greater Media NJ job openings, including job opportunities at WMGQ/WCTC. Resumes were accepted and questions regarding career opportunities and the application process were answered.

**2. Host a Job Fair**

**Greater Media NJ Radio’s Hire a Hero Job Fair – November 9, 2011**

Greater Media NJ Radio Group, including WMGQ/WCTC, 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 NJ Radio Group Station Managers, Sales Managers, and Promotion Directors who have substantial responsibility in the making of hiring decisions. Resumes were accepted and questions regarding careers in radio were also 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.**

**Internship Program – Ongoing (January 23, 2011-January 22, 2012)**

WMGQ/WCTC runs an ongoing internship program that is advertised on the station websites and through notifications and intern fairs with local colleges.

Internships are offered in Promotions, News, Non-Traditional Revenue, and Sales with opportunities to explore other departments such as Creative Services, Production, and Sports. 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.

The following colleges have had or currently have interns at WMGQ/WCTC during the reporting period: Rutgers University, Rowan University, Mercer County Community College, Caldwell College, South Brunswick High School, Bergen Community College, Eastern University, Joseph Kohn Rehabilitation Center, Middlesex County College, Raritan Valley Community College, University of Scranton and Connecticut School of Broadcasting. Approximately 21 interns worked with the stations during the reporting period.

**Intern Orientation/Training – June 30, 2011**

The Promotions Department held a seminar for prospective interns to teach them the skills utilized on a day to day basis in the radio station. They had a lecture session in which the prospective interns became acquainted with the practices and policies of the station as well as hands on training session which allowed the interns to practice utilizing sound equipment, running contests, and doing the duties of the department.

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

**a. Edison NJ Job Corps Academy – Community Relations Meeting – February 8, 2011**

The WCTC/WMGQ Station Manager attended the Edison Job Corps Community Relations meeting in Edison NJ. The Community Relations Council is comprised of community leaders who work to promote community partnerships and volunteer activities for high-school aged youth. Information on WCTC/WMGQ and related job opportunities at the stations was distributed via networking and at the information table.

**b. Caldwell College Internship Fair – March 2, 2011**

On 03/2/11, the WCTC/WMGQ promotions coordinator attended the Caldwell College Internship Fair in Caldwell, NJ. Station personnel in attendance provided information about the stations' internship program, accepted internship program applications, and were available to answer questions regarding career opportunities in broadcasting.

**c. Read Across America – March 2, 2011 and March 3, 2011**

WMGQ On Air Personality visited the A.C. Renshaw School in New Brunswick, NJ on March 2, 2011, and the Dwight D Eisenhower in Sayreville on March 3, 2011. At each school, he read a story to the students and spoke to them about his job as a WMGQ On Air Personality and responded to questions from the children about careers in radio.

**d. Franklin Township Youth Employment Expo – April 7, 2011**

The WCTC/WMGQ Promotions and Intern Coordinator and the Promotions-Marketing Director attended the Franklin Township Youth Employment Expo in Somerset, NJ. Franklin Township hosted an expo for middle and high school students to help them discover career paths and connect with employers. The WCTC/WMGQ Promotions-Marketing Director explained various jobs in radio and the application process. He also collected resumes from older students for possible consideration for the stations' internship program and was available to answer questions regarding career opportunities in broadcasting.

**e. Union County College Radio Guest Speaker – November 28, 2011**

WCTC On Air Personality and Program Director was a guest broadcaster on his intern's "Traffic" radio show at the Union County College, Cranford, NJ campus. He discussed his career in radio and talked to students who called in to the radio show about the radio industry and about various career opportunities available in radio.

**f. North Brunswick Twp. High School – "Careers In Radio" Program – June 7, 2011**

WMGQ Afternoon On-Air Personality and Program Director hosted a discussion for North Brunswick High School, North Brunswick, NJ students in the Career Development Program. Students interested in Radio Careers attended two sessions. Topics covered included: careers in radio, educational requirements, and daily job functions. Students came away with a better understanding of Radio as a career choice.

**g. Middlesex County Youth Opportunities Career Fair – August 18, 2011**

NJ Radio Group Regional HR Manager, WCTC/WMGQ Station Manager, Promotion Coordinator and an On-Air Personality participated in the Middlesex County Workforce Development Youth Opportunities Career Fair. At risk youth between the ages of 16 and 21 were given an introduction to various industries and employment opportunities. Station personnel discussed careers in broadcasting. Information on internships in radio was also provided. The young people came away with a better understanding of radio as a career choice.

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

**a. MCRCC "Largest Networking Party" – September 15, 2011**

WMGQ and WCTC co-sponsored the Middlesex Chamber of Commerce's Largest Networking Party, which brings hundreds of businesses and clients together for an evening of information exchange. The Station Manager and Sales Manager attended with the Promotions and Marketing Manager. The staff explained what radio can do for local businesses and the community, fielded questions, and also disseminated information about employment and careers in broadcasting. The event was held at the Fields Sports Complex in East Brunswick NJ.

**b. Workforce Investment Board Meetings – January 25, 2011; April 26, 2011; July 27, 2011; and October 26 2011.**

The Employment Unit's Station Manager serves as a board member and participates in quarterly meetings of the Middlesex County Workforce Investment Board. The boards' purpose is to: Better understand the present and future workforce needs in Middlesex

County; support the creation and retention of Middlesex County jobs; develop strategies that address industry sectors' workforce needs; ensure that the Middlesex County One Stop programs help job seekers with workplace skills; and advocate for education and training to prepare students with the skills essential in the global economy.

**c. New Jersey Association of Women Business Owners Expo – April 18, 2011**

WCTC/WMGQ Sports Sales Manager and Account Executive attended the NJAWBO Expo in New Brunswick NJ. The expo was an opportunity to network with woman business owners, attend workshops, promote the radio stations and job opportunities at the stations, form strategic business alliances and exchange ideas.

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

**a. Station Websites and 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.

**b. Governor's Conference for Women – May 2, 2011 and May 3, 2011**

WCTC/WMGQ Sports Sales Manager and an Account Executive attended the Governor's Conference for Women. Topics presented were designed to guide and inspire conference-goers from a diverse array of occupations, races and income levels. The purpose of the conference was to empower women attending by offering them workshops, networking opportunities and motivational stories. As a result of their participation in the training sessions, the AEs were able to network, discuss their career choices, and 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.**

**a. EEO Self Assessment Meeting – May 9, 2011**

WCTC/WMGQ held an EEO Self Assessment Meeting. 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.

**b. EEO Management Training Session at Media Financial Management Conference – May 17, 2011**

The New Jersey Controller attended an EEO Compliance Session as part of the Media Financial Management annual conference held in Atlanta Georgia. The New Jersey Regional Controller received training as to methods of ensuring equal employment opportunity and preventing discrimination.

**c. Employment Law Update Webinar – July 20, 2011**

The New Jersey HR Manager participated in the National Association of Broadcaster Education Webinar “EEO Updates: What you need to know” presented by Attorney Golden and Lew Pawley Asst. Chief FCC Policy Division. Topics covered included EEO regulations, 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.**

**a. New Jersey Commission for the Blind Job Training Program – June 6, 2011 through July 5, 2011**

The WCTC/WMGQ Promotion Department participated in the NJ Commission for the Blind job training program. The Promotion Coordinator served as a volunteer job developer. During the four week training period, the Promotion Coordinator worked with an intern placed at the station employment unit by the NJ Commission for the Blind to teach the intern the kinds of skills needed to gain experience necessary for future placement in a competitive work environment. Participation in this activity also helped disseminate information on broadcasting employment job opportunities and careers to future job candidates who might otherwise be unaware of such opportunities.

**b. School/Community Tours – Ongoing (January 23, 2010-January 22, 2011)**

Station tours were held on the following dates:

February 7, 2011  
February 8, 2011  
February 28, 2011  
March 14, 2011  
March 15, 2011  
March 22, 2011  
March 29, 2011  
April 11, 2011  
April 18, 2011  
April 25, 2011  
May 17, 2011  
May 23, 2011  
August 9, 2011  
August 22, 2011  
August 23, 2011  
September 13, 2011  
November 1, 2011  
November 16, 2011  
December 13, 2011  
December 20, 2011

Groups including Scouts, School Radio Clubs, and Community Youth Groups, were given information on the stations’ departments and how each department functions. They had the opportunity to speak with the News, Programming and Creative Services Directors, On-Air Personalities and the Promotions Coordinator about the skills required for careers in broadcasting.

**c. Middlesex County College Foundation Scholarship Fundraiser – April 27, 2011**

WMGQ Afternoon On-Air Personality acted as MC and host for the Middlesex County College Alumni Scholarship Fund Raiser “An Evening of Good Taste” at their Edison NJ location. Funds from the event helped provide scholarships for deserving students. Although the college has a broadcasting program, funds raised at this event can be used by any deserving student (not just those interested in broadcasting). The station employment unit’s participation in the event helps promote the stations’ profile in the community and may also highlight broadcasting as a career option for future job candidates who might otherwise be unaware of such opportunities.

**d. Middlesex County Chamber of Commerce – Good Morning Middlesex – April 7, 2011**

WCTC/WMGQ hosted the “Good Morning Middlesex” event sponsored by the Middlesex County Chamber of Commerce. Chamber members were invited to the station to learn more about the radio industry. The Promotions Director gave station tours and attendees were able to speak with station employees about their duties and positions. The event was attended by the Station Manager, Sales Manager, sales staff and station employees.

### EEO Distribution List\*\*±

#	Recruiting Organization	Email	Fax
1	Army Career and Alumni Program	monmouthacap@resourceconsultants.com	17325326124
2	ASPIRA Inc. of New Jersey	wcolon@nj.aspira.org	19734840184
3	Bay Shore Learning Center	rvogel@brookdalecc.edu	17324954496
4	Brookdale Community College	lmass@brookdalecc.edu	17322242580
5	Family Resource Center	sbrown@fbcd.com	17329321768
6	Caldwell College	jcasey@caldwell.edu	19736183425
7	Catholic Community Services Hispanic Women's Resource Center	---	12016010490
8	Centenary College	pelletierh@centenarycollege.edu	19088132603
9	Central Jersey Job Developers	dornajae@aol.com	17327455325
10	Civic League of Greater New Brunswick	employ@civicleague.com	17322473646
11	Connecticut School of Broadcasting	csbcherryhill@gocsb.com	18567550865
12	County College of Morris	womenscenter@ccm.edu	19733285146
13	Connecticut School of Broadcasting	kfoley@gocsb.com	12012887966
14	DeVry College of Technology	ccpo@nj.devry.edu	17324354889
15	Douglass Cook Career Center	joscott@rci.rutgers.edu	17329321541
16	Edison Job Corps.	coxb@jcdc.jobcorps.org	17328194695
17	Fairleigh Dickinson University	vitale@fdi.edu	17323644797
18	Kean College of NJ	---	19087375835
19	Livingston College Dean's Office	dubose@rci.rutgers.edu	17324452175
20	Mercer County Community College	levittl@mccc.edu	16096956456
21	Middlesex County College	evelyn_rosa@middlesexcc.edu	17322497306
22	Monmouth University	---	17322635201
23	Montclair State University	russoe@mail.montclair.edu	19736557204
24	NJAWBO	njawbo@njabow.org	1-690-581-6749
25	National Organization for Women	joinnow@aol.com	16093938123
26	New Jersey Department of Labor	matthew.wolf@dol.state.nj.us	17327756125
27	New Jersey Employment Services	lynne.camp@dol.state.nj.us	17327296597
28	Ocean County College	jdressner@ocean.edu	17322550444
29	Professional Service Group	cindyflaherty@dol.state.nj.us	19733615846
30	Ramapo College of New Jersey	bwexler@ramapo.edu	(201) 684-7452
31	Raritan Valley College	wschnall@raritanval.edu	19085262965
32	Rider College	careers@rider.edu	16098955639
33	Rutgers University	thopkins@andromeda.rutgers.edu	19733531853

34	State of New Jersey Division of Employment Services Dept. of Labor	afowler@dol.state.nj.us	16095619163
35	The College of NJ...	career@tcnj.edu	16095301746
36	Women Aware Inc. - Outreach	---	17322496942
37	WRSU Rutgers - The State University	wrsu@scils.rutgers.edu	17329321768
38	Middlesex County Workforce Develop 506 Jersey Avenue New Brunswick, NJ 08901	Jane.Brady@dol.state.nj.us	1732-745-4050

\*No organizations have requested notice of WCTC/WMGQ job 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.