

## **EEO PUBLIC FILE REPORT**

**February 1 2019 – January 31 2020**

This report covers full-time vacancy recruitment data, hiring activity & community outreach for Equity Communications LP during the period February 1 2019 – January 31 2020.

- I. Employment Unit is:** Equity Communications LP Atlantic City NJ
- II. Unit Member Stations:** WAYV (FM) Atlantic City NJ  
WAIW (FM) Cape May Courthouse NJ  
WZXL (FM) Wildwood NJ  
WZBZ (FM) Pleasantville  
WGBZ (FM) Cape May Courthouse NJ  
WTTH (FM) Margate NJ  
WEZW (FM) Wildwood Crest NJ  
WMIW (AM) Atlantic City NJ  
WCMC (AM) Wildwood NJ
- III. EEO Contact Information:** Gary Fisher President/Partner  
Equity Communications LP  
8025 Black Horse Pike #100-102  
West Atlantic City NJ 08232  
Phone: 609 484-8444 x 317  
Fax: 609 646 6331  
Email: [gfisher@equitycommunications.net](mailto:gfisher@equitycommunications.net)

**IV. Fulltime Job Vacancies within Employment Unit for Reporting Period:**

<u>Job Title</u>	<u>Recruitment Source Referring Applicants</u>	
Business Manager/	AC Help Wanted	1
	Employee Referrals	1
	EEO Distribution List	1
	Equity websites	8
	Industry Referrals	4
	Inside Radio Advertising	5
	Internal Posting	1
	Linked In	6
	On-Air Advertising	5
	Taylor on Radio Newsletter	4
Digital Account Executive	AC Help Wanted Website	2
	Connecticut. School of Bdcstg	3
	Employee References	2
	Linked In	4
	Stockton Community College	3
	On-Air Announcements	2

Total Number of Interviews over  
February 1 2019 – January 31 2020: 54

For the purposes of this Report a person was deemed “interviewed” when he or she was interviewed either in-person or over the telephone. A position was deemed “filled” not when an offer was extended but when hiree accepted the offer. During the period covered by this report Equity filled vacancies by hiring four (4) fulltime staff members from Recruitment Sources listed above & below.

**V. Master Recruitment Source & EEO Distribution List used by Equity Communications to Recruit for the period February 1 2019 – January 31 2020:**

ACC Community College	1535 Bacharach Blvd.	Atlantic City NJ 08401	609-343-4800
AC Help Wanted.com	9100 East Pomona Drive	Englewood CO 80112	845-445-8398
All Access Radio Web Site	28955 Pacific Highway	Malibu CA 90265	310-457-6616
Atlantic City Career Center	1433 Bacharach Blvd.	Atlantic City NJ 08401	609-441-3294
Atlantic City Press Classifieds	1000 Washington Ave	Pleasantville NJ 08232	609-646-7500
Atl Cty Comm College	Route 322	Mays Landing NJ 08330	609-343-5109
Bergen Community College	400 Paramus Road	Paramus NJ 07652	201-447-7171
Connecticut School of Bdcstg	1 Cherry Hill #203	Cherry Hill NJ 08002	856-755-1200
Gazette Cape May Nsp	PO Box 619	Northfield NJ 08225	609-383-8994
Hispanic Resource Center NJ	913 Sewell Avenue	Asbury Park NJ 07712	732-774-3282
Inside Radio Classifieds	PO Box 442	Littleton NH 03561	800-640-8852
NAACP of South Jersey	1100 Atlantic Avenue	Atlantic City NJ 08401	609-555-1400
New Jersey Dept of Labor	44 White Horse Pike #A	Hammonton NJ 08037	609-561-8800
National Radio Talent System	PO Box 1927	Boone NC 28607	828-262-1502
New Jersey Employment Svc	3810 New Jersey Avenue	Wildwood NJ 08260	609-729-0997
Radio Engineering Magazine	9800 Metcalf	Overland Park, KS 66212	913-341-1300
Radio World Newspaper	5825 Shawnee Road	Alexandria VA 22312	703-852-4600
Stockton Community College	PO Box 195	Pomona NJ 08240	609-652-4617
Taylor on Radio Newsletter	39250 Sussex Drive	Nashville TN 37205	818-591-6815
Trenton Times Newspaper	PO Box 847	Trenton NJ 08605	609-989-5507
Urban League of Philadelphia	136 W. Gerard Avenue	Philadelphia PA 19123	215-451-5005
WAJM Atl Cty High School	1300 Atlantic Avenue	Atlantic City NJ 08401	609-343-7200
Woodbine Development Cntr	1175 DeHirsch Avenue	Woodbine NJ 08270	609-861-6048

None of the above-listed organizations requested notice of vacancies.

**VI. SUPPLEMENTAL (Non-Vacancy-Related) OUTREACH RECRUITMENT INITIATIVES UNDERTAKEN BY EQUITY COMMUNICATIONS LP FOR THE PERIOD FEBRUARY 1 2019 – JANUARY 31 2020**

- 1. Production & broadcast of 1-minute announcements providing general information about careers in radio broadcasting & specific employment opportunities at Equity Communications stations.*** A script of these announcements is attached and labeled EXHIBIT 1 along with a typical affidavit of one month’s scheduling labeled EXHIBIT 2. The announcements air at the indicated frequency each month.

- 2. *Internship program designed to train local high school & college students & aspiring community broadcasters in skills & experience needed for employment in broadcasting.*** The internship program is ongoing & is advertised on member station websites, through on-air announcements. Internships usually last from two to four months, start out in Promotions & then progress to subsequent opportunities to explore other departments such as On-Air, Sales, Production & Copywriting. All facets of day-to-day operations in radio are covered & Equity internships stress hands-on involvement with the individual departments. Participants summarize their experiences in term papers submitted to their schools for academic credit. The Equity internship program is explained in the attached Internship Job Description labeled EXHIBIT 3, in the attached Part Time Promotions job posting labeled EXHIBIT 4, and in the Equity Communications Part Time Promotions presentation labeled EXHIBIT 5. During the reporting period three (3) interns participated in the program. One was promoted to an on-air position on WAYV/WAiV Radio.
- 3. *Atlantic City Music Festival.*** On March 22 2019 the Equity Communications WZXL Street Team & Programming Department attended the Atlantic City Music Festival in the Atlantic City Convention Center. Company personnel set up a booth promoting the station & distributed information about employment opportunities within the Equity stations & providing immediate on-site interviews. A hand-out prepared by Equity management entitled Real World Job Hunting Tips was distributed to all interested attendees and is attached as EXHIBIT 6.
- 4. *Equity Communications Open House Career Day.*** On Wednesday September 11 2019 Equity opened the doors to its offices & studios to host an all-day Career Day Open House. Applicants were invited in to view day-to-day operations, visit the studios of member stations & meet with on-air broadcasters & department heads to discuss careers in broadcasting. Prospective employees & interns were provided with information regarding possible future opens within Equity Communications. Applications were completed & resumes were accepted. The standard Equity Employment Application is attached and labeled EXHIBIT 8.
- 5. *Guest Lecture on Tuesday October 22 2019 by Equity President/Partner at Connecticut School of Broadcasting*** Cherry Hill Campus Cherry Hill New Jersey to discuss careers in broadcasting & what is required to get the first fulltime job in radio or TV. Applications & Hand-outs, labeled EXHIBITS 6, 7, & 8, were distributed.

**EQUITY COMMUNICATIONS L.P. IS COMMITTED TO A POLICY OF EQUAL EMPLOYMENT OPPORTUNITIES IN STAFFING OUR NINE RADIO STATIONS - WAYV, WAIV, WZXL, WTTH, WZBZ, WGBZ, WEZW, WMID AND WCMC... WE PROVIDE NOTIFICATION OF ALL FULL TIME AND PART TIME OPENINGS AT OUR STATIONS TO A WIDE RANGE OF COLLEGES, ORGANIZATIONS, ASSOCIATIONS, AGENCIES AND PUBLICATIONS... WE HOPE TO INSURE A DIVERSE GROUP OF APPLICANTS, IN PARTICULARLY MINORITY AND FEMALE CANDIDATES, ARE MADE AWARE OF OUR JOB OPENINGS AS THEY OCCUR. CANDIDATES ARE INVITED TO APPLY FOR POSITIONS BY MAIL TO EQUITY COMMUNICATIONS L.P. OR IN PERSON AT THE EQUITY COMMUNICATIONS OFFICES - AT THE BAYPORT ONE OFFICE BUILDING, SUITE 100, WEST ATLANTIC CITY, NEW JERSEY, 08232... OR VIA EMAIL TO G.F. EQUITY -AT- A.O.L. DOT COM... ORGANIZATIONS AND ASSOCIATIONS WISHING TO RECEIVE NOTIFICATION OF FUTURE JOB OPENINGS AS THEY OCCUR ARE ENCOURAGED TO CONTACT US IN THE SAME MANNER... RESUMES AND APPLICATIONS RECEIVED BY EQUITY COMMUNICATIONS ARE RETAINED FOR FUTURE REFERENCE, FOR WHEN JOB OPENINGS OCCUR... MORE INFORMATION ABOUT SPECIFIC JOB OPENINGS CAN BE OBTAINED AT EACH STATIONS INDIVIDUAL WEBSITE... EQUITY COMMUNICATIONS L.P. IS AN EQUAL OPPORTUNITY EMPLOYER.**

## **EXHIBIT 1**



**SOUTH JERSEY'S ROCK STATION**

**Equity Communications LP**  
 Bayport One Suite 100  
 8025 Black Horse Pike  
 West Atlantic City NJ 08232  
 Phone: 609-484-8444  
 Fax: 609-646-6331  
 production@equitycommunications.net  
 Visit: wzxl.com

# INVOICE

NUMBER: 88041

WZXL-FM ATLANTIC CITY, NJ

INVOICE DATE: 2/28/19

PAGE: 1 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 30393

PRODUCT:

Salesperson: HOUSE

Special Handli: No Special Instr

EEO COMMUNITY OUTREACH

## EXHIBIT 2

Terms: NET 30 DAYS

**PAY THIS AMOUNT:**

**BY:**

### WZXL-FM Times for 1/28/19-2/24/19

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/28	C 12:49a	60	\$0.00		
Mn 1/28	A 5:49a	60	\$0.00		
Tu 1/29	B 10:46p	60	\$0.00		
We 1/30	C 1:49a	60	\$0.00		
We 1/30	A 5:49a	60	\$0.00		
Th 1/31	B 11:51p	60	\$0.00		
Fr 2/01	A 5:49a	60	\$0.00		
Sa 2/02	D 8:51a	60	\$0.00		
Sa 2/02	D 10:51a	60	\$0.00		
Sa 2/02	B 11:33p	60	\$0.00		
Su 2/03	C 1:49a	60	\$0.00		
Su 2/03	D 8:50p	60	\$0.00		
Mn 2/04	C 2:49a	60	\$0.00		
Mn 2/04	A 5:50a	60	\$0.00		
Tu 2/05	B 10:34p	60	\$0.00		
We 2/06	C 12:49a	60	\$0.00		
We 2/06	A 5:50a	60	\$0.00		
Th 2/07	B 10:52p	60	\$0.00		
Fr 2/08	A 5:50a	60	\$0.00		
Sa 2/09	D 6:36a	60	\$0.00		
Sa 2/09	D 10:35p	60	\$0.00		
Sa 2/09	B 11:36p	60	\$0.00		
Su 2/10	C 1:49a	60	\$0.00		
Su 2/10	D 8:51p	60	\$0.00		
Mn 2/11	C 12:50a	60	\$0.00		
Mn 2/11	A 5:50a	60	\$0.00		
Tu 2/12	B 10:34p	60	\$0.00		
We 2/13	C 1:50a	60	\$0.00		
We 2/13	A 5:50a	60	\$0.00		
Th 2/14	B 10:52p	60	\$0.00		
Fr 2/15	A 5:49a	60	\$0.00		
Sa 2/16	D 6:37a	60	\$0.00		
Sa 2/16	D 8:36a	60	\$0.00		
Sa 2/16	B 11:36p	60	\$0.00		

This invoice prepared from Official Station Program Logs  
 Exact times shown are accurate within ten minutes

My commission expires



**SOUTH JERSEY'S ROCK STATION**

**Equity Communications LP**  
 Bayport One Suite 100  
 8025 Black Horse Pike  
 West Atlantic City NJ 08232  
 Phone: 609-484-8444  
 Fax: 609-646-6331  
 production@equitycommunications.net  
 Visit: wzxl.com

# INVOICE

NUMBER: 88041

WZXL-FM ATLANTIC CITY, NJ

INVOICE DATE: 2/28/19

PAGE: 2 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 30393

PRODUCT:

Salesperson: HOUSE

Special Handli: No Special Instr

EEO COMMUNITY OUTREACH

**Terms:** NET 30 DAYS

**PAY THIS AMOUNT:**

**BY:**

Day/Date	Time	Len	Rate	Product	Comments
Su 2/17	C 12:49a	60	\$0.00		
Su 2/17	D 6:51p	60	\$0.00		
Mn 2/18	C 2:49a	60	\$0.00		
Mn 2/18	A 5:50a	60	\$0.00		
Tu 2/19	B 10:32p	60	\$0.00		
We 2/20	C 12:49a	60	\$0.00		
We 2/20	A 5:49a	60	\$0.00		
Th 2/21	B 10:32p	60	\$0.00		
Fr 2/22	A 5:49a	60	\$0.00		
Sa 2/23	D 10:52a	60	\$0.00		
Sa 2/23	D 8:50p	60	\$0.00		
Sa 2/23	B 11:33p	60	\$0.00		
Su 2/24	C 2:49a	60	\$0.00		
Su 2/24	D 7:45a	60	\$0.00		

Contract #0030393 1/28/19 to 2/24/19

A:	2/28 12 60's No Charge	\$0.00
B:	2/28 12 60's No Charge	\$0.00
C:	2/28 12 60's No Charge	\$0.00
D:	2/28 12 60's No Charge	\$0.00

Total Charge: \$0.00

BALANCE OF INVOICE #88041 \$0.00

This invoice prepared from Official Station Program Logs  
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My commission expires

Wicks Broadcast Solutions, LLC. Laz E-Forms™

2/28/19



Easy 93.1 is WEZW-FM

**Equity Communications LP**  
 Bayport One Suite 100  
 8025 Black Horse Pike  
 West Atlantic City NJ 08232  
 Phone: 609-484-8444  
 Fax: 609-646-6331  
 production@equitycommunications.net  
 Visit: www.easy931.com

# INVOICE

NUMBER: 88042

WEZW-FM ATLANTIC CITY, NJ

INVOICE DATE: 2/28/19

PAGE: 1 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 30394

PRODUCT: EEO OTREACH

Salesperson: HOUSE

Special Handli: No Special Instr

EEO COMMUNITY OUTREACH

Terms: NET 30 DAYS

PAY THIS AMOUNT:

BY:

## WEZW-FM Times for 1/28/19-2/24/19

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/28 A	8:30p	60	\$0.00	EEO OTREACH	
Mn 1/28 A	10:30p	60	\$0.00	EEO OTREACH	
Tu 1/29 A	8:31p	60	\$0.00	EEO OTREACH	
Tu 1/29 A	9:30p	60	\$0.00	EEO OTREACH	
We 1/30 A	7:30p	60	\$0.00	EEO OTREACH	
We 1/30 A	9:30p	60	\$0.00	EEO OTREACH	
Th 1/31 A	8:30p	60	\$0.00	EEO OTREACH	
Th 1/31 A	9:30p	60	\$0.00	EEO OTREACH	
Fr 2/01 A	7:31p	60	\$0.00	EEO OTREACH	
Sa 2/02 A	5:45a	60	\$0.00	EEO OTREACH	
Sa 2/02 A	6:31p	60	\$0.00	EEO OTREACH	
Su 2/03 A	8:31p	60	\$0.00	EEO OTREACH	
Mn 2/04 A	7:31p	60	\$0.00	EEO OTREACH	
Mn 2/04 A	10:31p	60	\$0.00	EEO OTREACH	
Tu 2/05 A	7:31p	60	\$0.00	EEO OTREACH	
Tu 2/05 A	9:31p	60	\$0.00	EEO OTREACH	
We 2/06 A	8:32p	60	\$0.00	EEO OTREACH	
We 2/06 A	10:31p	60	\$0.00	EEO OTREACH	
Th 2/07 A	7:31p	60	\$0.00	EEO OTREACH	
Th 2/07 A	9:31p	60	\$0.00	EEO OTREACH	
Fr 2/08 A	10:31p	60	\$0.00	EEO OTREACH	
Sa 2/09 A	6:33a	60	\$0.00	EEO OTREACH	
Sa 2/09 A	6:33p	60	\$0.00	EEO OTREACH	
Su 2/10 A	9:31p	60	\$0.00	EEO OTREACH	
Mn 2/11 A	7:31p	60	\$0.00	EEO OTREACH	
Mn 2/11 A	10:31p	60	\$0.00	EEO OTREACH	
Tu 2/12 A	8:31p	60	\$0.00	EEO OTREACH	
Tu 2/12 A	10:31p	60	\$0.00	EEO OTREACH	
We 2/13 A	7:31p	60	\$0.00	EEO OTREACH	
We 2/13 A	9:31p	60	\$0.00	EEO OTREACH	
Th 2/14 A	8:31p	60	\$0.00	EEO OTREACH	
Th 2/14 A	10:31p	60	\$0.00	EEO OTREACH	
Fr 2/15 A	7:31p	60	\$0.00	EEO OTREACH	
Sa 2/16 A	6:32a	60	\$0.00	EEO OTREACH	

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My commission expires



Easy 93.1 is WEZW-FM

Equity Communications LP  
 Bayport One Suite 100  
 8025 Black Horse Pike  
 West Atlantic City NJ 08232  
 Phone: 609-484-8444  
 Fax: 609-646-6331  
 production@equitycommunications.net  
 Visit: www.easy931.com

# INVOICE

NUMBER: 88042

WEZW-FM ATLANTIC CITY, NJ

INVOICE DATE: 2/28/19

PAGE: 2 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 30394

PRODUCT: EEO OTREACH

Salesperson: HOUSE

Special Handli: No Special Instr

EEO COMMUNITY OUTREACH

Terms: NET 30 DAYS

PAY THIS AMOUNT:

BY:

Day/Date	Time	Len	Rate	Product	Comments
Sa 2/16 A	6:32p	60	\$0.00	EEO OTREACH	
Su 2/17 A	8:31p	60	\$0.00	EEO OTREACH	
Mn 2/18 A	7:30p	60	\$0.00	EEO OTREACH	
Mn 2/18 A	10:30p	60	\$0.00	EEO OTREACH	
Tu 2/19 A	7:31p	60	\$0.00	EEO OTREACH	
Tu 2/19 A	9:30p	60	\$0.00	EEO OTREACH	
We 2/20 A	8:31p	60	\$0.00	EEO OTREACH	
We 2/20 A	10:31p	60	\$0.00	EEO OTREACH	
Th 2/21 A	7:30p	60	\$0.00	EEO OTREACH	
Th 2/21 A	9:30p	60	\$0.00	EEO OTREACH	
Fr 2/22 A	10:31p	60	\$0.00	EEO OTREACH	
Sa 2/23 A	6:31a	60	\$0.00	EEO OTREACH	
Sa 2/23 A	6:32p	60	\$0.00	EEO OTREACH	
Su 2/24 A	9:31p	60	\$0.00	EEO OTREACH	

Contract #0030394 1/28/19 to 2/24/19

A: 2/28 48 60's No Charge

BALANCE OF INVOICE #88042

\$0.00

\$0.00

This invoice prepared from Official Station Program Logs  
 Exact times shown are accurate within ten minutes

My commission expires

Wicks Broadcast Solutions, LLC. Laz E-Foms™

2/28/19





**WZBZ-FM - Equity Communications LP**  
 Bayport One Suite 100-102 - 8025 Black Horse Pike  
 West Atlantic City NJ 08232  
 Phone: 609-484-8444 Fax: 609-646-6331  
 production@equitycommunications.net Visit: 993thebuzz.com  
**WZBZ/WGBZ is Simulcast**

EEO COMMUNITY OUTREACH

# INVOICE

NUMBER: 88043

WZBZ/WGBZ ATLANTIC CITY, NJ

INVOICE DATE: 2/28/19

PAGE: 1 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 27264

PRODUCT:

Salesperson: HOUSE  
 Special Handli: No Special Instr

**Terms:** NET 30 DAYS

**PAY THIS AMOUNT:**

**BY:**

## WZBZ-FM Times for 1/28/19-2/24/19

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/28	C 12:16a	60	\$0.00		
Mn 1/28	A 5:16a	60	\$0.00		
Tu 1/29	C 3:16a	60	\$0.00		
Tu 1/29	B 11:33p	60	\$0.00		
We 1/30	A 5:16a	60	\$0.00		
Th 1/31	B 10:17p	60	\$0.00		
Fr 2/01	C 2:16a	60	\$0.00		
Fr 2/01	B 10:20p	60	\$0.00		
Sa 2/02	A 5:16a	60	\$0.00		
Sa 2/02	D 1:31p	60	\$0.00		
Sa 2/02	D 11:28p	60	\$0.00		
Su 2/03	D 8:18p	60	\$0.00		
Mn 2/04	C 12:17a	60	\$0.00		
Mn 2/04	A 4:16a	60	\$0.00		
Tu 2/05	C 12:16a	60	\$0.00		
Tu 2/05	B 10:17p	60	\$0.00		
We 2/06	A 5:17a	60	\$0.00		
Th 2/07	B 11:33p	60	\$0.00		
Fr 2/08	C 3:17a	60	\$0.00		
Fr 2/08	B 10:17p	60	\$0.00		
Sa 2/09	A 4:16a	60	\$0.00		
Sa 2/09	D 7:34p	60	\$0.00		
Sa 2/09	D 7:53p	60	\$0.00		
Su 2/10	D 9:53a	60	\$0.00		
Mn 2/11	C 12:16a	60	\$0.00		
Mn 2/11	A 5:17a	60	\$0.00		
Tu 2/12	C 3:16a	60	\$0.00		
Tu 2/12	B 11:34p	60	\$0.00		
We 2/13	A 4:16a	60	\$0.00		
Th 2/14	B 10:17p	60	\$0.00		
Fr 2/15	C 12:17a	60	\$0.00		
Fr 2/15	B 11:34p	60	\$0.00		
Sa 2/16	A 5:17a	60	\$0.00		
Sa 2/16	D 7:56a	60	\$0.00		

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My commission expires

THE



**WZBZ-FM - Equity Communications LP**  
 Bayport One Suite 100-102 - 8025 Black Horse Pike  
 West Atlantic City NJ 08232  
 Phone: 609-484-8444 Fax: 609-646-6331  
 production@equitycommunications.net Visit: 993thebuzz.com  
**WZBZ/WGBZ is Simulcast**

EEO COMMUNITY OUTREACH

# INVOICE

NUMBER: 88043

WZBZ/WGBZ ATLANTIC CITY, NJ

INVOICE DATE: 2/28/19

PAGE: 2 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 27264

PRODUCT:

Salesperson: HOUSE  
 Special Handli: No Special Instr

**Terms:** NET 30 DAYS

**PAY THIS AMOUNT:**

**BY:**

Day/Date	Time	Len	Rate	Product	Comments
Sa 2/16	D 3:32p	60	\$0.00		
Su 2/17	D 10:19p	60	\$0.00		
Mn 2/18	C 12:16a	60	\$0.00		
Mn 2/18	A 2:16a	60	\$0.00		
Tu 2/19	C 1:16a	60	\$0.00		
Tu 2/19	B 10:19p	60	\$0.00		
We 2/20	A 5:16a	60	\$0.00		
Th 2/21	B 11:30p	60	\$0.00		
Fr 2/22	C 3:16a	60	\$0.00		
Fr 2/22	B 10:17p	60	\$0.00		
Sa 2/23	A 4:17a	60	\$0.00		
Sa 2/23	D 11:33a	60	\$0.00		
Sa 2/23	D 9:28p	60	\$0.00		
Su 2/24	D 10:19p	60	\$0.00		

Contract #0027264 1/28/19 to 2/24/19

EEOC COMMUNITY CENTER

A:	2/28	12	60's	No Charge	\$0.00
B:	2/28	12	60's	No Charge	\$0.00
C:	2/28	12	60's	No Charge	\$0.00
D:	2/28	12	60's	No Charge	\$0.00

Total Charge: \$0.00

BALANCE OF INVOICE #88043 \$0.00

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 Exact times shown are accurate within ten minutes

My commission expires

Wicks Broadcast Solutions, LLC. Laz E-Forms™

2/28/19



Equity Communications LP  
 Bayport One Suite 100  
 8025 Black Horse Pike  
 West Atlantic City NJ 08232  
 Phone: 609-484-8444  
 Fax: 609-646-6331  
 production@equitycommunications.net  
 Visit: 961WTTH.com

# INVOICE

NUMBER: 88044

WTTH ATLANTIC CITY, NJ

INVOICE DATE: 2/28/19

PAGE: 1 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 23264

PRODUCT:

Salesperson: HOUSE

Special Handli: No Special Instr

EEO COMMUNITY OUTREACH

Terms: NET 30 DAYS

PAY THIS AMOUNT:

BY:

## WTTH-FM Times for 1/28/19-2/24/19

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/28	C 12:50a	60	\$0.00		
Mn 1/28	A 5:50a	60	\$0.00		
Tu 1/29	C 5:50a	60	\$0.00		
Tu 1/29	B 10:16p	60	\$0.00		
We 1/30	A 5:50a	60	\$0.00		
Th 1/31	B 11:16p	60	\$0.00		
Fr 2/01	C 12:51a	60	\$0.00		
Fr 2/01	B 10:24p	60	\$0.00		
Sa 2/02	D 12:48a	60	\$0.00		
Sa 2/02	A 4:47a	60	\$0.00		
Sa 2/02	D 6:46p	60	\$0.00		
Su 2/03	D 10:49p	60	\$0.00		
Mn 2/04	C 2:50a	60	\$0.00		
Mn 2/04	A 4:50a	60	\$0.00		
Tu 2/05	C 1:50a	60	\$0.00		
Tu 2/05	B 11:17p	60	\$0.00		
We 2/06	A 5:51a	60	\$0.00		
Th 2/07	B 10:18p	60	\$0.00		
Fr 2/08	C 3:51a	60	\$0.00		
Fr 2/08	B 11:24p	60	\$0.00		
Sa 2/09	A 5:47a	60	\$0.00		
Sa 2/09	D 6:51a	60	\$0.00		
Sa 2/09	D 6:48p	60	\$0.00		
Su 2/10	D 7:49p	60	\$0.00		
Mn 2/11	C 12:50a	60	\$0.00		
Mn 2/11	A 4:50a	60	\$0.00		
Tu 2/12	C 3:50a	60	\$0.00		
Tu 2/12	B 10:17p	60	\$0.00		
We 2/13	A 5:50a	60	\$0.00		
Th 2/14	B 11:17p	60	\$0.00		
Fr 2/15	C 12:51a	60	\$0.00		
Fr 2/15	B 10:24p	60	\$0.00		
Sa 2/16	A 4:47a	60	\$0.00		
Sa 2/16	D 5:47a	60	\$0.00		

This invoice prepared from Official Station Program Logs  
 Exact times shown are accurate within ten minutes

My commission expires



**Equity Communications LP**  
 Bayport One Suite 100  
 8025 Black Horse Pike  
 West Atlantic City NJ 08232  
 Phone: 609-484-8444  
 Fax: 609-646-6331  
 production@equitycommunications.net  
 Visit: 961WTTH.com

# INVOICE

NUMBER: 88044

WTTH ATLANTIC CITY, NJ

INVOICE DATE: 2/28/19

PAGE: 2 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 23264

PRODUCT:

Salesperson: HOUSE  
 Special Handli: No Special Instr

EEO COMMUNITY OUTREACH

**Terms:** NET 30 DAYS

**PAY THIS AMOUNT:**

**BY:**

Day/Date	Time	Len	Rate	Product	Comments
Sa 2/16 D	6:46p	60	\$0.00		
Su 2/17 D	10:48p	60	\$0.00		
Mn 2/18 C	2:50a	60	\$0.00		
Mn 2/18 A	5:50a	60	\$0.00		
Tu 2/19 C	1:50a	60	\$0.00		
Tu 2/19 B	11:16p	60	\$0.00		
We 2/20 A	5:50a	60	\$0.00		
Th 2/21 B	10:16p	60	\$0.00		
Fr 2/22 C	3:50a	60	\$0.00		
Fr 2/22 B	11:25p	60	\$0.00		
Sa 2/23 D	1:47a	60	\$0.00		
Sa 2/23 A	5:47a	60	\$0.00		
Sa 2/23 D	6:46p	60	\$0.00		
Su 2/24 D	8:49p	60	\$0.00		

Contract #0023264 1/28/19 to 2/24/19

EEOC COMMUNITY CENTER

A:	2/28 12 60's No Charge	\$0.00
B:	2/28 12 60's No Charge	\$0.00
C:	2/28 12 60's No Charge	\$0.00
D:	2/28 12 60's No Charge	\$0.00

Total Charge: \$0.00

BALANCE OF INVOICE #88044 \$0.00

This invoice prepared from Official Station Program Logs  
 Exact times shown are accurate within ten minutes

My commission expires

Wicks Broadcast Solutions, LLC. Laz E-Forms™

2/28/19



Equity Communications LP  
 Bayport One Suite 100  
 8025 Black Horse Pike  
 West Atlantic City NJ 08232  
 Phone: 609-484-8444  
 Fax: 609-646-6331  
 production@equitycommunications.net  
 Visit: Classicoldieswmid.com

# INVOICE

NUMBER: 88045

WMID/WCMC ATLANTIC CITY, NJ

INVOICE DATE: 2/28/19

PAGE: 1 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 23264

PRODUCT:

Salesperson: HOUSE

Special Handling: No Special Instr

Terms: NET 30 DAYS

PAY THIS AMOUNT:

BY:

## WMID-AM Times for 1/28/19-2/24/19

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/28	C 12:44a	60	\$0.00		
Mn 1/28	A 6:45a	60	\$0.00		
Tu 1/29	C 3:44a	60	\$0.00		
Tu 1/29	B 10:45p	60	\$0.00		
We 1/30	A 4:44a	60	\$0.00		
Th 1/31	B 10:44p	60	\$0.00		
Fr 2/01	C 12:44a	60	\$0.00		
Fr 2/01	B 10:45p	60	\$0.00		
Sa 2/02	A 5:44a	60	\$0.00		
Sa 2/02	D 4:44p	60	\$0.00		
Sa 2/02	D 10:44p	60	\$0.00		
Su 2/03	D 7:44p	60	\$0.00		
Mn 2/04	C 2:44a	60	\$0.00		
Mn 2/04	A 4:44a	60	\$0.00		
Tu 2/05	C 12:44a	60	\$0.00		
Tu 2/05	B 10:44p	60	\$0.00		
We 2/06	A 5:44a	60	\$0.00		
Th 2/07	B 11:45p	60	\$0.00		
Fr 2/08	C 3:44a	60	\$0.00		
Fr 2/08	B 10:44p	60	\$0.00		
Sa 2/09	A 4:44a	60	\$0.00		
Sa 2/09	D 1:46p	60	\$0.00		
Sa 2/09	D 9:45p	60	\$0.00		
Su 2/10	D 7:44a	60	\$0.00		
Mn 2/11	C 12:44a	60	\$0.00		
Mn 2/11	A 5:44a	60	\$0.00		
Tu 2/12	C 3:44a	60	\$0.00		
Tu 2/12	B 11:45p	60	\$0.00		
We 2/13	A 4:44a	60	\$0.00		
Th 2/14	B 10:45p	60	\$0.00		
Fr 2/15	C 12:44a	60	\$0.00		
Fr 2/15	B 11:44p	60	\$0.00		
Sa 2/16	A 5:44a	60	\$0.00		
Sa 2/16	D 11:46a	60	\$0.00		

This invoice prepared from Official Station Program Logs  
 Exact times shown are accurate within ten minutes

My commission expires



WMID/WCMC/WEZW is  
Classic Oldies WMID-FM

Equity Communications LP  
Bayport One Suite 100  
8025 Black Horse Pike  
West Atlantic City NJ 08232  
Phone: 609-484-8444  
Fax: 609-646-6331  
production@equitycommunications.net  
Visit: Classicoldieswmid.com

# INVOICE

NUMBER: 88045

WMID/WCMC ATLANTIC CITY, NJ

INVOICE DATE: 2/28/19

PAGE: 2 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 23264

PRODUCT:

Salesperson: HOUSE  
Special Handling: No Special Instr

Terms: NET 30 DAYS

PAY THIS AMOUNT:

BY:

Day/Date	Time	Len	Rate	Product	Comments
Sa 2/16 D	9:45p	60	\$0.00		
Su 2/17 D	5:45p	60	\$0.00		
Mn 2/18 C	2:44a	60	\$0.00		
Mn 2/18 A	4:44a	60	\$0.00		
Tu 2/19 C	12:44a	60	\$0.00		
Tu 2/19 B	10:44p	60	\$0.00		
We 2/20 A	5:44a	60	\$0.00		
Th 2/21 B	10:45p	60	\$0.00		
Fr 2/22 C	6:45a	60	\$0.00		
Fr 2/22 B	10:44p	60	\$0.00		
Sa 2/23 A	4:44a	60	\$0.00		
Sa 2/23 D	4:45p	60	\$0.00		
Sa 2/23 D	9:45p	60	\$0.00		
Su 2/24 D	9:30a	60	\$0.00		

Contract #0023264 1/28/19 to 2/24/19

EEOC COMMUNITY OUTRCH

A:	2/28 12 60's No Charge	\$0.00
B:	2/28 12 60's No Charge	\$0.00
C:	2/28 12 60's No Charge	\$0.00
D:	2/28 12 60's No Charge	\$0.00

Total Charge: \$0.00

BALANCE OF INVOICE #88045 \$0.00

This invoice prepared from Official Station Program Logs  
Exact times shown are accurate within ten minutes

My commission expires

Wicks Broadcast Solutions, LLC. Laz E-Forms™

2/28/19

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 We:  
Ph 609.484.8444 Fx 609.646.6331 Fx 609

## EXHIBIT 3

continuity: equityproduction@aol.com  
Corporate: gfequity@aol.com  
Classic oldieswmid.com  
951wayv.com  
961wtth.com  
993kiss.fm  
wzxl.com



### PROMOTIONS DEPARTMENT INTERNSHIP DESCRIPTION FOR EQUITY COMMUNICATIONS LP



#### ❖ Public Relations/Promotions

- Write and post PSAs (Public Service Announcements)
- Prepare proposal letters for concert promoters, record companies or other businesses that donate products for on air mentions.

#### ❖ Special Events

- Understand the technical setup for live remote broadcasts.
- Organize & set up and live remotes / appearances (concerts, sporting events, restaurants, retail stores and bars)
- Learn how the station organizes and distributes prizes to listeners (on-air contests, online/social media contests, promotional events, and at remote broadcasts)

#### ❖ Listener Interaction

- Become familiar with Arbitron/Neilsen Rating System.
- Analyze listener feedback.
- Call listeners to inform them of how and when to pick up prizes
- Meet and greet listeners at remote broadcasts and promotional events, learn what they think of the station and how the sound of the station can be improved.

#### ❖ Social Media Networking/Website Updating

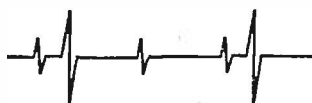
- Use Facebook and other various social networking sites to keep listeners informed of what's going on at the station.
- Conduct contests, add event photos, upload videos, update concert pages on station websites.

#### ❖ Sales, Programming and Promotions

- Learn the inner workings of the Sales Department and how to create client recaps
- Learn how to write script for a commercial
- Voice a commercial
- See how promotional events are organized and executed.

\*Internships may include some or all of these components due to time of year and direction of interns' major. A one on one interview with the Director of Marketing and Promotions will determine which of these fit best for each intern.

Arbitron - rated #1 in Southern New Jersey!



## EXHIBIT 4

**Equity Communications**

radio / streaming / digital / interactive / mobile / social



WHY CHOOSE US?

DIGITAL MARKETING SERVICES

BLOG

CONTACT US ▾



## PART TIME PROMOTIONS POSITIONS

Equity Communications is currently seeking part time promotional help to set up equipment at promotional events, festivals and live broadcasts. This position is part time (less than 40 hrs per week) and considered to be within the marketing/promotions department. Those with public relations, marketing, social media and event organization experience is preferred. Working weekends and most holidays is required due to the nature of our business. Being able to lift equipment (station inflatables, speakers, PA systems) that weigh 20-70 lbs is expected. A valid driver's license is needed as well as familiarity with social media including Facebook, Instagram, Twitter and Snapchat. Qualified candidates can email their resume to [swray@equitycommunications.net](mailto:swray@equitycommunications.net)

### ■ Career Listings

< 95.1 WAYV

> How Does Everyone Know Where I've Been Online?

## GET IN TOUCH

Let us help you grow your business

CONTACT US >

**Equity Communications**

radio / streaming / digital / interactive / mobile / social



x



Click to start



# Equity Communications Part Time Promotions



**Equity Communications**  
radio / streaming / digital / interactive / mobile / social





# What is Equity Communications?

About Equity Communications: Multimedia company that offers digital advertising & event management as well as traditional radio advertising through its five top rated radio stations which offer various musical formats reaching more than 280,000 diverse listeners in Atlantic, Cape May, Cumberland & Ocean Counties:

95.1 WAYV, the company's heritage Hot Adult Contemporary station houses the top-rated #1 "Mike & Diane Morning Show". For more than 25 years, 100.7 WZXL has been "South Jersey's Rock Station", featuring heritage morning show hosts, "JoJo & Scotty". 100.7 WZXL is also the exclusive South Jersey home of the Philadelphia Phillies and exclusive radio sponsor of the "100.7 WZXL Atlantic City Beer & Music Festival." WMID 1340/1230 AM & 93.1FM is one of the only AM/FM Trimulcasts in the country and is the South Jersey home of the award-winning Rush Limbaugh program.

The radio stations offer a variety of musical formats that reach more than 280,000 diverse listeners – more than any other South Jersey radio group. The stations include 95.1 WAYV, 100.7 WZXL, 96.1 WTTTH, 99.3 The Buzz, WMID 1340 (& 1230) AM and 93.1 FM. For more info go to [EquityCommunications.net](http://EquityCommunications.net)

**95.1  
WAYV**

**100.7  
WZXL**  
SOUTH JERSEY'S ROCK STATION



**THE  
BUZZ 99.3**  
TODAY'S  
BLAZIN' IT'S BLAZIN' IN A ROW!

**THE NEW  
Sound...  
96.1  
WTTTH**  
TODAY'S Ra.B and CLASSIC HIP ROP!

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radio / streaming / digital / interactive / mobile / social

DIGITAL  
ADVERTISING  
MADE EASY!



# Responsibilities

## Programming Department

Oversees the entertainment, news and/or music content of the radio station

## Sales Department

Oversees all advertising and spot revenue from :30 and :60 second commercials and paid-for advertising

## Promotions Department

Oversees all special events, partnerships, community involvement, on air giveaways and interaction with listeners  
Logo = Promotions



# Goals

## Programming Department

To entertain listeners, play music that they anticipate listeners want to hear and obtain the highest ratings from Nielson

## Sales Department

To increase revenue and manage expectations of the station's clients

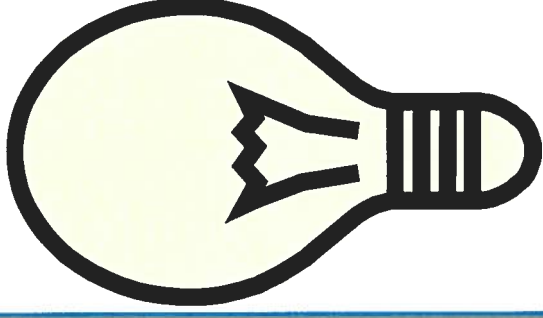
## Promotions Department

1. To successfully make every interaction with the brand (station) a pleasing one for listeners and clients.
2. To connect with the community and be a desirable form of media for listeners





# Who is more important?



**Programming** receives high ratings through entertainment value = DEMAND

Sales can charge a higher price for advertising and make more \$\$

Sales brings in revenue to pay the bills = \$

Sales gives programming and promotions the ability to be able to afford promotional products and pays the electric bill which keeps us on the air.

**Promotions** creates strong community partnerships and ensures that listeners like to interact with the station  
= positive brand awareness





**Equity Communications**  
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ADVERTISING  
MADE EASY!





**Arrive** to station at scheduled meet time - read remote form for information

**Pre Post** on FB, (with screenshots) inviting listeners for WHAT reason ?

- Register to win this pair of concert tickets
- Client offer? Discount? Play this? See this band?
- Link to client FB page or website – or use graphic in event photo folder

**Load** vans with proper equipment. Double check that each van must have:

- Portable sound system, speakers, stands, extension cords (thumbdrive?)
- 2 rolls of banners (perforated and not perforated)
- Inflatable and blower, unless stated otherwise
- Prize bin including pens, T-shirts, drop box, reg forms
- Station Tent with backdrop, table, table skirt
- 2 games (cornhole, tp broom, ring toss etc)
- Tool Box with essentials, duct tape, wire ties, stakes, staplegun, sticky tac, rubber mallots, 2-3 weights kettle bells

**Depart** in enough time to arrive at the client location 60 minutes prior to event.

**Introduce** yourself to the manager on site (which may or may not be the person listed on the form.)

- Review your best idea for a set up spot with them / power source
- Ask about any specials or promotions going on that day

**Set up** as usual focusing on EASIEST FIRST Tent or sound system first, then the inflatable & banners so that something is up and ready to go.

**Greet** every listener with a smile, informing them of what prizes to win, how to win them or any promotion going on at the client location.

**Take 5-10** photos with your phone. NOT 35, NOT 3. (more for larger events)  
Post 1-3 during the event, using SHIT method

- **SHOW logo**
- **HUMOR**
- **INVITE LISTENERS**
- **TELL A STORY**



Good set up:

"tail" is tucked in  
Wires & straps hidden



Bad set up:

"tail" is facing outward in the  
middle of walk way.  
Wires look messy



For the WAYV inflatable you'll  
NEED AT LEAST need one (or two)  
other anchors such as a building,  
permanent structure or stakes  
/water barrels.

Q. How much space do you need  
to set up our inflatables?

A. A typical parking space is 8x16  
feet, this is a good gage

Q. What are the kettlebells for?  
A. To help stabilize the tents, all  
corners NOT TO ANCHOR  
INFLATABLE.



	PRODUCT NAME <b>BEACH BALL</b>		SIZE (RATED) <b>14.5' x 12' x 12.6'</b>		
	RENDERED BY <b>RJ</b>	VERSION <b>1</b>	DATE <b>2-7-14</b>	DESIGN APPROVAL	
	SALES APPROVAL		DATE		
	<input type="checkbox"/> NEW	<input type="checkbox"/> EXISTING	<input type="checkbox"/> EXISTING W/CHANGES	<input type="checkbox"/> SIZE	<input type="checkbox"/> COLOR
<small>While every effort will be made to produce a product to match this rendering, slight variations may occur during the manufacturing process. The appearance of the final product may vary.</small>					

Rendering copyright 2014 Schenck Industries, Inc.

**Equity Communications**

radio / streaming / digital / interactive / mobile / social

DIGITAL ADVERTISING MADE EASY!





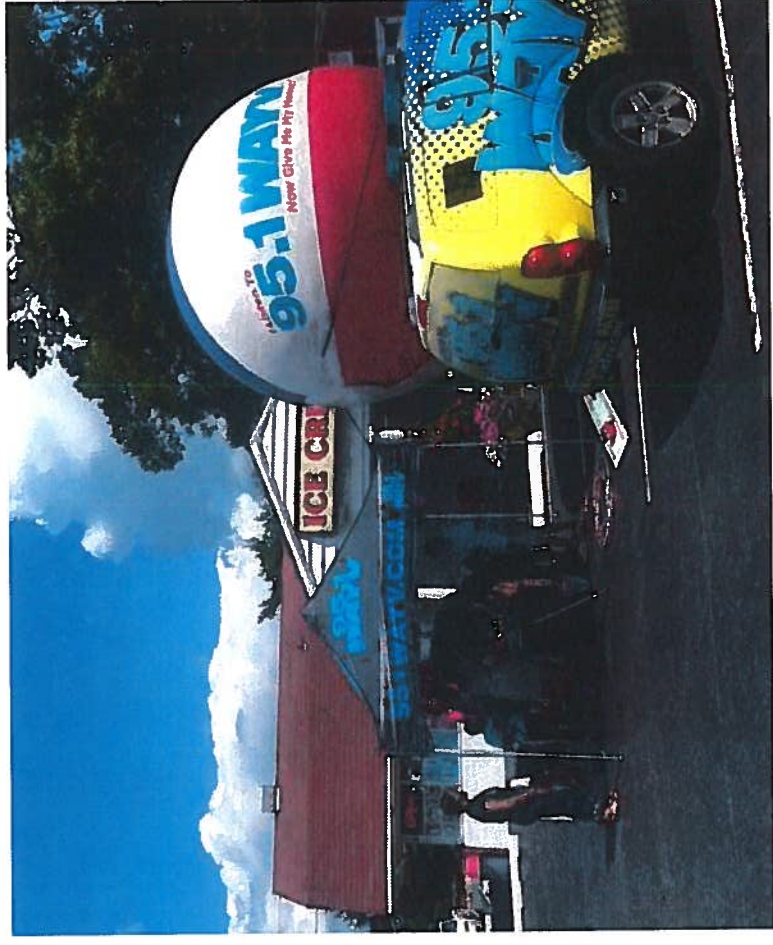
Good set up:

Anchored on two sides,  
Wires & straps hidden



Bad set up:

Inflatable is hidden and NOT in  
a location for maximum  
exposure.



What is expected of YOU!



## Listener Interaction

- Organize & set up all equipment for live remotes / appearances at festivals, concerts, sporting events, restaurants, retail stores & bars
  - (2) large, awkward inflatables
  - Pa System, speakers, stands, 6 foot tables, etc....
  - Hang station banners
    - ....in ALL weather conditions
- Learn how the station organizes and distributes prizes to listeners on site  
Come up with and execute creative ways of giving away prizes on site with various music trivia, using props for games or musical snippets
- Establish clear rules while playing games with the general public to limit unfair gaming practices)
- Become familiar with Arbitron/Nielsen Rating system to understand how the station is rated by the listeners that they serve.
- 
- Meet and greet the general public which include taking suggestions, accepting criticisms and handling prize pig behavior
-

# Scheduling

You must be able and willing to work **ALL** weekends and **ALL** calendar holidays including but not limited to New Year's Eve, New Year's Day, Valentine's Day, Presidents' Day & wknd, St. Patrick's Day and wknd, Easter wknd, Mother's Day wknd, Memorial Day & Memorial Day Weekend, 4<sup>th</sup> of July and 4<sup>th</sup> of July Weekend, Labor Day and Labor Day weekend, Halloween and the weekend prior to, Wed before Thanksgiving, Black Friday Weekend, plus other major events that are outlined on a special event listings

You'll receive a monthly schedule via email in which you'll need to respond back that you received. This schedule will be updated monthly, sometimes weekly and occasionally daily in the busy summer months.

**All time off must be provided at least 4 weeks in advance, in writing and must be approved by Promotions/Marketing Director. No calls/no shows are not tolerated and grounds for firing.**

I have read and understand the expectations of this job

\_\_\_\_\_  
employee signature

\_\_\_\_\_  
printed name

\_\_\_\_\_  
date



The following **MAY** be asked of you

- Learn the inner workings of the Sales Department and how to create client recaps, client pitches.
- Voice commercials, on air snippets
- Work at all client locations regardless of their business affiliations, this includes casinos, gentleman's clubs and bars.
- Dress for the event, if client is asking for “sexy” models, you may be asked to wear more make up or put on a costume for Atlantic City Boardwalk Con etc.

## **Tardiness:**

If you are to be late for your meet time, please call the scheduled part-timer that you are paired with. If you cannot come to work due to illness, please call your coworkers to find coverage **AND alert Kimmy**. If the team is going to be late for THE START TIME of the remote, please call Kimmy first. Kimmy will call sales representative.

## **Uniform:**

Unless noted otherwise, or it's BEERFEST or HALLOWEEN, please where a station shirt at all events. The following are not permitted at client events: flip flops (or any open toed shoes), cut off jeans, OR jean shorts, sweatpants.

## **Emergencies:**

If the station is off the air, please contact Rob Garcia (WAYV, BUZZ, Touch, EZ, WMID) or Steve Raymond (WZXL). If you have a problem with one of the vans, contact Kimmy or if you need a tow, Brennan's phone numbers are in each van.



**Travel Time/Time Sheet** Everyone is able to claim 5 hours per event that they work plus 1 hour for drive time, (drive time to and from your home.) This equals 6 hours TOTAL. If you work two events in one day, the total would be 11 hours. Since this is an average, everyone will receive the same travel consideration.

**Eating:** Once your event time has started, it is not acceptable to eat at the client location or on property, even if they offer it to you! Make plans to eat prior to and/or after the event times set on your remote form.

**Smoking:** Please refrain from smoking at 2-3 hour sales events. Feel free to smoke prior to or after the event has ended. This is a direct request from our clients. If you absolutely must smoke during an event that lasts more than 3 hours, please walk away from the set up to do so – letting your coworkers know.

**Enthusiasm at events:** All employees are expected to greet listeners at remotes with a smile while standing. All employees are also expected to utilize the various games provided to entertain listeners.

# Social Media Guidelines

If you have not done so, already please “like” or “follow” all stations (and Equity Communications) on FB/Instagram/Twitter



**DO a FB PREPOST** prior to your event promoting why we are on site:

- Use graphic that is in photo folder (g drive)
- or link to **client** FB page or share something from the client's page
  - VIDEO WORKS BEST!
- USE short, concise wording. USE Fragments. USE abbreviations
- DO NOT:
  - DO NOT USE FULL SENTENCES
  - DO NOT SAY over used and lame phrases like “come on down” , “come see us”
  - DO NOT USE street address, instead say “on blk horse pike”
    - If client has multiple locations or is national, use our local city, such as “Shoe Carnival in Mays Landing” (no address)
  - DO NOT USE A PHOTO OF AN EMPTY BAR/CLUB/LOCATION







## DO a FB, Twitter or Instagram post **DURING** the event:

- Post 1-2 photos that capture the event or people who look like they are having fun and limited wording
- Tag clients and other sponsors
- Turn your brightness up or edit photos afterwards
- Try to use people's names and where they're from



DO a FB album IMMEDIATELY after the event:

- POST an Album **DURING OR AFTER** the event with 5-10 pictures, more if it's a larger event.
- A fb **ALBUM** means you have to "create an album" with name, date and client name and upload photos - it is not a cluster of 4-5 photos as a "post"
- **Time is of the essence.** Congratulating the winning band 4 hours after the battle of the bandsevent ended only makes the station look lazy and lame. NOONE cares about an event a day after it happened.



**100.7 WZZL** is **14** attending Tito's Cocktails for a Cause with ...  
July 4 at 10:13 PM · Atlantic City · 🌐

Congrats to Mathias Noise for winning Tito's Chords For a Cause: Battle of the Bands sponsored by Tito's Handmade Vodka at Golden Nugget Atlantic City! Also congrats to The Only Way with runners up!



15

3 Comments 1 Share

**Equity Communicat**

radio / streaming / digital / interactive / mobile / social



**Where will this job lead you? If you have  
entertainment experience....you have choices.**



## Do you love **ORGANIZING??**

- Event Planner for event management co. such as Good Time Tricycle, Firefly Festival,
- Wedding Planners or represent a venue such as One Atlantic, Country Clubs, Casinos, Convention ctrs



## Do you love being **CREATIVE??**

- Advertising Agencies coming up with “big ideas”
- Social Media content creator for a private co.
- Event Planner coming up with ways to engage



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ADVERTISING  
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Do you love the **BUSINESS SIDE** ?.... Work in Advertising Sales

- Advertising agencies as an Account Rep, bringing in large clients such as Hard Rock, Verizon
- Satellite radio or Pandora/Spotify or major market radio stations
- Venues: Wells Fargo Center, Lincoln Financial Field, Boardwalk Hall, One Atlantic...all sell sponsorships for sports games, concerts etc.
- Print (Papers/Magazines...Rolling Stone, People, Wired, Billboard, Spin)
- Entertainment/Social Media companies FB, YouTube, Google
- Cable representing all channels...or
- Specifically for multimedia brands/networks such as Netflix, E!, NBC, MTV, Comedy Central, OWN, VICE



## Do you love **MUSIC**?

- Record label: A/R artist and repertoire = discovering talent, music engineering or trying to get airplay pitching program directors
- Concert promoter such as LiveNation, AEG etc
- Booking bands / DJs for clubs/casinos such as Near Dark Ent / Millennial Entertainment
- Represent an actual artist or comedian as part of their management team on tour
- Nightlife manager for a casino



Do you love **PRODUCTION**???

- Record label in music engineering mixing songs
- Casino in their A/V department mixing live entertainment
- Advertising agency producing songs, jingles for advertisers,
- Imaging for radio / TV stations, Networks/Brands, TV channel

Do you love **PUBLICITY/PUBLIC RELATIONS** ??

- PR agencies writing press releases/pitching story ideas to editors
- Represent a large brand like a casino, Atlantic City Electric, Steve Madden or sports team as their PR/Marketing manager
- Non Profits coming up with ways to raise funds and create awareness for Gilda's Club, Humane Society, Am. Cancer Society,

# ***Real World Job Hunting Tips from the Trenches in Atlantic City***

## **EXHIBIT 6**

*As a hiring manager I can possibly provide some insight into what goes into a productive job search. Having reviewed some 1400 cover letters & resumes during my time in radio here are some real-world job-hunting tips for getting your first job in the radio business....*

### **ACT AS IF**

*Play the role of active radio professional before you get your job. Act as if you already have a job & are looking for a step up. This is known in the business as 'faking it before you're making it.' Carry yourself with class & comport yourself with a quiet confidence. Your prospective employer will pick up on this affirmative energy & self-confidence in your first meeting.....*

### **FOCUS THE EFFORT**

*Decide what part(s) of the country & what cities or regions you want to work in. Make a target list of those regions / cities / companies / stations where you'd like to work. Make a large map of your search area & mount it where you can see it every day. Find out who the primary decision-makers, hiring managers & secondary influencers are at each of these stations & companies on your short list. Research them online before approaching. Customize your approach strategy to what you learn about them & their track records. An email or letter that starts out "To Whom it May Concern", "Dear Hiring Manager" or "Dear Sir or Madam" is not going to cut it .....*

### **PRE-APPROACH PREPARATION IS KEY**

*You'll need to know a lot about the market, the company & the station(s) on your target list – definitely more than the next guy or gal – to get your career started with a good first job. The Internet, streaming, radio station websites, facebook & google mean there are absolutely no excuses for being unprepared.....*

### **KEEP AN OPEN MIND**

*How & where you start out is no indicator or predictor whatsoever of where you go in radio. The average radio professional has fourteen (14) jobs in a 30+ year career. This is not a "get rich quick" business – more of a "get rich – eventually – if you do everything right – over time" business. You need to keep an open mind as to the different entry-level positions that may be available - & the cities, companies & stations that may have them. It's not about where you start out, but more about where you end up.....*

**HAVE YOUR OWN THREE MINUTE STORY REHEARSED & READY TO ROLL**

*It's your own personal 3-minute infomercial on yourself & what you have to offer. Pepper it with presentations / hand-outs / asides & anything else that will indicate you are ready, willing & able to go through a brick wall to get started in Radio.....*

**DON'T JUST "TRY" TO GET A JOB IN RADIO**

*Have the determination & conviction to absolutely commit yourself to getting a job. Consider the difference between trying & commitment. If you had bacon & eggs for breakfast this morning the hen was trying – but the pig was committed! The next time you board an airplane you'll want a pilot who's not just trying – but is committed!*

**UNDERSTAND THE CONCEPT OF THE HIDDEN JOB MARKET**

*Start a dialog with the hiring managers & secondary influencers on your target hit list who would be interviewing applicants IF they had a job open under them. ACT AS IF the job of your dreams was open. Network your way in with a friendly but determined approach strategy. Jobs are available – but they're not advertised widely. They're hidden from view until you uncover them. Your job is to stay in touch with as many hiring managers as possible – so that you're in consideration when a vacancy does occur, when a need arises, or when a job is created.....*

**DON'T WAIT TO START NETWORKING WITH HIRING MANAGERS**

*Start networking with them now - & then wait!*

# Equity Communications LP

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Ph 609.484.8444 Fx 609.646.6331 Fx 609.383.1187

Continuity: equityproduction@aol.com  
Corporate: gfequity@aol.com  
classicoldieswmid.com  
993thebuzz.com  
951wayv.com  
931easy.com  
961wtth.com  
wzxl.com



## EXHIBIT 7

# ***\$ecrets of \$uccess\$ in Radio \$ales with Equity Communications***

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## WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

So how's your career or job search going so far?  
Is it everything you expected? Everything you hoped it would be?  
Not so much, huh?

Are you fresh out of school & just realized you can't get a job  
without experience & can't get experience without a job?

Have you begun to realize that the only industry that  
seems to be hiring is Business-to-Business Outside Sales?

Are you tired of bad interviews, HR websites, exhaustive  
personality tests, run-arounds & ride-alongs that lead nowhere,  
commission-only jobs, telemarketing boiler-rooms,  
pyramid schemes, & selling steak knives door-to-door?

Maybe you're selling something now that's just not very exciting –  
or something you don't believe in? Or maybe you're  
working in Sales for a Company or for someone who  
doesn't appreciate your talent?

Well, none of this sounds like much fun, however you **can** do something about it!  
Because what you're doing now probably applies to what you **could** be doing in  
the future –

**That is - your future with us - in Radio Sales –  
with Equity Communications!**

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## WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

### Respect, Compensation, Training & Opportunity for Personal & Professional Growth in a Vibrant & Exciting Industry!

#### Radio Salespeople Earn Exceptional Compensation!

If you like being well compensated for your efforts, then radio sales is a great career to consider. Of course, how much money you make in any sales job is directly related to your productivity, but a recent Nielsen / Arbitron Radio survey found over 80% of Radio account executives felt they were being fairly, very well, or generously compensated!

The Equity Communications stations have a reputation for hiring & retaining the best sales talent in the market, & for providing the most lucrative compensation available anywhere in South Jersey! & Now We're Expanding!

#### Radio offers you a Professional Growth Opportunity in a Dynamic & Prestigious Industry!

Salespeople are the backbone of the media business. Consolidation combined with the Internet have provided salespeople in the radio industry more opportunity than ever before! In fact, over 75% of all radio salespeople today currently sell advertising on more than one station – both on-air & on-line! Because they represent a broader variety of formats & platforms radio salespeople now have the opportunity to make more sales to a wider variety of customers & thus make more money!

They can also package the stations they represent with digital properties & promotional approaches to achieve more success for their customers, which results in easier & more frequent renewals!

For example, every Equity Communications account executive gets to sell at least six stations & six websites to their clients. This provides a multi-media mix of formats, platforms & promotions both on-air & online that can really get a client excited!

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## WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

### You Will Be Respected in the Media Community & the South Jersey Business World!

In the Arbitron Study, over two-thirds of the Radio account executives surveyed said they feel their peers inside & outside the media industry respect them. And why shouldn't they? Today's radio salespeople are accustomed to doing business with the top companies & advertising representatives. They also get a chance to work directly with the clients themselves on local promotions & community events!

The Equity Communications stations are leaders in their respective formats, popular, widely respected, & sought after for promotions & community events, which very often have a sales component to them. Equity's salespeople are viewed as "a cut above" the rest, making them a valuable resource to advertisers in the South Jersey marketplace!

### You'll Be Part of a Diverse & Vibrant Industry!

Tune up & down the AM & FM radio dials & you'll find many different formats, each carefully researched & designed to appeal to a particular segment of listeners. The people you work with inside these stations are just as diverse & vibrant. The radio industry is eager to find the best sales talent – & that sales talent comes in many different packages - & from many different industries!

With all the choices in formats & musical tastes it's obvious why everyone doesn't listen to the same station. That's why Equity Communications has consolidated nine stations with different complimentary formats all under one Company! That way we create a multi-format multi-demographic "one stop shopping" experience! We reach & influence each & every audience any South Jersey advertiser may wish to attract..

You'll also be using proven sales graphics, attention-getting leave-behinds & digital promotional resources that are the talk of the market!

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## WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

### You'll Receive Valuable Sales Training!

If you do not have experience in radio sales, no problem! Today's broadcasters understand the value of proper training for their salespeople. As the Arbitron study found, two-thirds of today's radio salespeople who have entered the profession in the last two years said that their first two months of "sales training" were either "good," "very good," or "excellent"!

Entering the radio profession now in this new era of consolidation & convergence of on-air & on-line listening ensures you'll get the right training & tools to have a successful career as a radio salesperson. Equity Communications sales management will be right at your side during your training, helping you perfect your sales presentation techniques!

The Equity Communications sales training program is short, intensive, quick & to-the-point - designed to get you up & running in days not weeks. We'll have you out in the field effectively calling on clients, making quality presentations, & hopefully locking up deals by the end of your first week!

### You'll Put Your Creativity to Work!

Selling advertising for a radio station isn't like selling copiers, cell phones, cable services, pharmaceuticals, or even newspaper ads. There's a lot more creativity that goes into marketing the radio "product" & selling radio commercials. You'll be helping to create the commercial message you've sold. You'll also learn to schedule the commercials effectively, help in the creation of client promotions & giveaways, & work along with your clients to optimize their entire marketing plan!

As a radio salesperson for Equity Communications, not only will you be offering South Jersey's leading radio stations & websites for sale, but you will also be using your own creativity & ingenuity to design a complete promotion program. Thanks to this approach, the Equity Communications stations almost always get **great results** for clients, so renewals & repeat business are plentiful!

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## WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?



**You Won't Be Selling Industrial Supplies – This is Challenging and Interesting Work – & It's Fun!**



Besides all of the above, working in the radio broadcasting business is hardly like working in a bank, insurance company, office – or even a casino. Radio is a part of “show biz” & as a result the pace of life at a radio station is often hectic & exhilarating!



Few industries evoke as much passion & excitement as radio & radio sales. Not convinced? Just yell **“Radio!”** in a crowded room & see what happens. People love sharing their opinions about their favorite songs & favorite stations & enjoy hearing the inside scoop about their favorite artists & announcers!



Feeling the satisfaction of closing a sale, helping design & write the commercials, working with the on-air personalities at your stations, hearing your commercials on the air, & then getting ‘thank you’s’ from satisfied clients all add extra pizzazz to a job that is **truly unique** from any other industry!



It's important to remember there's really no such thing as a “bad day” in radio sales. No one is dying on an operating table or a battlefield – & no one is going out of business! There are very few sales that can't be made with the right ideas & communication!

While some days may be better than others, none of them are boring. & nothing beats the thrill of knowing you're chasing your dream & building a lucrative recession-proof career for yourself with South Jersey's leading radio broadcasters - where the sky's the limit!

Talk to the Equity Communications salespeople – or in fact **any** radio salespeople anywhere throughout the Country - & you'll probably hear them all say the same thing: Radio sales is in their blood & they couldn't possibly imagine ever doing anything else for a living!

Why not join them?

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## WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

### Attitudes, Skills, & Profile of The Successful Radio Sales Candidate

- **"Stick-To-It-Edness."** As with any other career choice, the decision to enter radio sales must be underscored by your determination to be successful in your choice of career.

This is not a "get rich quick" career or scheme. It is however a just about guaranteed "get rich slow & steady over time & finish rich" opportunity!

A career in radio advertising sales is no different than a career in any other sales industry or profession. You must stay with it in order to make the kind of money you want to make. It does not happen in two days, two weeks, or even two months – but it can happen in less than two years.

This is a CAREER choice – just like being a doctor, lawyer, accountant, or real estate professional. It takes hard work, patience & stick-to-it-edness!

- **Overcoming the Fear of Rejection.** Before ever attempting a career in radio sales, you should understand on average you might sell 15-20% of the people you call on.

The more calls you make, the more sales you'll make, but realize there's likely to be rejection at the outset, particularly until you start developing your relationships & selling personality & successfully locking up your first deals.

Understand they are not rejecting you personally, and try to re-frame the rejection as simply a request for more information. If you can do that, you'll be in this wonderful business to stay, & will be that much closer to claiming your pot of gold!

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## WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

### Attitudes, Skills, & Profile of The Successful Radio Sales Candidate

- **Attitude.** Yes – attitude will make or break your career in radio sales. Maintain a positive upbeat attitude & you will see your career & account list blossom. To be enthusiastic simply Act enthusiastic! It's contagious!

Radio stations are populated by enthusiastic money-motivated salespeople with a willingness to help each other. The more enthusiastic you are, the more money you'll make!

- **Some Outside Sales Experience Preferred.** If you have any outside door-to-door store-to-store business-to-business direct sales experience that would be an added plus!

Similarly if you have any related work experience that could be considered "entrepreneurial" that would also be an important ingredient for success in radio sales. Ran your college newspaper or radio station? Great! Set up your own landscaping or construction business? Super!

Used to running-&-gunning as a real estate salesperson? Perfect!

- **Money Motivated.** Want to triple your income in your first 18-24 months? Willing to attend our short-course College of Sales Knowledge & model yourself after some of this industry's best & brightest salespeople? If this describes your desire to learn & earn, then we want to talk to you!

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## WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

### Job Description: Outside Sales - Radio Sales Position

- Learn & memorize Equity's three page introductory "Tell-me-Sell-me" framing shell!
- Prospect & sell new clients for your radio station!
- Make 10-12 'consultant sell' sales calls to potential clients each day inside your assigned territory &/or prospect list
- Deal with clients, business owners, & advertising decision-makers on a 1:1 basis in the field
- Create & present a minimum of five (5) spec commercials per week with Sales Management at your side.
- Represent the Equity stations & websites proudly & professionally to the retail community with a "customer service" approach at all times
- Play nicely with others in all departments within our Company & help maintain our cohesive team-based environment
- Stay organized & manage your time wisely by maintaining your weekly reports & hitting your weekly quotas of sales calls, 1-sheets, spec commercials & pending closings
- Receive automatic monthly pay increases every month you hit your sales call / spec commercial presentation targets.

Interested in this career opportunity? Tell us! Think we should pay you to train for a new career in radio sales? Sell us! If it's time for you to finally put away that resume & start building a career - Call 609-484-8444 ext. 317 or email gfequity@aol.com for a confidential interview.

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993thebuzz.com  
wzx1.com



## APPLICATION FOR EMPLOYMENT

Prospective employees will receive consideration without discrimination because of race, creed, color, sex, age, national origin, handicap or veteran status.

<b>P E R S O N A L</b>	Last Name		First	Middle	Date
	Street Address				Home Telephone ( )
	City, State, Zip				Business Telephone ( )
	Have you ever applied for employment with us? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes: Month and Year _____ Location _____				Social Security #
	Position Desired				Pay Expected
	Apart from absence for religious observance, are you available for full-time work? <input type="checkbox"/> Yes <input type="checkbox"/> No If not, what hours can you work? _____				Will you work overtime if asked? <input type="checkbox"/> Yes <input type="checkbox"/> No
	Are you legally eligible for employment in the United States?				When will you be available to begin work?
	Other special training or skills (languages, machine operation, etc.)				

<b>E D U C A T I O N</b>	School	Name and Location of School	Courses of Study	Number of Credits Completed	Did you Graduate?	Grade
	Graduate	<b>EXHIBIT 8</b>			<input type="checkbox"/> Yes <input type="checkbox"/> No	
	College				<input type="checkbox"/> Yes <input type="checkbox"/> No	
	Business /Trade/ Technical			<input type="checkbox"/> Yes <input type="checkbox"/> No		
	High School			<input type="checkbox"/> Yes <input type="checkbox"/> No		
	Elementary			<input type="checkbox"/> Yes <input type="checkbox"/> No		

Membership in Professional or Civic Organizations  
(Exclude those which may disclose your race, color, religion or national origin)

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# EMPLOYMENT

Please give accurate, complete full-time and part-time employment record. Start with your present or most recent employer.

Company Name	Telephone ( )
Address	Employed - (State month and year)
Name of Supervisor	From To
State Job Title and Describe Your Work	Weekly pay Start Last
	Reason for leaving

Company Name	Telephone ( )
Address	Employed - (State month and year)
Name of Supervisor	From To
State Job Title and Describe Your Work	Weekly pay Start Last
	Reason for leaving

Company Name	Telephone ( )
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Company Name	Telephone ( )
Address	Employed - (State month and year)
Name of Supervisor	From To
State Job Title and Describe Your Work	Weekly pay Start Last
	Reason for leaving

<p>We may contact the employers listed here to verify your information. Please provide accurate information.</p>	<p><b>DO NOT CONTACT</b></p> <p>Employer Number(s) Reason</p>
--	---

# MILITARY

Did you serve in the U.S. Armed Forces?

☐ Yes ☐ No

If "Yes," in what Branch?

Describe any training received relevant to the position for which you are applying.