

## Equity Communications LP

### **RESPONSE TO FEBRUARY 6, 2020 EEO AUDIT LETTER**

In response to the Equal Employment Opportunity (“EEO”) audit letter directed to WMiD-AM (Facility ID #1307) dated February 6, 2020, Equity Communications LP (“Equity,” the “Company,” or the “Employment Unit”), the licensee of WMiD(AM), hereby provides its answers to the relevant questions contained in that audit letter.<sup>1</sup> The numbering of the answers below corresponds to the numbering of the questions in the audit letter. The station employment unit that includes WMiD(AM) is comprised of the following stations:

WAYV(FM)	Atlantic City, NJ
WAIv (FM)	Cape May Courthouse, NJ
WZXL(FM)	Wildwood, NJ
WZBZ(FM)	Pleasantville, NJ
WGBZ(FM)	Cape May Courthouse, NJ
WTTH(FM)	Margate, NJ
WEZW(FM)	Wildwood Crest, NJ
WMiD(AM)	Atlantic City, NJ
WCMC(AM)	Wildwood, NJ

#### EEO Contact Information for Employment Unit:

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)

### **3. Audit Data Requested**

#### ***(a) Public File Reports.***

1. The two most recent EEO Public File Reports for Equity, which were requested and which include the above-referenced stations, are attached. The reports are dated February 1, 2018 – January 31, 2019 (“2018 Report”) & February 1, 2019 – January 31, 2020 (“2019

---

<sup>1</sup> None of Equity’s stations is subject to a time brokerage agreement or qualifies as a religious broadcaster, so this response does not include responses pertaining to those issues.

Report”). These public file reports are linked to each member station’s website.

2. The web address for each Unit member station website is listed below:

WAYV(FM): 951wayv.com  
 WAiV(FM): 951wayv.com  
 WZXL(FM): wzxl.com  
 WZBZ(FM): 993thebuzz.com  
 WGBZ(FM): 993thebuzz.com  
 WTTH(FM): 961wtth.com  
 WEZW(FM): classicoldieswmid.com  
 WMiD(AM): classicoldieswmid.com  
 WCMC(AM): classicoldieswmid.com

3. In accordance with Section 73.2080(c)(5)(vi), the date of each full-time hire listed in each EEO public file report is as follows:
  1. 2018 Report: The position of “Controller/Business Manager” was filled on September 6, 2018 (Richard Dervishian). The position of “Digital Account Executive” was filled on December 20, 2018 (Liz Farnan). The position of “Digital Account Executive” was filled on January 7, 2019 (Alexa Seary). The position of “Digital Account Executive” was filled on January 16, 2019 (Robert Meyers).
  2. 2019 Report: The position of “Digital Account Executive” was filled on February 12, 2019 (Andrew Hayne). The position of “Digital Account Executive” was filled on February 16, 2019 (Greg Killian). The position of “Controller/Business Manager” was filled on March 1, 2019 (Timothy Knight).

**(b) *Notices of Vacancies.***

1. For each of the Employment Unit’s full-time positions filled during the periods covered by the above-referenced EEO public file reports, as well as for positions advertised during the first quarter of 2020, copies of notices, advertisements, job postings, and related communications announcing these positions are attached to this response as Exhibits A-J. All notices were sent to each of Equity’s referral organizations. The Unit retained copies of all notices sent to all sources used, as well as log sheets for any ads aired. Equity’s EEO Source List & Master Recruitment List is provided in the appended EEO public file reports.

**(c) *Total Number of Interviewees.***

1. The total number of interviewees for each vacancy and the referral sources of each interviewee for each full-time vacancy during the

covered time periods are reflected in the attached EEO public file reports.

(d) ***Recruitment Initiatives.***

1. The total number of full-time employees of Equity is 19. Member stations WAYV, WTTH, WZBZ, & WMiD each cover and serve Atlantic County with a population of 169,918, while member stations WZXL, WAiV, WCMC, WGBZ & WEZW cover Cape May County with a population of 93,553.
2. Documentation describing recruitment initiatives during the time period covered by the attached EEO public file reports is attached, and specific initiatives are described in the reports.
  1. In particular, documentation regarding Equity Communications LP's internship program (described further below) can be found in Exhibits 3, 4, and 5 to each report as well as the supplements to both reports. Equity managers and department heads included in this initiative include: Gary Fisher President/Partner; Shannon Wray, Director of Promotion; Steve Raymond, Program Director; Phil Nappen, Digital Coordinator; and Rob Garcia, Operations Director.
  2. Documentation regarding Equity Communications LP's participation in events & programs sponsored by educational institutions can be found in Exhibits 6 and 7 to each report. Equity personnel involved in this initiative include the individuals listed above.
  3. Documentation regarding Equity's participation in programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies) can be found in Exhibits 6 and 9 to the 2018 Report and Exhibit 6 to the 2019 Report, as well as the supplements to both reports. Equity personnel involved in this initiative include the individuals listed above.
  4. Equity's participation in other activities that are reasonably calculated to distribute information about EEO opportunities in radio can be seen in the supplements to both reports. Equity personnel involved in this initiative include the individuals listed above.

More generally, Equity utilizes a four-part plan of outreach and communications procedures to reach all population groups and make them

aware of all part-time and full-time openings as they become available, without regard to race, religion, color, sex, age, national origin or disability. Since most Company employees provide services to all stations, efforts are commonly performed on behalf of all Equity stations as follows:

1. Market-wide dissemination of information about full-time and part-time openings via on-air announcements, paid radio trade journal advertisements, online advertising via stations' websites and professional job posting services, posting of notices in and networking with local high schools and colleges, and networking with appropriate job sources and community groups.
2. Sending notices to local community groups via mail, fax, email, and e-blasts. Through Equity's ongoing membership in local Atlantic County, New Jersey and Cape May County, New Jersey chambers of commerce; and development of relationships with local recruitment organizations, high schools and colleges, Equity has seen its referral list grow every year. An updated EEO Source List & Master Recruitment List is attached to each annual EEO report.
3. Internship program designed to train local high school and college students and aspiring community broadcasters in skills and experience needed for employment in broadcasting. The internship program is ongoing and is advertised on member station websites and through on-air announcements. Internships usually last from two to four months, start out in the Promotions department, then progress to subsequent opportunities to explore other departments such as On-Air, Sales, Production, and Copywriting. All facets of day-to-day operations in radio are covered, and Equity internships stress hands-on involvement with the individual departments. Participants summarize their experiences in term papers submitted to their schools for academic credit. During the last two reporting periods, several interns participated in the program and two of those interns graduated to paid employment with the Company. More information about the internship program can be found in Exhibits 3, 4, and 5 to each of the attached EEO public file reports.
4. Easy accessibility to local applicants, walk-ins, referrals and other job seekers who visit or contact Equity or who visit any of the Company's local community events seeking information on employment.

(e) ***Discrimination Complaints.*** No discrimination complaints were filed against Equity or the station named in the audit (WMiD) during WMiD's current license term.

(f) ***Management EEO Responsibilities & Compliance.***

1. Equity is an Equal Opportunity employer with a diverse non-discriminatory workplace encouraging females and minorities to apply for all openings. These policies are stated in Equity's Corporate Policy Manual & Employee Handbook ("Employee Handbook"), which is provided to all employees and available in the stations' public inspection files. A copy of the Employee Handbook is always available upon request and is attached to this response as Exhibit K. The Employee Handbook states Equity's commitment to "base employment decisions on factors such as experience, character, ability & skill," and explains that "[i]t is not the Company's policy to base employment decisions upon such factors as race, religion, color, sex, age, national origin or disability or on any other non-job related trait or characteristics." Exhibit K at 4. The Handbook specifically asks for employees' "cooperation and assistance in our efforts to recruit, hire & promote qualified women & minorities." *Id.* Every full-time employee signs an acknowledgement on Page 31 of the Employee Handbook confirming his or her understanding of and promise to comply with the company's non-discrimination policies. In addition, the Equity anti-discrimination policies are posted in common areas and on bulletin boards throughout station facilities as visible reminders to all employees. Equity's department heads and hiring managers are also reminded about the company's EEO program and policies in monthly staff meetings to ensure effectiveness.
2. Equity informs job applicants of its EEO policies in various ways, including: via broadcast announcements as described in the attached EEO public file reports and Exhibit 1 thereto; in the standard Equity job application, attached as Exhibit 8 to each report; and in advertisements for jobs, such as those reflected in Exhibit 10 to the 2018 Report.
3. Equity's President/Partner and each Equity department head are responsible for implementing and assessing diversity hiring and recruitment activities within each department. The Business Manager ensures compliance with FCC outreach directives via meetings with each potential full-time hire as well as all part-time hires, and also explains the Equity anti-discrimination policy in the Employee Handbook. In addition, Equity's Operations Director and Program Director regularly review our diversity policies with Programming and Production staff members.

**(g) *Analysis of EEO Program.***

1. In accordance with Section 73.2080(c)(3), Equity makes the following efforts to analyze its EEO recruitment program to ensure that it is effective and to address any problems found as a result of this analysis: The President/Partner reviews the Company's diversity policies in regularly-scheduled bi-weekly meetings with department heads. Additionally, the President/Partner and department heads undertake periodic review of the Company's EEO policies and recruitment program to ensure the program's efficacy in achieving broad outreach to a diverse applicant pool.

**(h) *Analysis of Employment Practices.***

1. Equity periodically analyzes its measures for examining pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure they provide equal opportunity and do not have a discriminatory effect. These efforts include the President/Partner's ongoing evaluations of compensation, seniority, promotions, and other personnel matters in order to ensure appropriate EEO policy implementation. Department heads are regularly consulted about these personnel matters concerning individual employees under their direction. Additionally, Equity asks each department head to encourage their employees to notify them of any instances of conduct inconsistent with the company's EEO policies.
2. Equity has no union agreements and no union contracts.
3. As noted above, no discrimination complaints have been filed against Equity during the licensing term.

**DECLARATION OF GARY FISHER, EEO ADMINISTRATOR**

I, Gary Fisher, President/Partner of Equity Communications LP, Atlantic City, NJ, hereby declare under penalty of perjury under the laws of the United States of America that the forgoing response to the FCC Staff's EEO Audit Letter, dated February 6, 2020, is accurate and complete to the best of my knowledge, and that I executed this declaration on this 23<sup>rd</sup> day of March, 2020 at Atlantic City, NJ.



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)

# **EXHIBIT A**

## **Equity Communications**

radio / streaming / digital / interactive / mobile / social



### **CONTROLLER / BUSINESS MANAGER**

Successful 9-station cluster in growing East Coast market needs Controller/Business Manager with sharp computer & accounting skills. Current Controller retiring after 20 years with Company. Knowledge of all aspects of general ledger, monthly close, balance sheet & P&L prep, A/R. A/P, fixed assets, payroll, audit, etc. Familiarity with Mas-90, Marketron & ADP with minimum 5 years hands-on operational accounting required. Fantastic long-term position with well-known privately-owned media group. New facility, heritage stations, great staff, excellent compensation. Click here for expanded job description. Please reply in confidence to [gfisher@equitycommunications.net](mailto:gfisher@equitycommunications.net). Equity Communications LP is an Equal Opportunity Employer. Females & Minority candidates encouraged to apply.

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
Ph 609.484.8444 Fx 609.646.6331 Fx 609.383.1187  
[gfisher@equitycommunications.net](mailto:gfisher@equitycommunications.net)



## Email Questionnaire for Completion by Finalists for the Equity Communications Controller Position



1. What numbers do you like to – & are required to – keep an eye on in your current position?...

2. Quickly summarize your current month-end closing procedure....

3. How many computerized - & manual – journal entries are typical in a month end close? How long does it take you to pull everything together?...

4. How to you prepare your payroll?....

5. How do you prepare your monthly accruals?....

6. What has your experience been with annual audits? How many audit adjustments would be usual in a typical year-end audit?....

7. Please go online & research Mas-90 accounting, Marketron traffic & ADP payroll software. How easy or hard do you think it would be to learn these systems?....

8. Please go online & research ASCAP, BMI, Sesac & Sound Exchange music licensing portals. How easy or hard do you think it would be to learn & understand these reporting programs?....

9. Please feel free to close with any questions you may have of us so we may provide a more complete overview of this career opportunity...

Thank you for taking the time to consider - & complete - this questionnaire. We appreciate your interest in the Equity Communications Controller position & yes – we are very interested in

YOU!



Arbitron - rated #1 in Southern New Jersey!



# **EXHIBIT B**

## ACCOUNT EXECUTIVE – DIGITAL MARKETING & RADIO

If you live in Atlantic, Cape May or Cumberland County & have some outside sales or business-to-business experience, Equity Communications has a **great** career opportunity for you! We're looking for energetic hungry new business pros who are money-motivated & determined to get ahead! People who would like to **triple** their income in the next 18-24 months! You don't need a lot of radio or digital in your background – but you should understand how to rev yourself up for cold calls every day, know how to build relationships & understand how to treat customers right! Equity Communications is home to South Jersey's most popular & listened-to radio stations – as well as New Jersey's fastest-growing & client-friendly digital advertising agency!

Success in this position requires lots of training & role-playing at first, & then moving on to address the market via cold-calling & in-person presentations – all culminating in great client relationships & happy advertisers! Our digital training is **Fabulous** & if you are the right person for our team we will train you until you're ready to be a **Digital Sales Superstar!** Working in Digital Sales is fun, exciting & lucrative! Our sales positions offer six-figure earning potential, great benefits & a casual fast-paced environment! If you see yourself as a real go-getter with lots of energy we should talk!

[Click Here](#) to download our free special report “Secrets of Success In Radio Sales with Equity Communications” Please call 609-484-8444 x317 to schedule a confidential interview. Email resume and particulars to [gfisher@equitycommunications.net](mailto:gfisher@equitycommunications.net).

Equity Communications LP is an Equal Opportunity Employer. Females and minorities encouraged to apply.

**This Is Not Your Ordinary 9-5 Job**  
*But Then Again, We're Not Looking For Ordinary People!*











### Radio Advertising Account Executives

**Atlantic & Cape May Counties**

- Guaranteed Draw for 6 Months!
- Unlimited Earnings Potential!
- At 100% of 1st Year Goal Earn \$35k!
- Our Top Producers Earn \$60k - \$80k - \$100k!

**ON THE SPOT INTERVIEWS!  
IMMEDIATE HIRING!**

Ever wonder what it would be like to work for a company that is truly dedicated to your success? One that recognizes and rewards your performance with great compensation, benefits & job security? A company whose products & services are rated among the very best in the industry? Hey, chances are you're already listening to us! So - why not join us?

**Go to [www.951wayv.com](http://www.951wayv.com) & click on the Jobs Link**



Atlantic City Radio

# **EXHIBIT C**



Gary Fisher <gfisher@equitycommunications.net>

---

## Sales Representative - Digital Marketing

1 message

---

**Phil Nappen** <pnappen@equitycommunications.net> Tue, Mar 3, 2020 at 10:34 AM  
To: Gary Fisher <gfisher@equitycommunications.net>

If you live in Atlantic, Cape May or Cumberland County & have some outside sales or business-to-business experience, Equity Communications has a **great** career opportunity for you! We're looking for energetic hungry new business pros who are money-motivated & determined to get ahead! People who would like to **triple** their income in the next 18-24 months! You don't need a lot of radio or digital in your background – but you should understand how to rev yourself up for cold calls every day, know how to build relationships & understand how to treat customers right! Equity Communications is home to South Jersey's most popular & listened-to radio stations – as well as New Jersey's fastest-growing & client-friendly digital advertising agency!

Success in this position requires lots of training & role-playing at first, & then moving on to address the market via cold-calling & in-person presentations – all culminating in great client relationships & happy advertisers! Our digital training is **Fabulous** & if you are the right person for our team we will train you until you're ready to be a **Digital Sales**

**Superstar!** Working in Digital Sales is fun, exciting & lucrative! Our sales positions offer six-figure earning potential, great benefits & a casual fast-paced environment! If you see yourself as a real go-getter with lots of energy we should talk!

Click Here to download our free special report "\$ecrets of \$uccess In Radio \$ales with Equity

Communications" Please call 609-484-8444 x317 to schedule a confidential interview. Email resume and particulars to [gfisher@equitycommunications.net](mailto:gfisher@equitycommunications.net).

Equity Communications LP is an Equal Opportunity Employer. Females and minorities encouraged to apply.

<https://www.equitycommunications.net/sales-executives/#more-290>

--  
**Phil Nappen | *Digital Campaign Manager***

Email: [pnappen@equitycommunications.net](mailto:pnappen@equitycommunications.net)

Office: 609-484-8444

Fax: 609-646-6331

Mobile: 609-425-2422

8025 Black Horse Pike Suite 100 West Atlantic City, NJ 08232

**Equity Communications LP**

radio / streaming / digital / interactive / mobile / social

DIGITAL  
ADVERTISING  
MADE EASY!



# **EXHIBIT D**

indeed.com

 Equity Communications Jobs

what

job title, keywords

where

city, state, or zip

Q

📍

Find Jobs

2 jobs at Equity Communications

Part Time Promotions

West Atlantic City, NJ

Easily Apply 30+ days ago

Part Time Promotions

Equity Communications - West Atlantic City, NJ

Apply Now

Account Executive – Digital Marketing & Radio

West Atlantic City, NJ

Easily Apply 30+ days ago

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)

# **EXHIBIT E**

## Job Post Published



95.1 WAYV posted a job.

...

Published by Shannon Wray Norris [?] - February 12 at 9:38 AM -

Are you looking for a part time gig? 95.1 WAYV is hiring for the Promo Dpt. Are you creative, energetic and savvy w/social media? Can you thrive in a fast paced environment AND understand the business side of the entertainment ind? Then this is for you. Send resumes to [swray@equitycommunications.net](mailto:swray@equitycommunications.net). Take a look at the gallery, this is what WE DO!

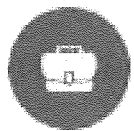


95.1 WAYV

### Part Time Promotions & Marketing Assts

[Apply Now](#)

Pleasantville · Part-time · \$12 / hour



Job Post Published · [Undo](#)

×

Your post was published as a job and must comply with Facebook's Job Policy (including the anti-discrimination policy) and all applicable laws. People looking for jobs on Facebook can find this post. [Learn more about hiring on Facebook.](#)

Job post is active for 14 more days

[Close Job](#)

0

Unique Job Views

17

Job Applications

[Boost Job](#)

*Facebook*

# **EXHIBIT F**



100.7 WZXL posted a job.



Published by Shannon Wray Norris [?] · February 12 at 10:07 AM · 🌐

Are you looking for a part time gig? 100.7 WZXL is hiring for the Promo Dpt. Are you creative, energetic and savvy w/social media? Can you thrive in a fast paced environment AND understand the business side of the entertainment ind? Then this is for you. Send resumes to [swray@equitycommunications.net](mailto:swray@equitycommunications.net). Take a look at the gallery, this is what WE DO!

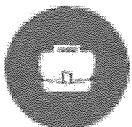


WEST ATLANTIC CITY · PART-TIME · \$12 / HOUR

### Part Time Promotions Assts

[Apply Now](#)

West Atlantic City - Part-time - \$12 / hour



Job Post Published · Undo



Your post was published as a job and must comply with Facebook's Job Policy (including the anti-discrimination policy) and all applicable laws. People looking for jobs on Facebook can find this post. [Learn more about hiring on Facebook.](#)

Job post is active for 14 more days

[Close Job](#)

0

Unique Job Views

27

Job Applications

[Boost Job](#)

*Feedback*

# **EXHIBIT G**

## **List of job requirements for PART TIME POSITIONS AT EQUITY COMMUNICATIONS**

These are the things that we REALLY need from you so that you are a functioning part of our company. If this list of criteria doesn't suit you, it's perfectly ok, you'll know that the job may not be the best fit for you!

- You must own a motor vehicle to get to and from work AND Must have valid driver's license.
  - If you use Uber to come to and from work, this job is not the right fit for you.
- Please listen to the radio regularly.
  - We want you to be familiar with our stations and somewhat familiar with the music we play. With 5 formats, we are bound to have something that you like!
- Must be able to lift and carry equipment that weighs 30-50 lbs.
  - You will always have team members to help you lift equipment, but you are expected to carry your own weight (literally and figuratively)
  - If you have a physical limitation that prevents you from lifting tables, chairs, pop up tents, speakers etc....this job may not be a good fit for you.
- Must be able to work weekends and holidays.
  - Yes, this includes Friday, Saturday and Sundays...
  - Yes, this includes ALL holidays that are highly commercialized, and the weekends associated with them. Events such as but not limited to Memorial Day weekend, Fourth of July, Labor Day Weekend, Halloween, the night before Thanksgiving, Black Friday (Small Biz Sat), New Year's Eve, New Year's Day, Valentine's Day, St. Patrick's Day and the weekend prior to, Superbowl Weekend.
  - We do NOT have events on Christmas Eve, Christmas Day, Thanksgiving, Easter Sunday and other major religious holidays including Kwanzaa, Rosh Hashannah, Hannukah etc....(Yom Kipper TBD)
- Familiarity with social media platforms, specifically FB, Twitter, Instagram and YouTube.
  - Anyone with expertise in these platforms is highly encouraged to apply, this tool is highly sought after and will be utilized.
- Creativity! Yes, we love that you bring it. We want you to come up with kooky ways to giveaway prizes, entertain listeners, create trivia games and keep people smiling. YOU will be an ambassador to our brands, we want to cultivate your creative juices.

\*Those with drug, alcohol or tobacco habits are asked not to attend the interview. Using recreational drugs, drinking alcohol and smoking/vaping tobacco are not permitted at radio station events and will NOT be tolerated.

## Fwd: Part Time position, Equity Communications - Atlantic City, NJ

1 message

Shannon Wray Norris <swray@equitycommunications.net>

Mon, Feb 10, 2020 at 9:23 AM

To: Shannon Wray <swray@equitycommunications.net>

Bcc: banegasjf@gmail.com, j.jost1324@gmail.com, berryox8@aol.com, shebli1987@yahoo.com, joegym699@gmail.com, taleecalinae@gmail.com, karrieday@gmail.com, yadiraolan@gmail.com, e310d651@gmail.com, juicejesus@hotmail.com, julianbernstein19@gmail.com, victormposey1@gmail.com, REEdwards119@gmail.com, kerrywhelan10@gmail.com, bellaestate19@gmail.com, ernie@schell.com

Hello!

If you are receiving this email, it's because you applied for a part time position within the Marketing and Promotions Department at Equity Communications. We've had a lot of responses to our posting and we will be hiring 4-7 people to work in our promotions department with an event schedule starting as soon as the beginning of March! We are LOOKING FORWARD TO MEETING YOU!!!!

We feel that the best way to really handle interviews is in a group setting. Please take a look at the following list of criteria. If after reading this, you still feel that you would like to be part of our team, please confirm your attendance at our Group Interview on **FRIDAY, FEBRUARY 14TH AT 10AM.**

### Here's what to expect for the interview....

You'll be invited into our conference room to discuss the position in greater detail. A powerpoint presentation will be shown to review what is expected of you in this role and the kinds of events you'll be attending, as well as the equipment you'll be expected to set up. Q & A will take place. It will be about an hour.

**What is Equity Communications?** A 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, 100.7 WZXL, 96.1 WTTH, 99.3 The BUZZ, CLASSIC OLDIES WMID 1340/1230 AM & 93.1FM.

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.

Please read the list of Job Requirements, if you can join us please respond to the email. Our address is below. The dress is business casual. Please bring an updated copy of your resume and a form of taking notes.

### Shannon Wray Norris | Director of Marketing & Promotions

Email: swray@equitycommunications.net

Office: 609-484-8444 x314

Fax: 609-646-6331

Mobile:

Bayport One | 8025 Black Horse Pike Suite 100 West Atlantic City, NJ 08232

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





**Job requirements.docx**

16K

## Part Time position, Equity Communications - Atlantic City, NJ

1 message

Shannon Wray Norris <swray@equitycommunications.net>

Fri, Feb 7, 2020 at 5:08 PM

To: Shannon Wray <swray@equitycommunications.net>

Bcc: leonhart75\_dgy@indeedemail.com, kevinwhite596\_q8r@indeedemail.com, benjaminhoward69\_nqo@indeedemail.com, francorificjr7\_bhv@indeedemail.com, kristiataylor5\_rk3@indeedemail.com, gabrielledragiev4\_vhb@indeedemail.com, gabd.d227@gmail.com, KristiaCTaylor1997@gmail.com, howardbenjamin.nj@gmail.com, rificif1@gmail.com, mistyjennings29@gmail.com, tariq.velam@gmail.com, jnaketah@gmail.com, Sammie Aviles <sammiemariee123@gmail.com>, andylt26@gmail.com, e310d651@gmail.com, paddym3195@yahoo.com, ashleylambert97@gmail.com, zycc12@gmail.com, walter35@go.stockton.edu, davisshauna627@gmail.com, monapoliello@gmail.com, schargersfan66@aol.com, emilynieeves23@yahoo.com, starr.sample23@icloud.com, dick7195@student.acitech.org, CEEYEOMANS@yahoo.com, Dawnfarrell1995@gmail.com

Hello!

If you are receiving this email, it's because you applied for a part time position within the Marketing and Promotions Department at Equity Communications. We've had a lot of responses to our posting and we will be hiring 4-7 people to work in our promotions department with an event schedule starting as soon as the beginning of March! We are LOOKING FORWARD TO MEETING YOU!!!!

We feel that the best way to really handle interviews is in a group setting. Please take a look at the following list of criteria. If after reading this, you still feel that you would like to be part of our team, please confirm your attendance at our Group Interview on **FRIDAY, FEBRUARY 14TH AT 10AM.**

### Here's what to expect for the interview....

You'll be invited into our conference room to discuss the position in greater detail. A powerpoint presentation will be shown to review what is expected of you in this role and the kinds of events you'll be attending, as well as the equipment you'll be expected to set up. Q & A will take place. It will be about an hour.

**What is Equity Communications?** A 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, 100.7 WZXL, 96.1 WTTH, 99.3 The BUZZ, CLASSIC OLDIES WMID 1340/1230 AM & 93.1FM.

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.

Please read the list of Job Requirements, if you can join us please respond to the email. Our address is below. The dress is business casual. Please bring an updated copy of your resume and a form of taking notes.

### Shannon Wray Norris | *Director of Marketing & Promotions*

Email: swray@equitycommunications.net

Office: 609-484-8444 x314

Fax: 609-646-6331

Mobile:

Bayport One | 8025 Black Horse Pike Suite 100 West Atlantic City, NJ 08232

# Equity Communications LP

radio / streaming / digital / interactive / mobile / social

DIGITAL  
ADVERTISING  
MADE EASY!



Job requirements.docx

16K

# **EXHIBIT H**

---

## RE: Part Time Promotions Positions open at Equity Communications

1 message

Shen, James <James.Shen@stockton.edu>

Wed, Feb 12, 2020 at 11:35 AM

To: Shannon Wray Norris <swray@equitycommunications.net>

Cc: spring2020-comm4601002 <spring2020-comm4601002@stockton.edu>, "DeFiore, Dayna" <dayna.defiore@stockton.edu>

Hi, Shannon,

Thanks for the job offering! I'll forward your message to my senior seminar and our career center, and encourage our comm majors to apply for the positions.

Comm seniors, esp. graduating seniors:

If you are looking for a part time job, please consider Equity Communications. Many of my former students learnt valuable real-life business experience at the reputed company in the past 20 years. Let me know if you have any questions.

James Shen, Ph.D.  
Professor of Communication  
Coordinator of Communication Internship Program (Off-campus) 1998-2019  
Coordinator of Communication Studies Program, 1998-2006  
Stockton University  
School of Arts and Humanities  
101 Vera King Farris Drive  
Galloway, NJ 08205-9441  
Voice: 609-652-4511; Fax: 609-652-4550  
shenj@stockton.edu

---

**From:** Shannon Wray Norris <swray@equitycommunications.net>

**Sent:** Wednesday, February 12, 2020 9:12 AM

**To:** Shen, James <James.Shen@stockton.edu>

**Subject:** Part Time Promotions Positions open at Equity Communications

### \*\*\* External email alert \*\*\*

Professor Shen!

It's been a while, I hope you are well!

I wanted to connect with you because...it's that time of year....Equity Communications is currently seeking part time help and summer interns.

We have a job listing on indeed, but I always like to reach out to you direct to get our positions on your radar. You always send me key candidates from the Communications Field!

Below is the link of job description on indeed...and below and attached is more info on a group interview i'm holding on Friday.

I'll definitely be hosting another interview in the future.

We will be hiring 4-7 people to work in our promotions department with an event schedule starting as soon as the beginning of March! We are **LOOKING FORWARD TO MEETING YOU!!!!** We feel that the best way to really handle interviews is in a group setting. Please take a look at the following list of criteria. If after reading this, you still feel that you would like to be part of our team, please confirm your attendance at our Group Interview on **FRIDAY, FEBRUARY 14TH AT 10AM.**

#### **Here's what to expect for the interview....**

You'll be invited into our conference room to discuss the position in greater detail. A powerpoint presentation will be shown to review what is expected of you in this role and the kinds of events you'll be attending, as well as the equipment you'll be expected to set up. Q & A will take place. It will be about an hour.

**What is Equity Communications?** A 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, 100.7 WZXL, 96.1 WTTH, 99.3 The BUZZ, CLASSIC OLDIES WMID 1340/1230 AM & 93.1FM.

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.

Please read the list of Job Requirements, if you can join us please respond to the email. Our address is below. The dress is business casual. Please bring an updated copy of your resume and a form of taking notes.

#### **Shannon Wray Norris | Director of Marketing & Promotions**

Email: [swray@equitycommunications.net](mailto:swray@equitycommunications.net)

Office: 609-484-8444 x314

Fax: 609-646-6331

Bayport One | 8025 Black Horse Pike Suite 100 West Atlantic City, NJ 08232

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



This email message from Equity Communications LP. is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. Any/all requests for product, concert tickets, merchandise or promotional opportunities contained within this email have no impact on airplay, rotations or adds. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

# **EXHIBIT I**

---

## Re: Part Time Promotions Positions open at Equity Communications

1 message

---

Shannon Wray Norris <swray@equitycommunications.net>  
To: Keith Forrest <kforrest@atlantic.edu>

Wed, Feb 12, 2020 at 5:56 PM

Thx Keith!!!

On Feb 12, 2020, at 4:33 PM, Keith Forrest <kforrest@atlantic.edu> wrote:

Hey Shannon,

Thanks for thinking of us. I will spread the word.

On Wed, Feb 12, 2020 at 9:26 AM Shannon Wray Norris <swray@equitycommunications.net> wrote:

Keith!

It's been a while, I hope you are well!

I wanted to connect with you because...it's that time of year....Equity Communications is currently seeking part time help and summer interns.

We have a job listing on indeed, but I always like to reach out to you direct to get our positions on your radar. In the past, you've sent me key candidates from the Communications Department! Below is the link of job description on indeed...and below and attached is more info on a group interview i'm holding on Friday. I'll definitely be hosting another interview in the future, so it's not pertinent for anyone to attend this particular group interview.

I appreciate your help!

<https://www.indeed.com/cmp/Equity-Communications/jobs?l=Margate+City%2C+NJ>

We will be hiring 4-7 people to work in our promotions department with an event schedule starting as soon as the beginning of March! We are **LOOKING FORWARD TO MEETING YOU!!!!** We feel that the best way to really handle interviews is in a group setting. Please take a look at the following list of criteria. If after reading this, you still feel that you would like to be part of our team, please confirm your attendance at our Group Interview on **FRIDAY, FEBRUARY 14TH AT 10AM.**

### Here's what to expect for the interview....

You'll be invited into our conference room to discuss the position in greater detail. A powerpoint presentation will be shown to review what is expected of you in this role and the kinds of events you'll be attending, as well as the equipment you'll be expected to set up. Q & A will take place. It will be about an hour.

**What is Equity Communications?** A 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, 100.7 WZXL, 96.1 WTTH, 99.3 The BUZZ, CLASSIC OLDIES WMID 1340/1230 AM & 93.1FM.

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.

Please read the list of Job Requirements, if you can join us please respond to the email. Our address is below. The dress is business casual. Please bring an updated copy of your resume and a form of taking notes.

**Shannon Wray Norris | Director of Marketing & Promotions**

Email: [swray@equitycommunications.net](mailto:swray@equitycommunications.net)

Office: 609-484-8444 x314

Fax: 609-646-6331

Bayport One | 8025 Black Horse Pike Suite 100 West Atlantic City, NJ 08232

**Equity Communications LP**

radio / streaming / digital / interactive / mobile / social



This email message from Equity Communications LP. is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. Any/all requests for product, concert tickets, merchandise or promotional opportunities contained within this email have no impact on airplay, rotations or adds. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

Keith Forrest, Professor of Communication  
Atlantic Cape Community College  
5100 Black Horse Pike  
Mays Landing, NJ 08330-2669  
(609) 343-4994

Atlantic Cape's 13th Annual Communication Awards Show is Friday, April 24, 2020 at 7 p.m. in the Walter Edge Theater on the Mays Landing campus and is sponsored by the Communication Awards Club.



# **EXHIBIT J**

## Re: Part Time Promotions Positions open at Equity Communications

1 message

Shannon Wray Norris <swray@equitycommunications.net>  
To: "DeFiore, Dayna" <dayna.defiore@stockton.edu>

Thu, Feb 27, 2020 at 12:21 PM

YES, 10:30am work ok?

**Shannon Wray Norris | Director of Marketing & Promotions**

Email: swray@equitycommunications.net

Office: 609-484-8444 x314

Fax: 609-646-6331

Mobile:

Bayport One | 8025 Black Horse Pike Suite 100 West Atlantic City, NJ 08232

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



On Thu, Feb 27, 2020 at 11:42 AM DeFiore, Dayna <dayna.defiore@stockton.edu> wrote:

Good morning Shannon,

I'm actually going to be out of the office that morning and I just realized my schedule is busier than usual because our scheduled career and internship fair on Thursday. By chance would you have availability Friday, March 6<sup>th</sup> between 8:30am – 12:30pm?

Thank you

Dayna

Dayna DeFiore  
Assistant Director, Career Education and Development  
Stockton University  
101 Vera King Farris Drive  
Galloway, NJ 08205-9441  
P - 609-652-4650  
defiored@stockton.edu  
www.stockton.edu

Dayna DeFiore  
Assistant Director, Career Education and Development  
Stockton University  
101 Vera King Farris Drive

Galloway, NJ 08205-9441  
P - 609-652-4650  
defiored@stockton.edu  
www.stockton.edu



Students: [stockton.joinhandshake.com](https://stockton.joinhandshake.com) -Your link to employment, internships and alumni mentors!

Employers: [www.stockton.edu/handshake/employer](https://www.stockton.edu/handshake/employer) - Hire Stockton!

---

**From:** DeFiore, Dayna  
**Sent:** Tuesday, February 18, 2020 11:32 AM  
**To:** Shannon Wray Norris <[swray@equitycommunications.net](mailto:swray@equitycommunications.net)>  
**Subject:** RE: Part Time Promotions Positions open at Equity Communications

No problem at all. Touch base when you return. Safe travels.

Dayna

Dayna DeFiore  
Assistant Director, Career Education and Development  
Stockton University  
101 Vera King Farris Drive  
Galloway, NJ 08205-9441  
P - 609-652-4650  
[defiored@stockton.edu](mailto:defiored@stockton.edu)  
[www.stockton.edu](https://www.stockton.edu)



Students: [stockton.joinhandshake.com](https://stockton.joinhandshake.com) -Your link to employment, internships and alumni mentors!

Employers: [www.stockton.edu/handshake/employer](https://www.stockton.edu/handshake/employer) - Hire Stockton!

**From:** Shannon Wray Norris <swray@equitycommunications.net>  
**Sent:** Tuesday, February 18, 2020 11:28 AM  
**To:** DeFiore, Dayna <dayna.defiore@stockton.edu>  
**Subject:** Re: Part Time Promotions Positions open at Equity Communications

**\*\*\* External email alert \*\*\***

Hi Dayna,

My apologies. I'm getting ready to leave for Florida. Do you think we can pick this up when I return. I'm so sorry. I really was looking forward to the call but, I'll be less hectic when I get back.

**Shannon Wray Norris | *Director of Marketing & Promotions***

*Email:* swray@equitycommunications.net

*Office:* 609-484-8444 x314

*Fax:* 609-646-6331

Bayport One | 8025 Black Horse Pike Suite 100 West Atlantic City, NJ 08232

|

| | | | |

On Tue, Feb 18, 2020 at 11:26 AM DeFiore, Dayna <dayna.defiore@stockton.edu> wrote:

Hi Shannon,

Sorry, I can't do 1:30 on Wed. I'm available between 11:30am-12:30pm. Let me know if you have time to chat then? If not we can reschedule to another day this week.

Dayna

Dayna DeFiore  
Assistant Director, Career Education and Development  
Stockton University  
101 Vera King Farris Drive  
Galloway, NJ 08205-9441  
P - 609-652-4650  
defiored@stockton.edu  
www.stockton.edu



Students: [stockton.joinhandshake.com](https://stockton.joinhandshake.com) -Your link to employment, internships and alumni mentors!

Employers: [www.stockton.edu/handshake/employer](https://www.stockton.edu/handshake/employer) - Hire Stockton!

---

**From:** Shannon Wray Norris <[swray@equitycommunications.net](mailto:swray@equitycommunications.net)>  
**Sent:** Sunday, February 16, 2020 7:27 AM  
**To:** DeFiore, Dayna <[dayna.defiore@stockton.edu](mailto:dayna.defiore@stockton.edu)>  
**Subject:** Re: Part Time Promotions Positions open at Equity Communications

**\*\*\* External email alert \*\*\***

Dayna,

I'm so sorry to have to adjust our call time, can we do 1:30 instead on wed?

On Feb 13, 2020, at 3:24 PM, DeFiore, Dayna <[dayna.defiore@stockton.edu](mailto:dayna.defiore@stockton.edu)> wrote:

Great, I can be reached directly at 609-652-4798.

Thank you

Dayna

Dayna DeFiore  
Assistant Director, Career Education and Development  
Stockton University  
101 Vera King Farris Drive  
Galloway, NJ 08205-9441  
P - 609-652-4650  
[defiored@stockton.edu](mailto:defiored@stockton.edu)  
[www.stockton.edu](https://www.stockton.edu)

<image001.png>

<image002.png>

<image003.png>

Students: [stockton.joinhandshake.com](https://stockton.joinhandshake.com) -Your link to employment, internships and alumni mentors!

Employers: [www.stockton.edu/handshake/employer](http://www.stockton.edu/handshake/employer) - Hire Stockton!

**From:** Shannon Wray Norris <[swray@equitycommunications.net](mailto:swray@equitycommunications.net)>  
**Sent:** Thursday, February 13, 2020 3:23 PM  
**To:** DeFiore, Dayna <[dayna.defiore@stockton.edu](mailto:dayna.defiore@stockton.edu)>  
**Subject:** Re: Part Time Promotions Positions open at Equity Communications

**\*\*\* External email alert \*\*\***

Sounds great, Dayna. I'll call you, if that works!

**Shannon Wray Norris | *Director of Marketing & Promotions***

*Email:* [swray@equitycommunications.net](mailto:swray@equitycommunications.net)

*Office:* 609-484-8444 x314

*Fax:* 609-646-6331

*Mobile:*

Bayport One | 8025 Black Horse Pike Suite 100 West Atlantic City, NJ 08232

| |

| | | | |

On Thu, Feb 13, 2020 at 3:18 PM DeFiore, Dayna <[dayna.defiore@stockton.edu](mailto:dayna.defiore@stockton.edu)> wrote:

Great, does Wednesday, February 19<sup>th</sup> at 2:30 work for you?

Dayna

Dayna DeFiore  
Assistant Director, Career Education and Development  
Stockton University  
101 Vera King Farris Drive  
Galloway, NJ 08205-9441  
P - 609-652-4650  
[defiored@stockton.edu](mailto:defiored@stockton.edu)  
[www.stockton.edu](http://www.stockton.edu)

<image001.png>

<image002.png>

<image003.png>

Students: [stockton.joinhandshake.com](https://stockton.joinhandshake.com) -Your link to employment, internships and alumni mentors!

Employers: [www.stockton.edu/handshake/employer](https://www.stockton.edu/handshake/employer) - Hire Stockton!

**From:** Shannon Wray Norris <[swray@equitycommunications.net](mailto:swray@equitycommunications.net)>

**Sent:** Thursday, February 13, 2020 2:56 PM

**To:** DeFiore, Dayna <[dayna.defiore@stockton.edu](mailto:dayna.defiore@stockton.edu)>

**Cc:** Shen, James <[James.Shen@stockton.edu](mailto:James.Shen@stockton.edu)>; Rosenthal, Toby S. <[Toby.Rosenthal@stockton.edu](mailto:Toby.Rosenthal@stockton.edu)>

**Subject:** Re: Part Time Promotions Positions open at Equity Communications

**\*\*\* External email alert \*\*\***

Hi there!

Yes of course, I'm available to chat Wed or Thurs. What day / time works best for you?

**Shannon Wray Norris | *Director of Marketing & Promotions***

*Email:* [swray@equitycommunications.net](mailto:swray@equitycommunications.net)

*Office:* 609-484-8444 x314

*Fax:* 609-646-6331

*Mobile:*

Bayport One | 8025 Black Horse Pike Suite 100 West Atlantic City, NJ 08232

<image004.jpg>

<image004.jpg>

<image004.jpg>

<image004.jpg>

<image004.jpg>

<image004.jpg>

On Thu, Feb 13, 2020 at 2:43 PM DeFiore, Dayna <[dayna.defiore@stockton.edu](mailto:dayna.defiore@stockton.edu)> wrote:

Shannon,

Thank you for reaching out to share employment opportunities with Equity Communications. I'd be happy to cross promote the position through the Career Education and Development office resources. We are currently using the Handshake platform to promote positions. Please take a moment and use the attached guide to create a company profile. After doing so you can click on the jobs tab to post an unlimited number of positions.

Once the position(s) is formally listed on the site, I can then cross promote to students via email and social media.

Please let me know if you have time to chat next week between Tuesday and Friday. I'd like to learn more about Equity Communications and opportunities.

Thank you and I look forward to working with you.

Dayna

Dayna DeFiore  
Assistant Director, Career Education and Development  
Stockton University  
101 Vera King Farris Drive  
Galloway, NJ 08205-9441  
P - 609-652-4650  
defiore@stockton.edu  
www.stockton.edu

<image001.png>

<image002.png>

<image003.png>

Students: [stockton.joinhandshake.com](https://stockton.joinhandshake.com) -Your link to employment, internships and alumni mentors!

Employers: [www.stockton.edu/handshake/employer](https://www.stockton.edu/handshake/employer) - Hire Stockton!

---

**From:** Shen, James <James.Shen@stockton.edu>  
**Sent:** Wednesday, February 12, 2020 11:36 AM  
**To:** Shannon Wray Norris <swray@equitycommunications.net>  
**Cc:** spring2020-comm4601002 <spring2020-comm4601002@stockton.edu>; DeFiore, Dayna <dayna.defiore@stockton.edu>  
**Subject:** RE: Part Time Promotions Positions open at Equity Communications

Hi, Shannon,

Thanks for the job offering! I'll forward your message to my senior seminar and our career center, and encourage our comm majors to apply for the positions.

Comm seniors, esp. graduating seniors:

If you are looking for a part time job, please consider Equity Communications. Many of my former students learnt valuable real-life business experience at the reputed company in the past 20 years. Let me know if you have any questions.

James Shen, Ph.D.  
Professor of Communication  
Coordinator of Communication Internship Program (Off-campus) 1998-2019  
Coordinator of Communication Studies Program, 1998-2006  
Stockton University  
School of Arts and Humanities  
101 Vera King Farris Drive  
Galloway, NJ 08205-9441  
Voice: 609-652-4511; Fax: 609-652-4550  
shenj@stockton.edu

---

**From:** Shannon Wray Norris <swray@equitycommunications.net>  
**Sent:** Wednesday, February 12, 2020 9:12 AM  
**To:** Shen, James <James.Shen@stockton.edu>  
**Subject:** Part Time Promotions Positions open at Equity Communications

**\*\*\* External email alert \*\*\***

Professor Shen!

It's been a while, I hope you are well!

I wanted to connect with you because...it's that time of year....Equity Communications is currently seeking part time help and summer interns.

We have a job listing on indeed, but I always like to reach out to you direct to get our positions on your radar. You always send me key candidates from the Communications Field!

Below is the link of job description on indeed...and below and attached is more info on a group interview i'm holding on Friday.

I'll definitely be hosting another interview in the future.

<https://www.indeed.com/cmp/Equity-Communications/jobs?l=Margate+City%2C+NJ>

We will be hiring 4-7 people to work in our promotions department with an event schedule starting as soon as the beginning of March! We are LOOKING FORWARD TO MEETING YOU!!!!We feel that the best way to really handle interviews is in a group setting. Please take a look at the following list of criteria. If after reading this, you still feel that you would like to be part of our team, please confirm your attendance at our Group Interview on **FRIDAY, FEBRUARY 14TH AT 10AM.**

**Here's what to expect for the interview....**

You'll be invited into our conference room to discuss the position in greater detail. A powerpoint presentation will be shown to review what is expected of you in this role and the kinds of events you'll be attending, as well as the equipment you'll be expected to set up. Q & A will take place. It will be about an hour.

**What is Equity Communications?** A 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, 100.7 WZXL, 96.1 WTTH, 99.3 The BUZZ, CLASSIC OLDIES WMID 1340/1230 AM & 93.1FM.

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.

Please read the list of Job Requirements, if you can join us please respond to the email. Our address is below. The dress is business casual. Please bring an updated copy of your resume and a form of taking notes.

**Shannon Wray Norris | *Director of Marketing & Promotions***

Email: [swray@equitycommunications.net](mailto:swray@equitycommunications.net)

Office: 609-484-8444 x314

Fax: 609-646-6331

Bayport One | 8025 Black Horse Pike Suite 100 West Atlantic City, NJ 08232

<image004.jpg>

<image004.jpg>

<image004.jpg>

<image004.jpg>

<image004.jpg>

<image004.jpg>

This email message from Equity Communications LP. is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. Any/all requests for product, concert tickets, merchandise or promotional opportunities contained within this email have no impact on airplay, rotations or adds. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

This email message from Equity Communications LP. is for the sole use of the intended recipient(s) and

may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. Any/all requests for product, concert tickets, merchandise or promotional opportunities contained within this email have no impact on airplay, rotations or adds. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

This email message from Equity Communications LP. is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. Any/all requests for product, concert tickets, merchandise or promotional opportunities contained within this email have no impact on airplay, rotations or adds. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

This email message from Equity Communications LP. is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. Any/all requests for product, concert tickets, merchandise or promotional opportunities contained within this email have no impact on airplay, rotations or adds. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

This email message from Equity Communications LP. is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. Any/all requests for product, concert tickets, merchandise or promotional opportunities contained within this email have no impact on airplay, rotations or adds. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

This email message from Equity Communications LP. is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. Any/all requests for product, concert tickets, merchandise or promotional opportunities contained within this email have no impact on airplay, rotations or adds. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

# **EXHIBIT K**

# Equity Communications LP

8025 Black Horse Pike ■ Suite 100-102 ■ West Atlantic City, New Jersey 08232

Ph 609.484.8444 ■ Fx 609.646.6331 ■ Fx 609.383.1187

Continuity: equitycommunications@aol.com

Corporate: gfequity@aol

Online: 993kiss.fm

951wayv.com

wzxl.com

961wtth.com

easy931.com

classicoldieswmid.com



## *Equity Communications LP*

### *Company Policy Manual*

&

### *Employee Handbook*



Arbitron - rated #1 in Southern New Jersey!



# The Equity Communications LP

**Family of Stations!**

**South Jersey's #1 Hit Music Station!**



**993kiss.fm**

## 99.3 FM WZBZ

Format:  
Audience:  
Features:

Contemporary Hit Radio "Kiss FM"  
Adults 18-49

Join 99.3 Kiss FM for Today's Hottest Hits, Non-Stop Rock, Pop & Hip Hop! South Jersey's New Hit Music Channel keeps everyone moving to the beat! It's Top 40 radio the way it should be - high impact & high energy! Don't miss the "Weekend Top 30 Countdown" with Hollywood Hamilton for Entertainment News & Artist coverage! Great Concert Ticket Giveaways too!

Artists:

Jonas Brothers, Nelly, Beyonce, Sean Paul, Rihanna, Shakira, Lady Gaga

## 95.1 FM WAYV

Format:  
Audience:  
Features:

Adult Contemporary  
Adults 25-54

South Jersey's beloved "Mike & Diane Interactive Show" every morning on your way to work! Jennifer Knight with 15-song super sets & the WAYV All-Request Lunch to keep the work day moving with hot Adult Contemporary & fun upbeat music from today's Pop Superstars! Nicky G. in the afternoons on your way home! Catch Diane's "Celebrity Dirt", the "Top 40 Countdown with Ryan Seacrest" and WAYV's world-famous "Theme Weekends!"

Artists:

Kelly Clarkson, Fergie, Justin Timberlake, Gwen Stefani, Bon Jovi

**Today's Best Music!**

## 100.7 FM WZXL

Format:  
Audience:  
Features:

Classic Rock  
Adults 25-54

The WZXL "Shut Up & Rock" Morning Show with Joe & Scott gets your day started! Steve Raymond hosts the "All Request Workforce Lunch" with 100-minute Non-Stop Rock Blocks & salutes to the South Jersey Workforce all day long! Enjoy the best rock songs from the 70's through the 90's - Aerosmith to Zeppelin! 15-year ZXL veteran Tommy T-Bone drives you home in the afternoons! Catch "Get the Led Out" with Led Zeppelin classics & deep cuts hosted by Michael James every night @ 9 pm!

Artists:

Pink Floyd, Rolling Stones, Creed, Tom Petty, Aerosmith, Nickelback, U2, Pearl Jam

**South Jersey's Rock Station!**

## 96.1 FM WTTH

Format:  
Audience:  
Features:

Urban AC - "The Touch"  
Adults 35-54

The "Tom Joyner Morning Show" starts off your weekdays! Enjoy Today's R&B and Old School Hits every midday and afternoon! Soft enough for office listening but lively enough to turn up & enjoy! Evenings it's time to kick back & chill with Brian McKnight for your favorite relaxing slow songs! And don't miss "The Bob Pantano Saturday Night Dance Party" & WTTH's "Back in the Day Weekend" Party Jams!

Artists:

Marvin Gaye, Isley Brothers, Earth, Wind & Fire, Al Green, John Legend, Michael Jackson

**Today's R&B and Old School Hits!**

## 93.1 FM WEZW

Format:  
Audience:  
Features:

Easy Listening - "EZ 93"  
Adults 35-64

At last! South Jersey has a true light Adult Contemporary station featuring Soft & Easy favorites from the 70s, 80s & 90s! wEZw is Easy-listening for the Jersey Shore - the perfect blend for at home, at work, in the office, or in the car! Soft rock, love songs, ballads, classic hits - & even some fun Oldies - all part of the relaxing easy-listening blend on 93.1 wEZw - Easy 93!

Artists:

Michael Bolton, Celine Dion, Carole King, Barry Manilow, Tony Bennett, Chicago, Johnny Mathis

**Soft Favorites from Yesterday & Today!**

## 1340 AM WMID

Format:  
Audience:  
Features:

Classic Oldies  
Adults 35-64

It's the music you grew up with on the station you grew up with! 20-song music sweeps from the heart and soul of Rock & Roll! Timeless 50's & 60's hits from the era that changed music radio! Every song triggers a memory with South Jersey baby boomers! Catch Phillies Baseball, "It's Your Money" and "Sounds of Sinatra" on the weekends!

Artists:

The Beatles, The Four Seasons, The Supremes, The Everly Brothers, Paul Anka, Elvis Presley

**Classic Oldies from the 50s and 60s!**

## 1230 AM WCMC

Format:  
Audience:  
Features:

Adult Standards  
Adults 45-64

Start your mornings with Jim MacMillan and the "South Jersey Journal"! Then enjoy WCMC's classic standards blend aimed at the heart of the 50+ "Money Demo!" Plenty of daily features & service elements too! On the weekends it's Philadelphia Phillies Baseball, "It's Your Money," and "Sounds of Sinatra!"

Artists:

Dean Martin, Rosemary Clooney, Neil Diamond, Nat King Cole, Perry Como

**The Voice of Cape May County for 50 years!**

Catch every exciting inning of every exciting game on the South Jersey's flagship stations of the Phillies radio network as the Fightin' Phils defend their 2009 National League Championship! No matter where Phillies fans travel up and down the Jersey Shore they can take their favorite team along with them on WMID, WCMC & WEZW! Year after year, summer after summer, Phillies Baseball on WMID, WCMC & WEZW are an integral part of spring & summer in Atlantic & Cape May Counties!



**961wtth.com**



**easy931.com**



**classicoldieswmid.com**



**wcmcam@aol.com**



## INDEX

	<u>Page</u>
Disclaimer.....	1
President's Welcome.....	2
Welcome To Equity Communications LP.....	3
Equity Communications LP Statement of General Policy.....	3
Open Door Policy.....	3
<b>SECTION 1 – EMPLOYMENT.....</b>	<b>4</b>
A. Nature of Employment.....	4
B. Equal Employment Opportunity.....	4
C. Immigration & Employment Eligibility.....	5
D. Policy Against Harassment.....	5
<b>SECTION 2 – EMPLOYMENT STATUS.....</b>	<b>7</b>
A. New Hire Policies.....	7
B. Employment Categories.....	7
C. Compensation/Performance Reviews.....	8
D. Reference Check/Credit Check/Background Check.....	8
E. Pre-Employment Drug Screening.....	8
<b>SECTION 3 – WORKING HOURS AND PAY.....</b>	<b>8</b>
A. Work Hours & Policy.....	8
B. Paydates & Time Reporting.....	9
C. Tardiness.....	9
D. Absenteeism.....	9
E. Payment upon Termination.....	10
<b>SECTION 4 – YOUR BENEFITS.....</b>	<b>10</b>
A. Workers Compensation.....	10
B. Unemployment Compensation.....	10
C. Social Security.....	10
D. Paid Holidays.....	11
E. Paid Vacation.....	11
F. Paid Sick Days.....	12
G. Group Health Insurance & 401k Plans.....	12
H. Family & Medical Leave Policy.....	13
I. Funeral & Bereavement Leave.....	15
J. Military Leave or Reserve Duty.....	16
K. Personal Leave.....	16
L. Jury Duty & Subpoena.....	17

## INDEX CONTINUED

	<u>Page</u>
<b>SECTION 5 – PERSONNEL RECORDS.....</b>	<b>17</b>
A. Personnel Records.....	17
<b>SECTION 6 – WORK CONDITIONS.....</b>	<b>18</b>
A. Safety Rules.....	18
B. Drug & Alcohol Policy.....	18
C. Phone Calls Electronic Mail & Personal Mail.....	19
D. Exit Interview.....	20
E. Travel & Driver's License.....	20
<b>SECTION 7 – EMPLOYEE CONDUCT.....</b>	<b>21</b>
A. Confidentiality.....	21
B. Solicitations Distributions & Bulletin Boards.....	21
C. Dress Code Personal Appearance & Basic Office Protocol.....	22
D. Workplace Standards of Behavior.....	22
E. Personal Expenses Paid by the Company.....	24
F. Greeting Visitors.....	24
G. Notice of Resignation.....	24
H. Tape Recording of Conversations.....	24
I. Exit Check List.....	24
J. Smoking Policy.....	24
<b>SECTION 8 – DISPUTE RESOLUTION &amp; PROCEDURE.....</b>	<b>24</b>
A. Scope of Policy.....	24
B. Procedure.....	25
<b>SECTION 9 - MISCELLANEOUS.....</b>	<b>26</b>
A. Advertising Sales & Collections.....	26
B. Reimbursement of Expenses.....	26
C. Resignation.....	26
D. Firearms & Workplace Violence Policy.....	27
E. Personal Appearance.....	27
F. Conflict of Interest Policy.....	27
G. Commercial Production.....	29
H. Personal Appearances.....	29
I. Confidentiality.....	29
<b>SECTION 10 - CONCLUSION.....</b>	<b>30</b>
<b>Receipt &amp; Acknowledgement of Handbook.....</b>	<b>31</b>

**EQUITY COMMUNICATIONS LP  
COMPANY POLICY MANUAL & EMPLOYEE HANDBOOK**

**DISCLAIMER**

Nothing contained in this Employee Handbook is intended to cause employees of Equity Communications LP to have contractual rights. The Employee Handbook is a guide to employment policies of Equity Communication LP which may change from time to time without notice. Your employment with Equity Communications LP is at-will. This means you are free to terminate your employment with Equity Communications LP with or without cause or notice & Equity Communications LP is free to terminate your employment at any time with or without cause or notice. Although Equity Communications LP may choose to terminate an employee for cause, cause is not required. No representative of Equity Communications LP other than the Chief Operating Officer may enter into any agreements or make any representations written or oral to change your at-will employment status.

## PRESIDENT'S WELCOME

Dear Colleague:

We are pleased you're part of the Equity Communications team. We're proud of the growth & success of our radio stations & hope you will share this pride.

Whether you are just beginning with the Company or have been with us for several years, this Handbook will serve as a handy reference in answering questions you may have. We're confident you will learn & grow personally as you make your contributions to Equity Communications. Since the Company's humble origins in 1996 with just one radio station, 8 employees & a modest 2.7% share of market, Equity has grown to be New Jersey's largest independently-owned radio group with nine stations garnering over 40% of the market & staffed by a talented family of 35 committed broadcast professionals. 21 different South Jersey radio companies have come & gone from the Atlantic City airwaves during Equity's tenure in South Jersey. Even in the face of challenges presented by the recent recession Equity has remained a financially strong company & has never been compromised. Since the Company operates exclusively in the Atlantic City – Cape May New Jersey market it is imperative for Equity to remain intensely sensitive to & involved with our audiences, clients & local communities.

Please join us in this vision for the Company to remain the broadcasting group of choice for South Jersey. Best wishes for a satisfying & productive relationship with Equity Communications.

Sincerely,

Gary S. Fisher  
| President & COO

## **WELCOME TO EQUITY COMMUNICATIONS LP**

Equity Communications LP (hereafter referred to as the Company) is pleased you have decided to join us & we look forward to a pleasant & mutually beneficial relationship. In order to maintain the success of the Company it is important to have a staff of people who work together competently & harmoniously. We are an Equal Opportunity Employer in all personnel decisions. This Corporate Policy Manual & Employee Handbook (hereafter referred to as the "Handbook") describes some of the Company's corporate employment philosophies, personnel policies & procedures. All employees are required to read & understand the Handbook so you will know what the Company expects from you & what you can expect of the Company. Although this Handbook contains considerable information about employment with the Company, you may have questions not covered by the Handbook. Please do not hesitate to bring your questions to your direct Supervisor or the Company's Chief Operating Officer. This will help you better understand your role & reduce possible confusion in the future.

The policies contained in this Handbook are to be considered as guidelines. They are not intended to create nor are they to be construed to constitute a contract express or implied between the Company & any employee.

## **EQUITY COMMUNICATIONS LP STATEMENT OF GENERAL POLICY**

Equity Communications' Corporate Policy Manual & Employee Handbook should be read by all employees. Its purpose is to provide a compact guide to the standards of responsibility which all employees are expected to observe & covers the following topics: Business Conduct, Conflict of Interest, Antitrust Compliance, Confidential Information, & Equal Employment Opportunity. Unless you have a written employment contract this Handbook shall govern the terms & conditions of your employment.

## **OPEN DOOR POLICY**

The Company has an "open door" policy. Department Heads and the Company Chief Operating Officer are available on a timely basis for meetings with all employees. The Company believes the most important means of communication is dialogue between employees & their managers & supervisors. It is expected you use & respect the chain of command. Any questions relating to your job or the Company should first be discussed with your direct Supervisor &/or Department Head & then if need be with the Company's Chief Operating Officer.

## **SECTION 1. EMPLOYMENT**

### **A. NATURE OF EMPLOYMENT**

This Handbook does not constitute a contract of employment between you & the Company. It is not intended to be & should not be considered a contract or legal document. Your employment with the Company is “at will.” That means either you or the Company may terminate the employment relationship at any time for any or no reason unless you & the Company have signed an employment contract which provides otherwise.

No supervisor or manager has any authority to make representations or statements to you that change or conflict with the “at will” status of your employment or with any of the policies set forth in this Handbook. The “at will” status of your employment with the Company can be modified only by an express written contract signed by you & the Chief Operating Officer of the Company.

This Handbook supersedes & revokes all previous practices, procedures, policies & other statements of the Company, whether written or oral, that modify, supplement or conflict with this Handbook. This Handbook & the policies & practices herein may be amended at any time with or without advance notice. No changes, modifications, or additions to the policies stated within this manual may be made without the written approval of the Company’s Chief Operating Officer.

### **B. EQUAL EMPLOYMENT OPPORTUNITY**

The Company is an equal opportunity employer. It is the Company’s policy to base employment decisions on factors such as experience, character, ability & skill. It is not the Company’s policy to base employment decisions upon such factors as race, religion, color, sex, age, national origin or disability or on other non-job related traits or characteristics protected by law except as permitted by law.

It is the policy of the Company to provide equal opportunity to all qualified individuals without regard to any status protected by law in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training, discipline & termination. It is also the policy of the Company to promote the realization of equal employment opportunity without regard to any status protected by law.

We ask your cooperation & assistance in our efforts to recruit, hire & promote qualified women & minorities. If you know individuals who might be interested in & qualified to work at this Company we encourage you to refer them to us.

## C. IMMIGRATION & EMPLOYMENT ELIGIBILITY

In compliance with the Immigration Reform & Control Act of 1986 the Company hires only those individuals authorized to work in the United States. All employees will be required to submit documentary proof of their identity, address & employment authorization. Employees will also be required to complete & sign under oath Immigration & Naturalization Service Form I-9. Form I-9 requires you to attest you are authorized to work & the documents you submit are genuine.

## D. POLICY AGAINST HARASSMENT

The Company does not & will not tolerate harassment of employees. The term "harassment" includes but is not limited to slurs, jokes & other verbal, graphic, or physical conduct relating to an individual's race, color, sex, religion, national origin, sexual preference, citizenship, age, disability, veteran status or other status protected by applicable law. "Sexual harassment" also includes sexual advances, requests for sexual favors, unwelcome or offensive touching & other verbal, graphic or physical conduct of a sexual nature.

Whatever form it takes harassment (either sexual or otherwise) is insulting & demeaning to the recipient & will not be tolerated in the workplace. All of the Company's employees, visitors, vendors or any other party having business with the company must comply with this policy & take appropriate measures to ensure such conduct does not occur.

*Prohibited Conduct:* Harassment based on an individual's race, color, sex, religion, national original, sexual preference, citizenship, age, disability, veteran status or other status protected by applicable law is strictly prohibited. Sexual harassment occurs when one person harasses another solely because of the person's sex. This type of sexual harassment may involve unwelcome sexual demands or overtures but may also take the form of other harassing conduct not necessarily sexual in nature. The following are some examples of harassment:

Physical contact such as hugging another or placing one's arm around the other;  
Sexual flirtations, advances & propositions;  
Sexually degrading words used in reference to an individual;  
Comments on the speaker's own sexual abilities or those of co-workers;  
Display of offensive pictures or objects such as posters or calendars of a sexual nature;  
Teasing, jokes & remarks of a sexual nature;  
Comments of a sexual nature on or staring at an individual's physical attributes;  
Questions about sexual conduct;  
Repeated requests for a date after prior requests have been refused or the proposed invitee has stated that he or she is not interested in such social contact;  
Pressure for sexual favors; &  
Other harassment of a non-sexual nature that is engaged in due to the gender of the individual.

The above list is not exhaustive but merely illustrates examples of behaviors that may be interpreted as sexual harassment. Teasing, degrading or demeaning comments or conduct because of other criteria protected by law are strictly prohibited as well. You should also be aware no supervisor or other member of management has the authority to suggest to you that your continued employment or further advancement will be affected in any way by entering into (or refusing to enter into) any form of personal relationship with the supervisor or member of management.

Harassment is prohibited whether the harasser is male or female & whether the harassment is opposite sex or same-sex harassment. Likewise it is irrelevant whether the harasser is of the same race, national origin or other status protected by the law.

There is no excuse or justification for the conduct that the individual was only "joking." If you believe you have been subjected to a violation of this policy or you have observed a violation involving another employee, you should report that violation immediately to any manager or supervisor, your immediate supervisor or if that person is the harasser the Company's Chief Operating Officer. Reports of harassment or other discriminatory conduct will be kept confidential except as it may be necessary for the Company to use the information in conducting a thorough investigation or use in administrative or court proceedings.

The Company will take no adverse action against you on the basis of your own good faith use of the complaint procedures in this policy. No manager, supervisor or other employee of the Company has the right to retaliate against you because you make a good faith report or complaint of harassment or discrimination in accord with this policy or cooperate in any investigation.

The Company will promptly investigate all complaints or reports submitted under this policy to determine the facts. If the Company determines a violation of this policy did occur the Company will take appropriate disciplinary action up to & including discharge.

Management's investigation will include interviews with all relevant persons including the complainant, the accused & other potential witnesses. Employees are assured the privacy of the complainant & the person accused of sexual harassment will be kept confidential except as needed to implement this policy & as may be required by law or legal proceedings. Management will review its findings with the complainant at the conclusion of the investigation. If the investigation reveals the complaint appears to be valid, immediate & appropriate corrective action up to & including discharge will be taken to stop the harassment & prevent its recurrence. If the validity of the complaint cannot be determined immediate & appropriate action will be taken to assure that all parties are reacquainted with this sexual harassment policy & to avoid sexual harassment in the future.

We recognize the question of whether a particular action or incident rises to the level of harassment may be a purely personal or social matter requiring an evaluation &

determination based on the circumstances & facts. We also recognize that false accusations of sexual harassment can have serious adverse effects. We therefore expect all employees to act honestly & responsibly in complying with & enforcing this policy. It is our goal to continue providing a pleasant working environment for all employees free of discrimination & harassment.

It is also the Company's policy to prohibit all other forms of harassment based upon race, religion, national origin or any other protected status. This includes ethnic jokes or comments of any kind, slurs & name-calling. The standard & procedures set forth above apply equally to these forms of unlawful discrimination.

We encourage any employee to raise any questions regarding this policy or suspected discrimination in the work place with his or her direct Supervisor or with the Chief Operating Officer.

## **SECTION 2. EMPLOYMENT STATUS**

### **A. NEW HIRE POLICIES**

Applicants may be required at the Company's request to successfully pass a pre-employment physical examination or other tests considered legal & applicable. You may also be required to take a driver's examination & present proof of a valid driver's license & certificate of insurance issued on your vehicle. Failure to maintain acceptable driving standards, an acceptable driving record & proper levels of vehicular insurance may be subject to disciplinary action up to & including discharge.

All new hires & re-hires will be reported to their state of residence in accordance with the Federal Personal Responsibility & Work Opportunity Act of 1996 for child support enforcement orders.

### **B. EMPLOYMENT CATEGORIES**

Each employee is designated as either non-exempt or exempt from federal & state wage & hour laws. Non-exempt employees may be entitled to overtime pay under specific provisions of federal & state laws & at the discretion of the Company. Exempt employees are excluded from specific provisions of federal & state wage hour laws. An employee's non-exempt or exempt classification may be changed only upon written notification.

In addition to one of the categories described above each employee also will belong to one additional employment category described below:

**FULL-TIME:** A full-time employee is one who is routinely scheduled to work 40 or more hours per week who is salaried or commissioned. Full-time employees meeting length-of-service requirements are eligible for certain benefits. (See Section 4 below).

**PART-TIME:** A part-time employee is one who is routinely scheduled to work fewer than 40 hours per week. While part-time employees receive all legally mandated benefits such as Workers' Compensation Insurance & Social Security they are ineligible for certain other Company benefits such as medical insurance & 401K Plan participation. Since the Atlantic City-Cape May Market is very seasonal, the Company reserves the right to increase or decrease part-time hours & wages according to seasonal work load without prior or written notice.

#### **C. COMPENSATION/PERFORMANCE REVIEWS**

Compensation of all employees is reviewed periodically by Department Supervisors & the Chief Operating Officer. Adjustments if any are based on individual performance, production, attitude, attendance & comparable pay scales at other area broadcast stations. Management may at its discretion perform additional performance appraisals as situations warrant. The Company has an "open door" policy & you are encouraged to consult your immediate Supervisor or the Chief Operating Officer at any time concerning any issues.

#### **D. REFERENCE CHECK/CREDIT CHECK / BACKGROUND CHECK**

The Company reserves the right at its sole discretion to perform reference, credit & background checks on all applicants. Any offer of employment is conditional on such reports being completed, reviewed & accepted.

#### **E. PRE-EMPLOYMENT DRUG SCREENING**

The Company reserves the right to perform drug tests on applicants. Any offer of employment is conditional on such a test being completed to the Company's satisfaction.

### **SECTION 3. WORKING HOURS & PAY**

#### **A. WORK HOURS & POLICY**

Our work week begins at 12:01 AM on Monday & ends at 12:00 midnight the following Sunday. While radio broadcasting is a 24-hour a day business, the normal office workday begins at 8:30 AM & ends at 5:30 PM. On-air personalities will have their schedules set by their Department Head & the Chief Operating Officer according to programming & production needs of the Company.

The Company tries to keep overtime for non-exempt employees to a minimum. However the needs of our listeners & clients come first & overtime may be required of any employee whether on normal business days or on the weekend. Non-exempt employees may not take it upon themselves to work beyond scheduled hours without the express approval of their Supervisor.

## B. PAYDATES & TIME REPORTING

All employees are paid twice each month. The pay dates are: (1) the 15<sup>th</sup> day of the month & (2) the last day of the month. Should the pay date be on a Saturday paychecks will be distributed on the preceding business day. Should the pay date be on a Sunday, paychecks will be distributed on the next business day. Employees will receive their paycheck before close of business on the pay date.

All non-exempt employees are required to keep time sheets. Time sheets are collected approximately seven days before the pay date.

## C. TARDINESS

Employees are expected to be punctual. Lateness will not be tolerated unless the employee has received prior approval from his or her supervisor or the lateness results from legitimate reasons to be determined by the employee's supervisor. Repeated & unexcused lateness may lead to discipline up to & including discharge.

Late arrivals of hourly employees are recorded at the incremental rate of 15 minutes or actual times whichever is greater. Late arrivals totaling one-half hour or more in any one-day period will result in deduction of time that the employee did not work. Tardiness like absenteeism detracts from your value as a member of a working team & is a poor habit that affects smooth functioning of your department. A record of excessive lateness like absenteeism will be a factor in appraising your performance & may result in disciplinary action.

## D. ABSENTEEISM

The Company needs all employees to report to work on time every scheduled day. Punctuality & regular attendance are essential & required of all employees. Our success is based on the daily contributions of you & your co-workers. Excessive absenteeism or tardiness interferes with your contributions & those of your fellow employees & can lead to disciplinary action. Your attendance directly impacts your job performance & will be taken into consideration for promotions, transfers, raises & performance reviews.

An employee may be subject to discipline if there is excessive absenteeism regardless of whether there is a physician's note.

The presence of any of the following patterns will be monitored: A series of Friday &/or Monday absences occurring before or after a weekend; a series of absences occurring before or after a day off; failure to notify the supervisor on the day of absence; & excessive absenteeism.

If you are unable to report to work you must contact your immediate supervisor at least one hour prior to your start time. If your supervisor is not available please leave a

message in his or her voice mail. Leaving a message in the general mailbox or for a co-worker not your immediate supervisor does not constitute proper notice. Failure to call in prior to the start of your shift & excessive absenteeism may lead to discipline up to & including discharge. An employee who is absent without excuse for three (3) or more scheduled work days will be considered to have abandoned their job as of the date of the third unexcused absence. Employees will not be entitled to unused vacation pay if they abandon their job.

#### **E. PAYMENT UPON TERMINATION**

Upon termination of employment you will be provided with a check covering all wages due in compliance with the laws of the State of New Jersey. To the extent permitted by law the Company reserves the right to withhold from your pay any amounts which you owe the Company including advances of commissions via draws or to offset the value of any damaged or unreturned property of the Company.

### **SECTION 4. YOUR BENEFITS**

#### **A. WORKERS COMPENSATION**

The Company provides workers compensation benefits to employees for job related injury or illnesses in accordance with the applicable state's Workers Compensation Act. If you are injured while at work for the Company you must report the injury at once to your Supervisor no matter how slight it may seem. It is for your benefit the Company requires all injuries be reported immediately. Any failure to report injuries promptly to your Supervisor may subject you to disciplinary action up to & including discharge.

#### **B. UNEMPLOYMENT COMPENSATION**

You are covered by Federal & State Unemployment Insurance. Most employees are unaware the Company pays the cost of this benefit. If your employment is terminated you may be eligible to draw benefits for a time while unemployed. In case of a layoff or termination you should report directly to the local employment office for the necessary information.

#### **C. SOCIAL SECURITY**

Social Security is an important employee benefit. People know the Social Security tax ("FICA") is a regular deduction from their paycheck but most employees are not aware the Company matches that deduction. Both you & the Company put the same amount of money into Social Security but the employee gets all of the benefits.

#### **D. PAID HOLIDAYS**

Only full-time employees are eligible for paid holidays. The Company ordinarily is closed on & recognizes the following holidays:

- New Year's Day
- Martin Luther King, Jr. Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Friday following Thanksgiving
- Christmas Day

All eligible employees must work the scheduled workday prior to a holiday. If the holiday falls on a Saturday the Company observes Friday as the holiday. If the holiday falls on a Sunday the Company observes Monday as the holiday.

If your work schedule calls for you to work on a holiday & you wish to take the time off you must ask your Supervisor or the Chief operating Officer if other arrangements can be made. However the Company cannot guarantee you will be permitted to take the day off.

#### E. PAID VACATION

Full-time employees are entitled to paid vacation based upon years of service as set forth below. The vacation year is defined as the twelve (12) month period beginning with your anniversary date of employment with the Company. You are not eligible for paid vacation during the first 90 days of employment with the Company. Full-time employees who have worked more than 90 days but less than one year will earn vacation at a rate of one-ninth (1/9) of their allotted vacation on a monthly basis. Full-time employees who have worked more than one year will earn one-twelfth (1/12) of their allotted vacation on a monthly basis based upon their length of employment as follows:

<u>Length of Employment</u>	<u>Allotted Vacation</u>
90 Days – One Year	Three Days
One Year – Two Years	Five Days
Two Years – Four Years	Ten Days each year
Five Years – Fifteen Years	Fifteen Days each year

At management's discretion employees may be advanced vacation throughout their vacation year. Any vacation days taken but not yet earned as of an employee's date of termination will be owed to the Company. Employees may not carry over or accumulate vacation time from one vacation year to the next.

Employees must schedule vacation time at least 30 days prior to the desired vacation period. Requests for vacation time must be submitted in writing to your Supervisor who, in conjunction with the Company's management is responsible for approving, rejecting or modifying vacation requests. In some circumstances due to staffing, business needs or

Company workload, the Company may not be able to grant the employee vacation at the time requested.

Unused vacation time will not be paid to the employee during employment. Time on vacation will not be considered as hours worked for computing overtime. Vacation time may not be used in units of less than one day. The maximum vacation leave in any calendar year is 15 days. Any employee who is terminated for cause forfeits all vacation pay.

On air personnel may not take vacation at the same time or during the March-June and September-December Arbitron ratings periods. All vacation days are to be taken by the end of the year. Vacation days not used in the calendar year in which they are earned will be forfeited.

#### F. PAID SICK DAYS

The Company provides full-time employees with a limited number of paid sick days in the event you are unable to work because of a temporary illness or a temporary illness of an immediate family member. Immediate family members include: spouse, father, mother, child, stepchild, sister, brother, mother-in-law, father-in-law, or grandparents. All full time employees are entitled to take three (3) sick days during each anniversary year. Sick days should be used only for illness or personal injury. You may not carry over or accumulate any paid sick days from one year to another year. You will not be paid for unused sick days upon termination of employment.

You will be required to present a physician's statement & release to return to work following an illness leave in excess of three (3) days regardless of the length of absence. An employee absent for three (3) or more consecutive working days without an excuse may be considered to have voluntarily terminated their employment.

#### G. GROUP HEALTH INSURANCE & 401k PLANS

The Company offers group health insurance partially paid for by the Company & a 401k plan to full-time employees who meet the eligibility requirements of the programs. For information about such benefits contact the Company business manager or consult the summary plan descriptions.

Any employee wishing to enroll in a family plan health insurance policy will pay the entire additional cost of family coverage for family dependents. Costs will be deducted from payroll. The costs of employer-paid & employee-paid health coverage & the relative shares of such cost borne by the Company & the employee may change at any time with or without notice either by the Company or its health care provider.

#### H. FAMILY & MEDICAL LEAVE POLICY

This policy is intended to explain the Company's policy & the federal Family Medical Leave Act of 1993 (FMLA). Please note employees not eligible for leave under this

policy may have leave rights under state law or may apply for a personal leave of absence.

### 1. Eligibility

This policy applies to all persons who have been employed by the Company for at least 12 months & who have worked at least 1,250 hours in the 12-month period immediately preceding a leave of absence requested under this policy.

### 2. Family & medical leave of absence

Employees may be entitled to take leaves of absence under this policy for any of the following reasons:

- The birth, adoption or foster placement of a child
- The serious health condition of the employee's spouse, child or parent
- The employee's own serious health condition

The efficient operation of the Company is predicated upon employees maintaining satisfactory attendance records. Employees should phone their immediate Supervisors as early as possible when they are unable to report to work due to an illness & remain in frequent contact with their department during any prolonged absence. Leaving a message in the general mailbox or for a co-worker not your immediate supervisor does not constitute proper notice. The records of employees with frequent absences will be reviewed carefully & direct Supervisors are expected to discuss problem attendance situations with their employees. If because of continued or excessive unexcused absences an employee is doing less than the amount of work the Company has a right to expect, the employee's absence record will be formally reviewed by the Company's Chief Operating Officer with disciplinary action in mind. Disciplinary action for excessive absenteeism may be instituted even though the employee has paid sick leave remaining. Medical verification of illness may be required for any illness regardless of length. Failure to give prompt Supervisory notification of absence & legitimate reasons for absences may be grounds for immediate termination.

### 3. Medical certification of serious health condition

The Company may require employees to provide certification or updated re-certification of a serious health condition from an appropriate health care provider. Employees unable to provide such a certification may not be entitled to take a leave of absence. The Company may require an employee completing a leave of absence occasioned by the employee's own serious health condition to provide sufficient certification from an appropriate health care provider that the employee is able to return to work.

Requests for medical leaves of absence will be considered on a case-by-case basis. Employees on a formal medical leave of absence remain with the Company on an unpaid basis (although accrued sick leave or vacation pay may be taken during the leave of absence).

The Company will continue to make contributions towards health insurance for any approved FMLA medical leave. After the expiration of the approved FMLA leave employee is responsible for payment of the entire health insurance premium. The Company reserves the right to request documentation from your physician regarding the status of your condition. People on FMLA leaves of absence are not eligible for other Company benefits.

#### 4. Advance Notice of Leave of Absence

If a leave of absence to be taken under this policy is foreseeable (for example, a planned medical treatment or event that can be scheduled in advance) the employee should provide the Company with at least 30 calendar days' written notice of the employee's intention to take a leave. If the leave would begin in less than 30 calendar days the employee must provide the Company with such notice as is practicable within two (2) business days of the event at issue.

#### 5. Duration of leave of absence

##### a. General provision

Subject to subparagraph (b) below eligible employees are entitled to a maximum of twelve (12) weeks of leave under this policy in the rolling 12-month period commencing from the date FMLA leave is first taken. Upon a request for leave under this policy the amount of leave the employee is entitled to take will be reduced by the amount of other leave under this policy already taken in the 12 months preceding the request. In some circumstances leave for serious health conditions may be taken on a reduced schedule or intermittent basis.

##### b. Employees Married to Each Other

Employees of the Company who are married to each other are entitled to a combined total of twelve (12) weeks of leave under this policy in the pertinent rolling 12-month period in connection with the birth, adoption or foster placement of a child or because of the serious health condition of a parent.

#### 6. Pay during Leave of Absence

##### a. Leave generally unpaid

Subject to subparagraphs (b) & (c) below leaves of absence taken under this policy will be unpaid. Employees are not entitled to accrue seniority or other benefits such as paid sick days & may not accumulate hours of service toward participation in the Company's 401K/pension plan during a leave of absence taken under this policy.

##### b. Earned but Unused Paid Time Off

Any earned but unused paid time off to which an employee is entitled under any other Company policy such as vacation time or paid sick days will be applied to a leave of absence taken under this policy.

c. Insurance coverage

Every employee who takes a leave of absence under this policy will be entitled to the same group health, term life & long term disability insurance coverage that would have been provided if the employee had been working continuously during the leave period under the same terms & conditions as if the employee had not taken a leave. Employees who take a leave of absence under this policy remain responsible for timely payment of the employees' share of any applicable insurance premiums for the period of the FMLA leave. Employees who take a leave of absence under this policy must contact the Company to make the necessary arrangements for payment of the employees' share of applicable insurance premiums.

7. Rights upon Return from Leave of Absence

Subject to the provisions of applicable law, an employee who returns to work at the end of a leave of absence to which the employee is entitled under this policy will be restored to the same position the employee held before taking the leave of absence or to an equivalent position, with the same seniority as held at the beginning of the leave. If because of changed conditions as allowed by the Family Medical Leave Act it is not possible to reinstate the employee the circumstances must be reviewed with the Chief Operating Officer.

I. FUNERAL & BEREAVEMENT LEAVE

In the event of death in his/her immediate family or household any & all full time employees will be given if needed up to three (3) working days leave with pay. The immediate family shall consist of the following:

1. Husband/Wife
2. Son/Daughter/Foster Child
3. Father/Mother
4. Brother/Sister
5. Grandfather/Grandmother
6. Father-in-law/Mother-in-law
7. Brother-in-law/Sister-in-law

Time off with pay is also provided to regular full-time employees to attend family funerals & when necessary to make funeral & estate arrangements. The amount of time off with pay varies from one to three days & is determined by the Chief Operating Officer upon individual circumstances. Additional time off may be taken as an approved personal unpaid leave of absence, vacation or personal days.

## J. MILITARY LEAVE OR RESERVE DUTY

You are entitled to take time off without pay for military service or reserve training. Upon your return from such service or training, on the appropriate date you will be entitled to reinstatement in accordance with federal & state law to your same position or to an equivalent position. You are expected to give reasonable advance notice of military leave by submitting copies of your military orders to the Chief Operating Office as soon as practical, & to apply for reinstatement promptly upon completion of the leave.

## K. PERSONAL LEAVE

While the Company recognizes its employees may occasionally require time off for urgent personal reasons, personal leave will be granted sparingly. Such leaves of absence are granted at the sole discretion of the Chief Operating Officer with the Supervisor's concurrence. Such absences may be authorized with or without pay at the discretion of the Chief Operating Officer, who must judge each request on its own merit & circumstances taking into account the needs of the Company.

It may be necessary for an employee to be absent from work for a period of time exceeding vacation &/or sick leave which does not conform to other authorized absences (FMLA, jury duty, military duty, etc.). Described below is the manner in which requests for such a leave of absence will be handled & the policies which will prevail:

1. Leave of absence without pay due to disability or illness must be accompanied by a physician's statement which expressly sets forth a date for the commencement of such leave of absence & the nature of the disability.
2. The Employee must submit written request for a leave of absence stating the commencement date, his/her intentions regarding return to work & anticipated return date. Requests must be submitted as soon in advance as possible.
3. A request for leave of absence which is planned (i.e., elective surgery or pregnancy, adoption, etc.) shall follow these same procedures.
4. The Company reserves the right in any matter relating to any medical leave of absence, to require an Employee to be examined by a physician(s) of the Company's selection to verify the accuracy of any medical statement provided by the employee.
5. Accruals earned for vacations, holidays & sick leave must be exhausted before an approved "leave of absence" begins.
6. The duration of an authorized leave of absence will be determined on an individual basis at the discretion of the Chief Operating Officer.

7. Under certain conditions at the discretion of the Chief Operating Officer, an employee may be placed on unpaid leave of absence without the employee requesting same. In this case the employee will be informed he/she is being placed on leave of absence without pay & will be given a specific time within which to return to work at which time he/she will be responsible for re-assuming all assigned duties. Failure to return to work within the specified time may lead to further discipline up to & including termination.

## **L. JURY DUTY & SUBPOENA**

Upon receipt of a jury summons an employee should promptly notify his/her direct Supervisor. The Company encourages its employees to perform this important obligation of citizenship. The Company will comply with all applicable state laws concerning jury duty. Employees required to serve jury duty will be excused from work with pay for up to two (2) days with no loss of seniority or job status.

In the event an employee has completed his or her jury duty or is excused from further duty prior to the end of his or her scheduled hours of work, he or she must promptly notify the Supervisor on duty & report for work for the remainder of the shift or broadcast day. After jury duty is completed satisfactory evidence of attendance must be presented to the employee's Supervisor.

Employees who have regular workdays that do not coincide with jury duty days are expected to work on days not required for jury duty. This would typically involve evenings, Saturdays, Sundays & holidays. If an employee scheduled to be on jury duty is not required to serve or is excused from serving on a regular workday, he/she is expected to report to work as scheduled.

The Company is under no obligation to change vacation schedules because of jury duty.

## **SECTION 5. PERSONNEL RECORDS**

### **A. Personnel Records**

The Company maintains personnel files on each employee. Employees are encouraged to regularly update their files with relevant personnel information when required for benefits & related purposes. Such information might include:

- Name &/or marital status
- Address &/or telephone number
- Emergency contact person
- Number of dependents
- Change of beneficiary
- W4 exemptions
- Drivers License/Social Security Number

Any changes in the above should be reported to the payroll department within ten (10) days of such a change.

## **SECTION 6. WORK CONDITIONS**

The orderly & efficient operation of our Company requires all employees adhere to disciplinary rules & proper personal standards of conduct at all times. These rules and standards are necessary to protect the health & safety of all employees, to maintain uninterrupted production & to protect the Company's goodwill and property.

### **A. SAFETY RULES**

Your safety & the safety of your co-workers are of utmost concern to the Company. The Company will make every effort to provide you with a safe clean place in which to work. However it also is your responsibility to work safely. The following safety rules are designed to protect you & your fellow employees from injury:

- Smoking is not permitted anywhere on the premises.
- You must report all injuries no matter how small to your Supervisor at once.
- You may operate machinery or equipment only if qualified to do so.
- You may not use or have in your possession any weapons while working, while on Company property or while operating any Company equipment machinery or vehicles even if you are licensed to carry a weapon.
- You may not use Company vehicles or equipment for personal use.
- You must comply with all signage at transmitting locations.
- You must comply with the Drug & Alcohol policy in this handbook.
- You must use common sense & good judgment to avoid creating risks to the safety of yourself & others.

### **B. DRUG & ALCOHOL POLICY**

The use, possession, sale, transfer, manufacture, distribution & dispensation of alcohol or illegal drugs in the workplace or during the workday are not permitted. For the purposes of this policy "illegal drugs" means any controlled substance, medication or other chemical substance that (a) is not legally obtainable; or (b) is legally obtainable but is not legally obtained or is not being used for the purpose(s) for which it was prescribed or intended by the manufacturer.

Employees may not use, possess, sell, transfer, manufacture, distribute or dispense illegal drugs or alcohol while working, while on Company property or while operating equipment, machinery or vehicles owned by or leased to the Company or otherwise being utilized for Company business. Employees may not work or report to work under the influence of illegal drugs or with detectable levels of illegal drugs or the metabolic of illegal drugs in their systems. Employees may not manufacture, distribute, dispense, transfer or sell illegal drugs. Employees may not work or report to work under the influence of alcohol or with detectable levels of alcohol in their systems.

For the purpose of this policy "Company property" & "Company equipment, machinery and vehicles" means all property, equipment, machinery & vehicles owned, leased, rented or used by the Company.

Employees associated with station events or activities, employees making personality appearances, &/or employees operating equipment, machinery, or vehicles owned by or leased to the Company or otherwise being utilized for Company business are strictly prohibited from participating in alcohol consumption in association with any event or activity.

Employees who violate any of these rules are subject to discipline up to & including immediate discharge. Any such substances found will be turned over to the appropriate law enforcement authorities & may result in prosecution.

In order to assure a safe & productive work place the Company strictly prohibits the use or possession of any illegal or controlled substances, drug paraphernalia, or counterfeit drugs, drug dealing or distribution, drug or alcohol intoxication, use of alcohol or controlled substances which adversely affects performance or safety while employees are on Company premises or at any location at which employees are working or representing the Company. The Company also has a legitimate concern with the image its employees present to the public. Employees who violate this policy will be subject to discipline up to including termination of employment.

Any employee who has reason to believe the use of legal drugs such as a prescribed medication may pose a safety risk to any person or interfere with the employee's performance of his or her job must report such drug use to his or her Supervisor. The Company shall then determine whether any work restriction or limitation is indicated. Failure to report the use of a drug that may pose a safety risk could result in disciplinary action.

#### D. PHONE CALLS, ELECTRONIC & PERSONAL MAIL

The use of Company-owned phones should be limited to official Company business. Each employee is required to keep personal calls to a minimum. Friends & relatives should be discouraged from calling during working hours unless there is an emergency. Under no circumstance should you make or charge a long-distance call unless it is work related & approved by your Supervisor. Do not use Company stationary, stamps, envelopes, postage meters or other Company supplies for your personal mail. Voice mail access codes must be kept on file in the Business Office. Employees have a responsibility to check their voice mail daily & to discard messages that are no longer needed.

Mail delivered to the Company which is not clearly marked "personal" may be opened by others particularly if you are absent. Therefore it is best to not have personal mail sent to your work address.

Electronic mail & information stored in Company-owned computers belongs to the Company. Do not use a company-owned computer or e-mail account for personal

communications you do not want others to see. The Company reserves the right to read & regulate all electronic & instant message communications to & from its owned computers. Similarly you should delete personal messages from your voicemail since in your absence it may be necessary for someone else to check your messages.

Telephone courtesy is paramount in importance to Equity Communications because a high percentage of our contact with clients, listeners, vendors & affiliates is via telephone. People form opinions about & judge the Company by our telephone manners. Clients & listeners warm to a friendly voice just as we do when we are customers. Relaying clear & accurate messages & the proper use of voicemail is crucial. We must take the time to understand exactly what clients, listeners or other callers want. Calls at the Front Desk/switchboard & to the studio request lines should be answered by the third ring whenever possible. Messages left on voicemail should receive a return call within two hours whenever possible.

Our office is equipped with a new telephone message recorder & digital voice mail system to record incoming calls & faxes after normal business hours. The Front Desk Receptionist is responsible for activating the telephone recording & fax machines at night & distributing messages the following morning. You are encouraged to return all after-hours recorded calls referred to you as soon as possible the next morning.

#### G. EXIT INTERVIEW

When you leave employment with the Company for any reason you will have an exit interview with your Supervisor & the Chief Operating Officer. This interview provides an opportunity to complete the employee's personnel record, gives the employee the opportunity to comment in private on the reasons for leaving & to return all property belonging to the Company.

#### H. TRAVEL & DRIVER'S LICENSE

It is now the policy of the Company to require information regarding an employee's drivers license, driving record & automobile insurance. Maintaining a good driving record, valid driver's license & the proper levels of automobile insurance & liability insurance are the employee's responsibility if the employee's regular duties require driving the employee's personal vehicle to or from Company business. The Company is not responsible for damage to your car (or other cars caused by you or your car) while on Company business. Full or part-time employees required to drive Company vehicles are subject to quarterly reviews of their driving record. It is critical for all employees who operate station vehicles &/or their own vehicles on company business to have good driving records. Personal use of Company vehicles is strictly prohibited & cause for immediate dismissal.

The Company reserves the right to have random drug & alcohol tests performed on any individual who operates a Company vehicle. The Company also reserves the right at its sole discretion to have pre-employment drug & alcohol tests performed on applicants &

to conduct regular reviews of employee's driving records. Employees with unacceptable driving records may not be permitted to operate company vehicles &/or their own vehicles on company business. Conviction for driving while intoxicated (DWI) impacts upon productivity & may be grounds for immediate termination.

## **SECTION 7. EMPLOYEE CONDUCT**

### **A. CONFIDENTIALITY**

As an employee of the Company you will have access to certain confidential information, such as customer or client information, client records, development & research work, marketing programs, training, plans, proposals, financial & other information about internal systems, processes, concepts, practices, & procedures ("Confidential Information"). You must absolutely maintain the confidentiality of all such information & hold this information in the strictest of confidence. You may not directly or indirectly disclose any confidential information to any person or entity not expressly authorized by the Company to receive or use such Confidential Information. This policy applies to all business, personal & social settings & acquaintances.

You must agree at all times during & following your employment with the Company to hold in the strictest of confidence & not to use or disclose to any person, firm or corporation any Confidential Information of the Company. As used herein "Confidential Information" also means any & all information furnished by the Company before or after the dates of employment or termination orally, in writing, electronically or gathered by inspection regardless of whether or not it is specifically marked as Confidential & any information belonging to the Company the disclosure or use of which could damage or result in a competitive or other disadvantage to the Company including but not limited to information relating to the Company's past, present or future management, sales, programming, research, development or business affairs such as trade secrets, business methodologies, facilities, billing records, financial & operational information & policies, contracts, suppliers, client lists, marketing & sales prospect lists, all projects containing Company 'know-how' & all copies, reproductions, notes, analyses, compilations, studies, interpretations, recaps, summaries & other proprietary documents whether or not prepared by the Employee.

All documents & other tangible property relating in any way to the business of the Company that you develop or that come into your possession during your employment are the property of the Company & you must return all such documents & tangible property to the Company upon the termination of your employment or at such earlier time as the Company may request. Any violation of this confidentiality policy will automatically result in discipline up to & including immediate dismissal.

### **B. SOLICITATIONS, DISTRIBUTIONS & BULLETIN BOARDS**

Solicitation on Company premises of any type from employees & non-employees is not allowed during the workday. Furthermore the distribution & posting of pamphlets, leaflets or

other literature is not allowed during the workday on Company property. The only exceptions are for official Company publications & Company-sponsored programs approved by the Chief Operating Officer.

Bulletin boards are located throughout our facility in order to provide employees with easy access to important posted information. The Company's bulletin boards are used to communicate official government information on equal employment opportunity laws, wage & hour laws, health & safety rules & other issues. They also may be used to communicate information regarding Company policy, procedures, guidelines & business announcements including, but not limited to, job postings, safety rules, health items, benefit programs & notices announcing special events.

Employees may not post, tape, tack or affix in any way any form of literature, printed or written materials, photographs, or notices of any kind on the Company's bulletin boards & walls, in the lobby or front desk area or anywhere else on Company property other than in employees' own office or personal work area. The Company's bulletin boards & lobby facilities may not be used by employees or outside parties for the posting of commercial notes & advertisements, announcements, sales of personal property or any other matters whether work-related or not. Violation of this policy may be grounds for disciplinary action up to & including discharge.

#### C. DRESS CODE, PERSONAL APPEARANCE & BASIC OFFICE PROTOCOL

At no time should employees wear clothing or groom themselves in such a way that they appear dirty, ragged or sexually provocative. At no time should employees wear clothing imprinted with illustrations or messages insulting or demeaning to co-workers & clients. Bare feet, flip-flops, body paint or unkempt hair are not permitted in the office. All employees must use good taste in dress & personal appearance & strive to project a professional image & atmosphere at all times.

#### D. WORKPLACE STANDARDS OF BEHAVIOR

Employees should behave in a courteous & respectful manner to co-workers, management, clients & the public at all times. When interacting with co-workers, management, clients & the public your conduct should conform to generally accepted standards of good behavior.

Because some rule violations might be more serious than others the type of discipline corresponding with each rule may vary at the discretion of management. For example, the Company will not tolerate employee conduct which creates an intimidating, hostile or offensive working environment. It is impossible to state all possible misconduct that would be grounds for disciplinary action. The following are examples of offenses which may result in disciplinary action ranging from a verbal warning or reprimand up to & including discharge:

Any form of dishonesty including falsification of any Company time sheets, sales orders, sales records or client records  
Excessive unexcused absenteeism or tardiness  
Unauthorized possession or removal of or cooperation in the unauthorized possession or removal of possessions belonging to co-workers, customers or the Company  
Applying to your own use & property, records, documents, computers or letterheads of the Company or of co-workers  
Tape-recording of discussions during the workday  
Conviction of a felony or misdemeanor  
Using alcohol on Company property or while at work  
Possession of drugs or narcotics while at work or being under the influence of drugs or narcotics on Company property or while at work  
Working at a second job elsewhere which causes a conflict with duties assigned by the Company  
Allowing unauthorized visitors during non-business hours, e.g. evenings & weekends  
Accepting gratuities & incentives in cash or as a gift  
Destruction of Company property  
Tampering with fire extinguishers, emergency exits or other safety equipment  
Possessing or using weapons on Company property  
Fighting, arguments or altercations on Company property  
Engaging in unlawful harassment or discrimination  
Leaving the job during your usual working hours except in the performance of your duties or with the authorization of your Supervisor  
Inappropriate attire, inadequate footwear or appearance on the job  
Disorderly conduct on Company property  
Immoral or indecent behavior on Company property  
Unsatisfactory performance of your job duties  
Insubordination, incompetence or refusal to perform service connected with your job  
Smoking on Company property  
Use of abusive or derogatory language or otherwise acting in a discourteous manner toward any employee, customer, vendor, audience or supplier of the Company in a way that endangers the Company's reputation  
Threatening, intimidating, coercing or interfering with fellow employees  
Creating or contributing to unsanitary conditions  
Unauthorized operation of tools, machines or equipment  
Any action that would be considered a violation of criminal law  
Disposing of or concealing defective work or helping others to do so  
Violation of safety rules  
Theft of property belonging to other employees, the Company, our customers or vendors  
Deliberately or negligently damaging property or machines belonging to the Company  
Misrepresenting or withholding information on the employment application or Company records  
Consistently poor performance  
Use of Company equipment, machines or tools, either inside or outside the office, without specific Company authorization  
Failure to report injuries no matter how slight

Making or receiving unauthorized telephone calls during working hours  
Absence without notification for three consecutive days

This list while extensive is not all-inclusive & is not meant to set forth the only rules of conduct that may form the basis for discipline or discharge. The Company may determine at any time that any behavior warrants discipline & may administer whatever discipline the Company believes is most appropriate to the situation.

#### E. PERSONAL EXPENSES PAID BY THE COMPANY

The employee must promptly reimburse to the Company any personal charges incurred by the Company in behalf of the employee.

#### F. GREETING VISITORS

Occasionally customers or listeners will stop in to see someone without an appointment. Visitors to the office should be made to feel welcome at all times, particularly if they are required to wait to see someone or if they show up unexpected.

#### G. NOTICE OF RESIGNATION

Employees who voluntarily resign their employment with the Company are urged to give their Supervisor no less than two weeks written notice prior to the resignation date.

#### H. TAPE RECORDING OF CONVERSATIONS

Tape recording of employee conversations without their permission is strictly prohibited. Accordingly you are prohibited from taping employee conversations on the telephone or in person without their knowledge & consent.

#### I. EXIT CHECK LIST

All applicable & appropriate items should be accounted for by the last date of employment.

#### J. SMOKING POLICY

The Company's strict "No Smoking Policy" has been established because of Bayport One's smoke-free building status & the prevalence of sensitive broadcasting equipment needed to conduct the Company's business.

## **SECTION 8. DISPUTE RESOLUTION POLICY & PROCEDURE**

### **A. SCOPE OF POLICY**

In any workplace misunderstandings & problems are bound to occur between employees or between an employee & the Company. Because such misunderstandings & problems can adversely impact the quality of the employment relationship & the quality of our service to clients & listeners, the Company desires to assist employees in resolving & eliminating misunderstandings & problems at work. It is always in the best interests of the Company to quickly recognize & resolve legitimate problems.

Each employee regardless of position shall treat co-workers in a fair & just manner at all times. If at any time an employee believes he or she is not being treated fairly, or if an employee suspects a mistake has been made in the administration of a policy, practice or condition of employment, the employee has the responsibility to inform the Company's Chief Operating Officer so that management can resolve the matter promptly & effectively. Supervisors should address all questions, concerns, problems or grievances raised by employees no matter how insignificant or trivial they may seem. Supervisors have the responsibility to investigate such matters & to report them promptly to the Company's Chief Operating Officer.

The Company does not tolerate any form of retaliation against an employee who uses this problem resolution procedure. Any employee who retaliates against an employee for using this procedure will be subject to discipline up to & including discharge.

### **B. PROCEDURE**

The claimant must file a written complaint with his or her Supervisor or the Chief Operating Officer within ten (10) working days of the claimed wrongful treatment. If the written complaint is not filed within that time, the complaint is considered to be waived & the claimant forfeits any right to proceed with the complaint under this policy.

The Supervisor will respond to the complaint either verbally or in writing by either denying or sustaining the complaint. The Supervisor will have ten (10) working days after his or her receipt of the complaint to respond, provided that the Supervisor may extend the response period by providing written notice of such an extension to the claimant.

If the complaint is denied the claimant may appeal the denial in writing to the Chief Operating Officer within ten (10) working days of the denial of the complaint. If the written appeal is not filed within that time, the appeal is waived & the claimant forfeits any right to proceed further with the complaint under this policy.

The Chief Operating Officer will respond to the appeal in writing by either denying or sustaining the complaint. The Chief Operating Officer will have ten (10) working days

after receipt of the appeal to respond to the appeal, provided that he may extend the response period by providing written notice of such an extension to the claimant.

If the appeal is denied & the claimant contests a suspension, demotion, promotion, transfer or discharge, the claimant may proceed with his or her complaint to governmental authorities. If the complaint contests any other personnel action, the denial of the appeal by the Chief Operating Officer will be considered final.

From time to time you may encounter a fellow employee who wants to waste your time with gripes or complaints you cannot help them resolve. Remind them of the existence of this complaint procedure & suggest they use it.

## **SECTION 9. MISCELLANEOUS**

### **A. ADVERTISING SALES & COLLECTIONS**

Advertising salespeople are usually paid a guaranteed draw against future earned commissions for the first 90 days of employment. Continuation of this guarantee is based upon satisfactory progress in meeting the performance standards set by the Director of Sales & the Chief Operating Officer. All accounts are the property of the Company & may be distributed at Management's discretion.

If a salesperson is terminated & does not collect remittances from his/her clients within 90 days of airing & billing, they will forfeit all commissions. All sales should be collected within 90 days of billing & must be collected within 120 days of billing.

Any accounts that reach 120 days past due will immediately be placed with an outside collection agency at which time the salesperson loses all claims to any recoveries. It is now the policy of the Company to no longer approve exceptions to this rule. Therefore advertising salespeople are required to pursue diligent & vigorous collection disciplines & procedures. Advertising salespeople are expected to follow the pricing policies set by Sales Management & the Chief Operating Officer. Any deviation from these policies without prior approval from Management is prohibited.

### **B. REIMBURSEMENT OF EXPENSES**

Any requests for reimbursements of any kind should be pre-approved by your supervisor & the Chief Operating Officer. Expense forms for reimbursements should be filled out by the individual requestor, signed by their department head & Chief Operating Officer & then submitted to accounting for payment.

Expense reports even with receipts attached & approval signatures will not be reimbursed without prior approval of the expense by the Chief Operating Officer.

Salespeople are compensated on a commission basis & their expenses are generally not reimbursable by the Company. Salespeople are expected to use their own automobiles &

be responsible for their own upkeep, mileage & insurance. The Company expects that a part of the cost of selling is a modest amount of entertaining, the expense for which is borne by the salesperson & offset by the Company's lucrative commission rates.

### C. RESIGNATION

An employee considering resignation may wish to discuss the situation with his or her manager before making a final decision. This discussion may reveal factors that have been overlooked & could change the decision to resign. Employees deciding to resign are requested to give two (2) weeks written notice. If the employee's direct Supervisor believes it is advisable for the employee to leave prior to the end of the employee's notice period, the employee may be paid for the remainder of that period. If applicable termination benefits will be in the final check. The effective date of termination is the employee's last working day.

### D. FIREARMS & WORKPLACE VIOLENCE POLICY

The Company is concerned about increased levels of violence in society which has filtered into many workplaces throughout the United States. It is our policy to prohibit any acts or threats of violence by an employee or former employee against any other employee in or around Company facilities or elsewhere at any time. Employees & visitors are prohibited from carrying firearms or other weapons whether concealed or in open fashion on Company property or on Company business. We will not condone any acts or threats of violence against our employees, customers or visitors on Company premises at any time or while engaged in business with us or on our behalf. In keeping with the spirit & intent of this policy & to insure the Company's objectives in this regard are attained it is the commitment of Equity Communications to:

- Provide a safe & healthful work environment.
- Take prompt remedial action up to & including termination against any employee who engages in any threatening behavior or acts of violence.
- Take appropriate action when dealing with former employees or visitors to the Company's facilities who engage in such behavior. Such action may include notifying the police or other law enforcement personnel & prosecuting violations of this policy to the maximum extent of the law.
- Establish viable security measures to ensure our facilities are safe & secure to the maximum extent possible & to properly manage & supervise access to the Company facilities by the public, off-duty employees & former employees.

As part of this policy employees have a duty to warn their Supervisors, security personnel or other management or building representatives of any suspicious workplace activity, situations or incidents they observe or are aware of that involve other employees, former employees or visitors that appears problematic. This includes for example threats or acts of violence, aggressive behavior, offensive acts, threatening or offensive comments or remarks &/or suspicious after-hours activities in the building or parking lot. Employee reports made pursuant to this policy will be held in confidence to the maximum extent possible.

## E. PERSONAL APPEARANCE

The first impression you make in behalf of the Company is often a visual one. Each employee's appearance contributes significantly to the overall success of the Company. As such it is important the Company always presents a neat clean appearance so use good judgment when dressing for work. Questions concerning the appropriateness of specific attire should be addressed to your direct Supervisor or the Chief Operating Officer.

## F. CONFLICT OF INTEREST POLICY

It is the practice of the Company to respect the rights of employees to engage in voluntary activities outside of their employment which are private in nature & which in no way conflict with or reflect upon the Company &/or its image. This practice shall not limit the Company in any way from taking any action deemed necessary or practical to protect & maintain itself as a Company & to protect & maintain its image. The Company expects as a condition of employment each employee will protect Company information by holding it in strict confidence avoiding undue or improper outside influence upon decisions or actions in the performance of work, & avoiding situations which unduly deprive the Company of the full measure of working time, attention to assigned duties & loyalty.

Therefore as a condition of employment the Company reserves the right to review & approve or disapprove such outside activities of an employee as may involve: (1) the utilization of proprietary Company information &/or equipment; (2) the question of undue or improper influence; or (3) depriving the Company of the full measure of working time, attention to assigned duties & loyalty.

It is the responsibility of the employee:

1. To be particularly careful to recognize & avoid a conflict of interest which may be likely to arise should the employee:

(a) Be employed by or receive any consideration from another firm while in the employment of the Company particularly if the firm is or is likely to become a competitor or have any other business relationship with the Company;

(b) Hold substantial financial interest in or be engaged in the management of a firm in which provides service, supplies materials or equipment to the Company or a firm to which the Company makes sales;

(c) Speculate or deal in materials, equipment, supplies, service or property purchased by the Company or speculate or deal for his/her own account in products or services sold by the Company;

(d) Borrow or otherwise receive money from customers or from individuals or firms from which the Company buys services, materials, equipment, or supplies, or with whom the Company does business;

(e) Accept gifts or favors from an outside organization, agency or individual which gifts raise a question of impartiality in the selection of suppliers or rendering of services; &/or

(f) Participate in civic, professional, social or other such organizational activities in a manner whereby confidential Company information may become divulged.

2. To make such disclosures of any potential or actual conflict of interest or any other matter as the Company may require from time to time; &

3. To review with his Supervisor or the Chief Operating Officer any activities that might result in a conflict in interest.

#### D. Supervisor's Responsibility

It will be the responsibility of the employee's Supervisor & the Chief Operating Officer to assist the employee by reviewing the case with appropriate Company management to assure a decision which protects both the employee & the Company.

Where a definite possibility of conflict of interest is determined where no dereliction of responsibility or undue influence has as yet occurred, the employee will be given a reasonable time to correct the conflict before written disciplinary action is taken.

#### G. COMMERCIAL PRODUCTION

On-air announcers (both full-time & part-time) are expected to provide commercial production services as required by their Supervisor, the Production Director, the Sales Manager & the Chief Operating Officer as part of their regular duties & as a condition of their employment with the Company. Each announcer is expected to provide two (2) hours of commercial production time per day & a sixth day of live in-studio broadcasting.

#### H. PERSONAL APPEARANCES

All on-air announcers are expected to make a reasonable number of unpaid appearances each quarter in behalf of the station with which they are most closely associated as a part of their regular duties as a condition of their employment with the Company. Personal appearances set up by salespeople for advertising clients will have talent fees paid directly by the client to the announcer with the responsibility for collecting these fees lying exclusively with the salesperson involved.

If the Company collects a talent fee paid by a client for any personal appearance or remote broadcast, it will be paid to the talent involved in addition to regular pay through payroll with required deductions during the first pay period of the next month following remittance.

If the Company is required to cover a talent fee originally represented to the Company as a client-paid fee due to non-compliance with this requirement, the Company reserves the right to offset such payment against the commissions of the salesperson involved.

## **I. CONFIDENTIALITY**

Confidential information about Company customers is of a secret, special & unique value. Customer lists, sales methods, sales training, pricing policies, presentation & marketing strategies, operating procedures, technical procedures, plans & personnel are not to be made available to anyone not employed by the Company, including but not limited to members of the employee's family & friends, employees of other radio stations, past employees of the Company, employees of advertising agencies or clients & members of news, print & electronic media. This confidentiality carries over when the employee leaves the Company. It is illegal for the employee to use or disseminate any confidential information - such as customer lists, promotional plans, proprietary sales methods, sales training or internal memos -- to the Company's detriment. Litigation may result if a current or former employee seeks to use confidential information or is found to have dispersed such confidential information to competitors to the Company's disadvantage.

## **SECTION 10. CONCLUSION**

This Corporate Policy Manual & Employee Handbook has been prepared to guide you in your employment with Equity Communications LP. Your continued employment with the Company indicates you are in agreement with the terms & conditions herein. Please keep this Manual in a safe place with your other important papers. We look forward to working with you in a productive & rewarding environment.

## RECEIPT & ACKNOWLEDGEMENT

I acknowledge I have received a copy of Equity Communications LP's Corporate Policy Manual & Employee Handbook. I understand it is my responsibility to read the Handbook & that I should contact the Chief Operating Officer if I have questions or need help (such as translation or interpretation assistance) in understanding the information contained in it.

I understand the information in the Handbook may be changed at any time with or without advance notice at the discretion of the Company (except the at-will relationship noted below); & that it is my responsibility to check with the Chief Operating Officer to be sure that I have current information about any particular subject. This Handbook does not represent an employment contract nor does it guarantee that any employee will be employed for any specific or minimum period of time.

I understand employees of Equity Communications LP are "at-will" employees & may quit or be terminated from employment at any time with or without cause or notice for any or no reason. I FURTHER UNDERSTAND & AGREE THAT ALTHOUGH OTHER TERMS & CONDITIONS OF MY EMPLOYMENT MAY CHANGE, THIS AT-WILL EMPLOYMENT RELATIONSHIP WILL REMAIN IN EFFECT THROUGHOUT MY EMPLOYMENT WITH THE COMPANY UNLESS IT IS SPECIFICALLY MODIFIED BY AN EXPRESS WRITTEN EMPLOYMENT AGREEMENT SIGNED BY THE CHIEF OPERATING OFFICER OF THE COMPANY. THIS AT-WILL EMPLOYMENT RELATIONSHIP MAY NOT BE MODIFIED BY ANY ORAL OR IMPLIED AGREEMENT OR BY ANY PERSON, STATEMENT, ACT, SERIES OF EVENTS OR PATTERN OF CONDUCT. I HEREBY ACKNOWLEDGE THESE STATEMENTS ABOUT THE AT-WILL NATURE OF MY EMPLOYMENT CONSTITUTE THE COMPLETE UNDERSTANDING BETWEEN THE COMPANY & ME REGARDING THE SUBJECT.

---

Employee Signature

Employee Name

Date

## **EEO PUBLIC FILE REPORT**

**February 1 2018 – January 31 2019**

This report covers full-time vacancy recruitment data, hiring activity & community outreach for Equity Communications LP during the period February 1 2018 – January 31 2019.

- 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 2
	Employee Referrals 1
	EEO Distribution List 1
	Equity websites 6
	Industry Referrals 3
	Inside Radio Advertising 7
	Internal Posting 1
	Linked In 6
	On-Air Advertising 5
	Rowan College Lecture 3
	Taylor on Radio Newsletter 4
Digital Account Executive	AC Help Wanted Website 2
	AC Press 4
	Conn. School of Bdcstg 3
	Employee References 2
	Linked In 4

NJ Employment Services	1
Stockton Community College	4
On-Air Announcements	7
WAJM Atlantic City High School	1
Zip Recruiter	4

Total Number of Interviews over  
February 1 2018 – January 31 2019: 71

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 2018 – January 31 2019:**

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 2018 – JANUARY 31 2019**

- 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 posting labeled EXHIBIT 4, and in the attached 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 24 2018 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. The Company also distributed a hand-out, labeled EXHIBIT 9, which described broadcasting formats & programs offered by Equity.
4. ***Equity Communications Open House Career Day.*** On Wednesday September 5 2018 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 openings within Equity Communications. Applications were completed & resumes were accepted. The standard Equity Employment Application is attached and labeled EXHIBIT 8.
5. ***Guest Lecture was conducted with graduating Communications & Broadcasting high school students of Atlantic City High School / WAJM-FM Student Run Radio Station 1300 Atlantic Avenue Atlantic City NJ*** on Thursday June 14 2018 in Atlantic City High School Broadcasting classroom & adjacent WAJM-FM studios. Print copies of Equity Help Wanted ads that were running at the time were distributed to the students and are attached as EXHIBIT 10.

**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**



WAYV/WAIV is Simulcast

**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: 951wayv.com

# INVOICE

NUMBER: 82663

WAYV/WAIV ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

PAGE: 1 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 102209

PRODUCT: EEO OUTREACH

Salesperson: HOUSE

Special Handli: Do Not Mail

EEO COMMUNITY OUTREACH

## EXHIBIT 2

Terms: NET 30 DAYS

PAY THIS AMOUNT:

BY:

### WAYV-FM Times for 1/29/18-2/25/18

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/29 A	4:18a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Tu 1/30 A	1:18a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Tu 1/30 A	4:18a	60	\$0.00	EEO OUTREACH ALL STATIONS	
We 1/31 A	11:21p	60	\$0.00	EEO OUTREACH ALL STATIONS	
Th 2/01 A	1:18a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Th 2/01 A	2:18a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Fr 2/02 A	12:18a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Sa 2/03 A	1:18a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Sa 2/03 A	3:18a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Su 2/04 A	9:47p	60	\$0.00	EEO OUTREACH ALL STATIONS	
Mn 2/05 A	1:18a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Tu 2/06 A	12:19a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Tu 2/06 A	2:19a	60	\$0.00	EEO OUTREACH ALL STATIONS	
We 2/07 A	1:47a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Th 2/08 A	12:20a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Th 2/08 A	2:20a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Fr 2/09 A	2:21a	60	\$0.00	EEO OUTREACH ALL STATIONS	

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

My commission expires



WAYV/WAIV is Simulcast

**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: 951wayv.com

# INVOICE

NUMBER: 82663

WAYV/WAIV ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

PAGE: 2 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 102209

PRODUCT: EEO OUTREACH

Salesperson: HOUSE

Special Handli: Do Not Mail

EEO COMMUNITY OUTREACH

**Terms:** NET 30 DAYS

**PAY THIS AMOUNT:**

**BY:**

Day/Date	Time	Len	Rate	Product	Comments
Sa 2/10 A	1:46a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Sa 2/10 A	10:43p	60	\$0.00	EEO OUTREACH ALL STATIONS	
Su 2/11 A	2:20a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Mn 2/12 A	1:46a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Tu 2/13 A	12:21a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Tu 2/13 A	3:47a	60	\$0.00	EEO OUTREACH ALL STATIONS	
We 2/14 A	3:46a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Th 2/15 A	12:21a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Th 2/15 A	2:20a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Fr 2/16 A	3:47a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Sa 2/17 A	1:46a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Sa 2/17 A	4:21a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Su 2/18 A	2:20a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Mn 2/19 A	4:21a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Tu 2/20 A	2:20a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Tu 2/20 A	9:40p	60	\$0.00	EEO OUTREACH ALL STATIONS	
We 2/21 A	12:20a	60	\$0.00	EEO OUTREACH ALL STATIONS	

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™



WAYV/WAIV is Simulcast

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: 951wayv.com

# INVOICE

NUMBER: 82663

WAYV/WAIV ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

PAGE: 3 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 102209

PRODUCT: EEO OUTREACH

Salesperson: HOUSE

Special Handling: Do Not Mail

EEO COMMUNITY OUTREACH

Terms: NET 30 DAYS

PAY THIS AMOUNT:

BY:

Day/Date	Time	Len	Rate	Product	Comments
Th 2/22 A	3:46a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Th 2/22 A	8:41p	60	\$0.00	EEO OUTREACH ALL STATIONS	
Fr 2/23 A	2:20a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Sa 2/24 A	3:47a	60	\$0.00	EEO OUTREACH ALL STATIONS	
Sa 2/24 A	10:40p	60	\$0.00	EEO OUTREACH ALL STATIONS	
Su 2/25 A	2:20a	60	\$0.00	EEO OUTREACH ALL STATIONS	

Contract #0102209 1/29/18 to 2/25/18  
EEO OUTREACH

A: 2/25 40 60's No Charge  
BALANCE OF INVOICE #82663

\$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-Forms™

2/26/18



**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: 82664

WZXL-FM ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

PAGE: 1 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:**

## WZXL-FM Times for 1/29/18-2/25/18

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/29	C 12:47a	60	\$0.00		
Mn 1/29	A 5:47a	60	\$0.00		
Tu 1/30	B 11:50p	60	\$0.00		
We 1/31	C 1:47a	60	\$0.00		
We 1/31	A 5:47a	60	\$0.00		
Th 2/01	B 10:50p	60	\$0.00		
Fr 2/02	A 5:47a	60	\$0.00		
Sa 2/03	D 8:48a	60	\$0.00		
Sa 2/03	D 8:49p	60	\$0.00		
Sa 2/03	B 11:48p	60	\$0.00		
Su 2/04	C 12:47a	60	\$0.00		
Su 2/04	D 9:34p	60	\$0.00		
Mn 2/05	C 2:47a	60	\$0.00		
Mn 2/05	A 5:48a	60	\$0.00		
Tu 2/06	B 10:35p	60	\$0.00		
We 2/07	C 3:47a	60	\$0.00		
We 2/07	A 5:48a	60	\$0.00		
Th 2/08	B 10:56p	60	\$0.00		
Fr 2/09	A 5:50a	60	\$0.00		
Sa 2/10	D 7:54p	60	\$0.00		
Sa 2/10	B 10:53p	60	\$0.00		
Sa 2/10	D 11:38p	60	\$0.00		
Su 2/11	C 2:49a	60	\$0.00		
Su 2/11	D 11:18p	60	\$0.00		
Mn 2/12	C 12:49a	60	\$0.00		
Mn 2/12	A 5:50a	60	\$0.00		
Tu 2/13	B 10:34p	60	\$0.00		
We 2/14	C 1:50a	60	\$0.00		
We 2/14	A 4:50a	60	\$0.00		
Th 2/15	B 11:18p	60	\$0.00		
Fr 2/16	A 4:50a	60	\$0.00		
Sa 2/17	D 8:54p	60	\$0.00		
Sa 2/17	D 10:53p	60	\$0.00		
Sa 2/17	B 11:18p	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: 82664

WZXL-FM ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

PAGE: 2 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 30393

PRODUCT:

Salesperson: HOUSE  
 Special Handli: No Special Instr

Terms: NET 30 DAYS

PAY THIS AMOUNT:

BY:

EEO COMMUNITY OUTREACH

Day/Date	Time	Len	Rate	Product	Comments
Su 2/18	C 12:50a	60	\$0.00		
Su 2/18	D 11:18p	60	\$0.00		
Mn 2/19	C 2:50a	60	\$0.00		
Mn 2/19	A 5:49a	60	\$0.00		
Tu 2/20	B 10:33p	60	\$0.00		
We 2/21	C 1:49a	60	\$0.00		
We 2/21	A 5:49a	60	\$0.00		
Th 2/22	B 11:16p	60	\$0.00		
Fr 2/23	A 5:49a	60	\$0.00		
Sa 2/24	D 10:36a	60	\$0.00		
Sa 2/24	D 8:55p	60	\$0.00		
Sa 2/24	B 11:55p	60	\$0.00		
Su 2/25	C 2:50a	60	\$0.00		
Su 2/25	D 9:49p	60	\$0.00		

Contract #0030393 1/29/18 to 2/25/18

A:	2/25 12 60's No Charge	\$0.00
B:	2/25 12 60's No Charge	\$0.00
C:	2/25 12 60's No Charge	\$0.00
D:	2/25 12 60's No Charge	\$0.00

Total Charge:	\$0.00
BALANCE OF INVOICE #82664	\$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™

2/26/18



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: 82665

WEZW-FM ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

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 1/29/18-2/25/18

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/29 A	7:45p	60	\$0.00	EEO OTREACH	
Mn 1/29 A	10:45p	60	\$0.00	EEO OTREACH	
Tu 1/30 A	8:45p	60	\$0.00	EEO OTREACH	
Tu 1/30 A	10:45p	60	\$0.00	EEO OTREACH	
We 1/31 A	7:45p	60	\$0.00	EEO OTREACH	
We 1/31 A	9:45p	60	\$0.00	EEO OTREACH	
Th 2/01 A	8:45p	60	\$0.00	EEO OTREACH	
Th 2/01 A	10:45p	60	\$0.00	EEO OTREACH	
Fr 2/02 A	7:45p	60	\$0.00	EEO OTREACH	
Sa 2/03 A	12:45a	60	\$0.00	EEO OTREACH	
Sa 2/03 A	1:45a	60	\$0.00	EEO OTREACH	
Su 2/04 A	8:45p	60	\$0.00	EEO OTREACH	
Mn 2/05 A	7:45p	60	\$0.00	EEO OTREACH	
Mn 2/05 A	10:45p	60	\$0.00	EEO OTREACH	
Tu 2/06 A	7:45p	60	\$0.00	EEO OTREACH	
Tu 2/06 A	9:45p	60	\$0.00	EEO OTREACH	
We 2/07 A	8:30p	60	\$0.00	EEO OTREACH	
We 2/07 A	10:31p	60	\$0.00	EEO OTREACH	
Th 2/08 A	7:30p	60	\$0.00	EEO OTREACH	
Th 2/08 A	9:30p	60	\$0.00	EEO OTREACH	
Fr 2/09 A	10:30p	60	\$0.00	EEO OTREACH	
Sa 2/10 A	12:45a	60	\$0.00	EEO OTREACH	
Sa 2/10 A	5:45a	60	\$0.00	EEO OTREACH	
Su 2/11 A	9:30p	60	\$0.00	EEO OTREACH	
Mn 2/12 A	7:30p	60	\$0.00	EEO OTREACH	
Mn 2/12 A	10:30p	60	\$0.00	EEO OTREACH	
Tu 2/13 A	8:31p	60	\$0.00	EEO OTREACH	
Tu 2/13 A	10:31p	60	\$0.00	EEO OTREACH	
We 2/14 A	7:31p	60	\$0.00	EEO OTREACH	
We 2/14 A	9:30p	60	\$0.00	EEO OTREACH	
Th 2/15 A	8:30p	60	\$0.00	EEO OTREACH	
Th 2/15 A	10:31p	60	\$0.00	EEO OTREACH	
Fr 2/16 A	7:30p	60	\$0.00	EEO OTREACH	
Sa 2/17 A	12:46a	60	\$0.00	EEO OTREACH	

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

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: 82665

WEZW-FM ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

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 2/17 A	1:46a	60	\$0.00	EEO OTREACH	
Su 2/18 A	8:31p	60	\$0.00	EEO OTREACH	
Mn 2/19 A	7:32p	60	\$0.00	EEO OTREACH	
Mn 2/19 A	10:31p	60	\$0.00	EEO OTREACH	
Tu 2/20 A	7:30p	60	\$0.00	EEO OTREACH	
Tu 2/20 A	9:30p	60	\$0.00	EEO OTREACH	
We 2/21 A	8:31p	60	\$0.00	EEO OTREACH	
We 2/21 A	10:30p	60	\$0.00	EEO OTREACH	
Th 2/22 A	7:31p	60	\$0.00	EEO OTREACH	
Th 2/22 A	9:30p	60	\$0.00	EEO OTREACH	
Fr 2/23 A	10:31p	60	\$0.00	EEO OTREACH	
Sa 2/24 A	4:46a	60	\$0.00	EEO OTREACH	
Sa 2/24 A	5:46a	60	\$0.00	EEO OTREACH	
Su 2/25 A	11:32a	60	\$0.00	EEO OTREACH	

Contract #0030394 1/29/18 to 2/25/18

A: 2/25 48 60's No Charge

\$0.00

BALANCE OF INVOICE #82665

\$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™

2/26/18

THE

**BUZZ 99.3**  
BLAZIN' IS JAMZ IN A ROW!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: 82666

WZBZ/WGBZ ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

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 1/29/18-2/25/18**

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/29 C	12:16a	60	\$0.00		
Mn 1/29 A	5:16a	60	\$0.00		
Tu 1/30 C	5:17a	60	\$0.00		
Tu 1/30 B	10:19p	60	\$0.00		
We 1/31 A	4:16a	60	\$0.00		
Th 2/01 B	11:30p	60	\$0.00		
Fr 2/02 C	12:16a	60	\$0.00		
Fr 2/02 B	10:19p	60	\$0.00		
Sa 2/03 A	5:16a	60	\$0.00		
Sa 2/03 D	10:20a	60	\$0.00		
Sa 2/03 D	8:19p	60	\$0.00		
Su 2/04 D	10:18p	60	\$0.00		
Mn 2/05 C	12:16a	60	\$0.00		
Mn 2/05 A	5:17a	60	\$0.00		
Tu 2/06 C	2:16a	60	\$0.00		
Tu 2/06 B	11:53p	60	\$0.00		
We 2/07 A	5:16a	60	\$0.00		
Th 2/08 B	10:17p	60	\$0.00		
Fr 2/09 C	3:16a	60	\$0.00		
Fr 2/09 B	11:32p	60	\$0.00		
Sa 2/10 A	4:16a	60	\$0.00		
Sa 2/10 D	8:31a	60	\$0.00		
Sa 2/10 D	9:31a	60	\$0.00		
Su 2/11 D	10:20p	60	\$0.00		
Mn 2/12 C	12:16a	60	\$0.00		
Mn 2/12 A	5:16a	60	\$0.00		
Tu 2/13 C	4:17a	60	\$0.00		
Tu 2/13 B	11:32p	60	\$0.00		
We 2/14 A	4:16a	60	\$0.00		
Th 2/15 B	10:17p	60	\$0.00		
Fr 2/16 C	1:17a	60	\$0.00		
Fr 2/16 B	11:32p	60	\$0.00		
Sa 2/17 A	5:17a	60	\$0.00		
Sa 2/17 D	8:15a	60	\$0.00		

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

My commission expires

THE

**BUZZ 99.3**  
BLAZIN' 18 JAMZ IN A ROW!

**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: 82666

WZBZ/WGBZ ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

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 2/17	D 11:58p	60	\$0.00		
Su 2/18	D 1:17a	60	\$0.00		
Mn 2/19	C 12:16a	60	\$0.00		
Mn 2/19	A 4:16a	60	\$0.00		
Tu 2/20	C 2:16a	60	\$0.00		
Tu 2/20	B 10:17p	60	\$0.00		
We 2/21	A 5:16a	60	\$0.00		
Th 2/22	B 11:30p	60	\$0.00		
Fr 2/23	C 3:16a	60	\$0.00		
Fr 2/23	B 10:19p	60	\$0.00		
Sa 2/24	A 4:17a	60	\$0.00		
Sa 2/24	D 8:56a	60	\$0.00		
Sa 2/24	D 11:28p	60	\$0.00		
Su 2/25	D 11:30p	60	\$0.00		

Contract #0027264 1/29/18 to 2/25/18

EEOC COMMUNITY CENTER

A:	2/25	12	60's	No Charge	\$0.00
B:	2/25	12	60's	No Charge	\$0.00
C:	2/25	12	60's	No Charge	\$0.00
D:	2/25	12	60's	No Charge	\$0.00

Total Charge: \$0.00

BALANCE OF INVOICE #82666 \$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™

2/26/18



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: 82667

WTTH ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

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 1/29/18-2/25/18

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/29 C	12:51a	60	\$0.00		
Mn 1/29 A	5:51a	60	\$0.00		
Tu 1/30 C	5:52a	60	\$0.00		
Tu 1/30 B	10:17p	60	\$0.00		
We 1/31 A	4:50a	60	\$0.00		
Th 2/01 B	11:16p	60	\$0.00		
Fr 2/02 C	12:50a	60	\$0.00		
Fr 2/02 B	10:48p	60	\$0.00		
Sa 2/03 E	12:46a	60	\$0.00		
Sa 2/03 E	1:46a	60	\$0.00		
Sa 2/03 A	4:45a	60	\$0.00		
Su 2/04 D	10:46p	60	\$0.00		
Mn 2/05 C	2:51a	60	\$0.00		
Mn 2/05 A	4:51a	60	\$0.00		
Tu 2/06 C	1:50a	60	\$0.00		
Tu 2/06 B	11:16p	60	\$0.00		
We 2/07 A	5:52a	60	\$0.00		
Th 2/08 B	10:49p	60	\$0.00		
Fr 2/09 C	3:51a	60	\$0.00		
Fr 2/09 B	11:24p	60	\$0.00		
Sa 2/10 E	12:48a	60	\$0.00		
Sa 2/10 E	1:48a	60	\$0.00		
Sa 2/10 D	3:48a	60	\$0.00		
Sa 2/10 D	4:48a	60	\$0.00		
Sa 2/10 A	5:48a	60	\$0.00		
Su 2/11 D	8:47p	60	\$0.00		
Mn 2/12 C	2:50a	60	\$0.00		
Mn 2/12 A	5:51a	60	\$0.00		
Tu 2/13 C	3:51a	60	\$0.00		
Tu 2/13 B	10:16p	60	\$0.00		
We 2/14 A	4:51a	60	\$0.00		
Th 2/15 B	11:49p	60	\$0.00		
Fr 2/16 C	1:52a	60	\$0.00		
Fr 2/16 B	10:24p	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: 82667

WTTH ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

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 2/17 E	12:49a	60	\$0.00		
Sa 2/17 E	1:49a	60	\$0.00		
Sa 2/17 D	2:49a	60	\$0.00		
Sa 2/17 D	3:48a	60	\$0.00		
Sa 2/17 A	4:49a	60	\$0.00		
Su 2/18 D	10:49p	60	\$0.00		
Mn 2/19 C	2:51a	60	\$0.00		
Mn 2/19 A	4:51a	60	\$0.00		
Tu 2/20 C	12:50a	60	\$0.00		
Tu 2/20 B	11:16p	60	\$0.00		
We 2/21 A	4:50a	60	\$0.00		
Th 2/22 B	10:48p	60	\$0.00		
Fr 2/23 C	3:51a	60	\$0.00		
Fr 2/23 B	11:24p	60	\$0.00		
Sa 2/24 E	12:48a	60	\$0.00		
Sa 2/24 E	1:48a	60	\$0.00		
Sa 2/24 D	4:49a	60	\$0.00		
Sa 2/24 A	5:49a	60	\$0.00		
Sa 2/24 D	6:46p	60	\$0.00		
Su 2/25 D	8:49p	60	\$0.00		

Contract #0023264 1/29/18 to 2/25/18

EEOC COMMUNITY CENTER

A:	2/25 12 60's No Charge	\$0.00
B:	2/25 12 60's No Charge	\$0.00
C:	2/25 12 60's No Charge	\$0.00
D:	2/25 10 60's No Charge	\$0.00
E:	2/25 8 60's No Charge	\$0.00

Total Charge: \$0.00

BALANCE OF INVOICE #82667 \$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™

2/26/18



**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: 82668

WMID/WCMC ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

PAGE: 1 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 23264

PRODUCT:

Salesperson: HOUSE

Special Handli: No Special Instr

**WMID/WCMC/WEZW is  
 Classic Oldies WMID-FM**

EEO COMMUNITY OUTREACH

**Terms: NET 30 DAYS**

**PAY THIS AMOUNT:**

**BY:**

## WMID-AM Times for 1/29/18-2/25/18

Day/Date	Time	Len	Rate	Product	Comments
Mn 1/29 C	3:45a	60	\$0.00		
Mn 1/29 A	5:46a	60	\$0.00		
Tu 1/30 C	3:45a	60	\$0.00		
Tu 1/30 B	10:46p	60	\$0.00		
We 1/31 A	5:46a	60	\$0.00		
Th 2/01 B	11:46p	60	\$0.00		
Fr 2/02 C	5:46a	60	\$0.00		
Fr 2/02 B	10:45p	60	\$0.00		
Sa 2/03 A	4:45a	60	\$0.00		
Sa 2/03 D	1:46p	60	\$0.00		
Sa 2/03 D	9:46p	60	\$0.00		
Su 2/04 D	6:46p	60	\$0.00		
Mn 2/05 A	5:46a	60	\$0.00		
Mn 2/05 C	9:47p	60	\$0.00		
Tu 2/06 C	5:46a	60	\$0.00		
Tu 2/06 B	11:45p	60	\$0.00		
We 2/07 A	5:44a	60	\$0.00		
Th 2/08 B	10:46p	60	\$0.00		
Fr 2/09 C	2:44a	60	\$0.00		
Fr 2/09 B	10:44p	60	\$0.00		
Sa 2/10 A	4:44a	60	\$0.00		
Sa 2/10 D	1:46p	60	\$0.00		
Sa 2/10 D	9:45p	60	\$0.00		
Su 2/11 D	9:30a	60	\$0.00		
Mn 2/12 C	1:44a	60	\$0.00		
Mn 2/12 A	5:44a	60	\$0.00		
Tu 2/13 C	3:44a	60	\$0.00		
Tu 2/13 B	11:44p	60	\$0.00		
We 2/14 A	4:44a	60	\$0.00		
Th 2/15 B	10:45p	60	\$0.00		
Fr 2/16 C	12:44a	60	\$0.00		
Fr 2/16 B	11:45p	60	\$0.00		
Sa 2/17 A	4:44a	60	\$0.00		
Sa 2/17 D	3:46p	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: Classicoldieswmid.com

WMID/WCMC/WEZW is  
 Classic Oldies WMID-FM

EEO COMMUNITY OUTREACH

# INVOICE

NUMBER: 82668

WMID/WCMC ATLANTIC CITY, NJ

INVOICE DATE: 2/26/18

PAGE: 2 TYPE: Complete

ACCOUNT: 38025

CONTRACT: 23264

PRODUCT:

Salesperson: HOUSE  
 Special Handli: No Special Instr

Terms: NET 30 DAYS

PAY THIS AMOUNT:

BY:

Day/Date	Time	Len	Rate	Product	Comments
Sa 2/17	D 9:45p	60	\$0.00		
Su 2/18	D 10:45p	60	\$0.00		
Mn 2/19	C 2:44a	60	\$0.00		
Mn 2/19	A 4:44a	60	\$0.00		
Tu 2/20	C 2:44a	60	\$0.00		
Tu 2/20	B 10:44p	60	\$0.00		
We 2/21	A 5:44a	60	\$0.00		
Th 2/22	B 11:44p	60	\$0.00		
Fr 2/23	C 5:45a	60	\$0.00		
Fr 2/23	B 10:45p	60	\$0.00		
Sa 2/24	A 4:44a	60	\$0.00		
Sa 2/24	D 5:47p	60	\$0.00		
Sa 2/24	D 11:46p	60	\$0.00		
Su 2/25	D 6:46p	60	\$0.00		

Contract #0023264 1/29/18 to 2/25/18

EEOC COMMUNITY OUTRCH

A:	2/25	12	60's	No Charge	\$0.00
B:	2/25	12	60's	No Charge	\$0.00
C:	2/25	12	60's	No Charge	\$0.00
D:	2/25	12	60's	No Charge	\$0.00

Total Charge: \$0.00

BALANCE OF INVOICE #82668 \$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™

2/26/18

# 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

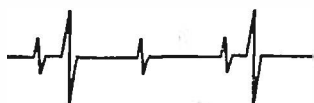
- Use Facebook and other various social networking sites to keep listeners informed of what's going on at the station.
- Conduct contests, add event photos, upload videos, update concert pages on station websites.

#### ❖ 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!

**Equity Communications**  
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

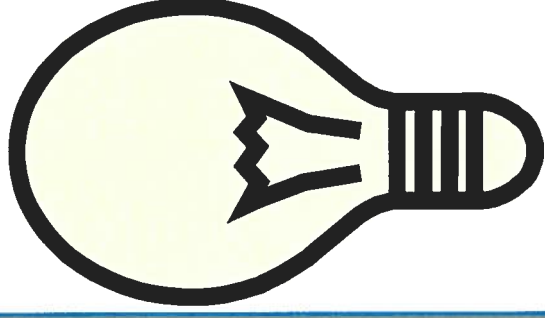
To increase revenue and manage expectations of the station's clients

## 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**  
 radio / streaming / digital / interactive / mobile / social

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

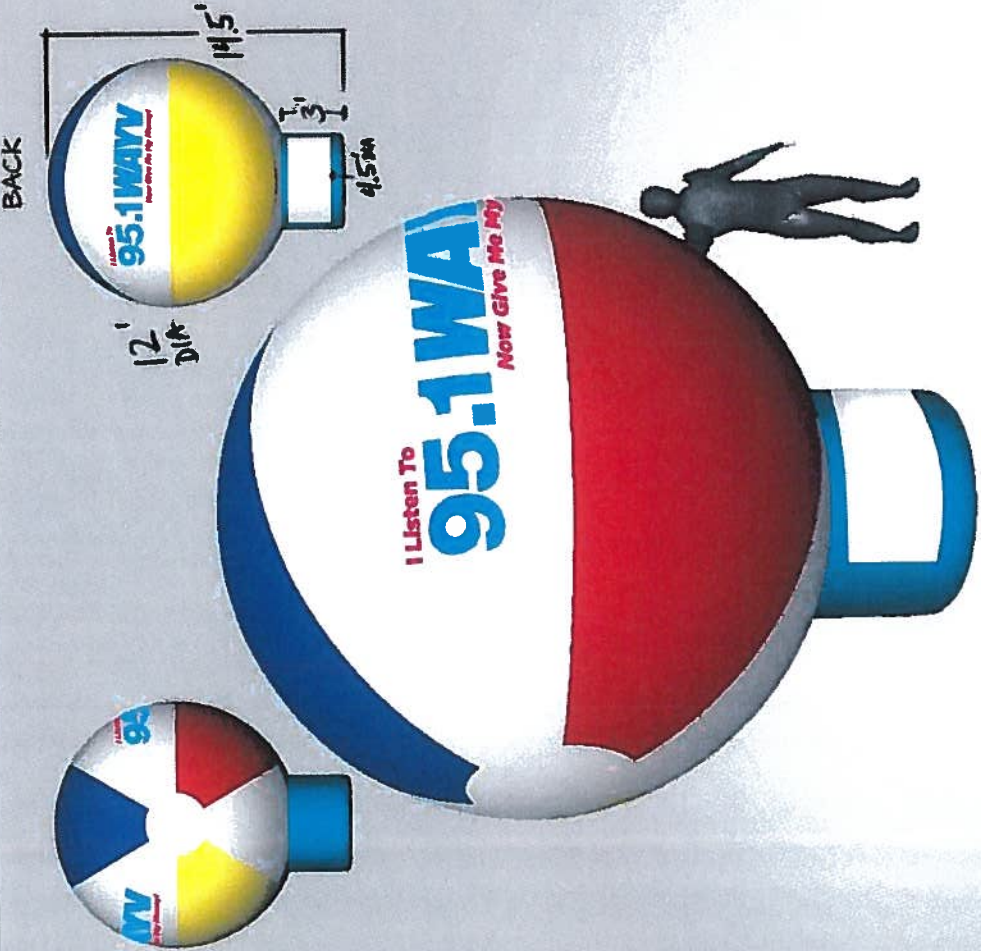


For the WAYV inflatable you'll  
NEED AT LEAST need one (or two)  
other anchors such as a building,  
permanent structure or stakes  
/water barrels.

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.



BACK

12' DIA

14.5'

4.5'

1' 3"

95.1 WA


Now Give Me My

95.1 WA

Now Give Me My

95.1 WA

Now Give Me My

 INFLATABLE IMAGES <small>A Division of Schenck Industries, Inc.</small>	PRODUCT NAME <b>BEACH BALL</b>		SIZE (HxWxD) <b>14.5' x 12' x 4.5'</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 <input type="checkbox"/> ART
<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>				
<small>Rendering copyright 2014 Schenck Industries, Inc.</small>				



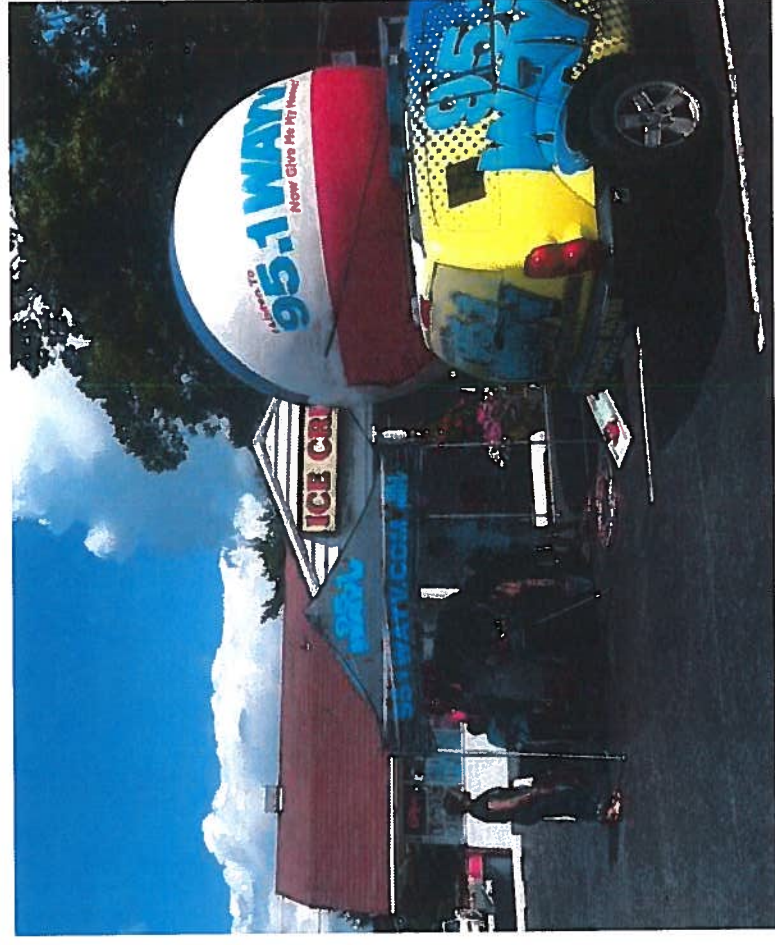
Good set up:

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



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

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



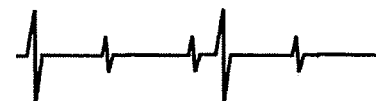
## EXHIBIT 7



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



Arbitron - rated #1 in Southern New Jersey!



# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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!**

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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!

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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

961wth.com

wzxl.com



## 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!

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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

961wth.com

wzxl.com



## 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!

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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?

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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!

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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!

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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.

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike • Suite 100-102 • West Atlantic City, New Jersey 08232  
Ph 609.484.8444 • Fx 609.646.6331 • Fx 609.383.1187

Continuity: equityproduction@aol.com  
Corporate: gfequity@aol.com  
On Line: 951wayv.com  
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)

Arbitron - rated #1 in Southern New Jersey!

# 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 ( )
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

<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.

EXHIBIT 9

**2018-2019**

**Atlantic City Radio + Digital Equity Communications**  
radio / streaming / digital / interactive / mobile / social

**DIGITAL ADVERTISING MADE EASY!**

**THE BUZZ 99.3**  
BLAZIN' 18 JAMZ IN A ROW!

**95.1 WAYV**

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

**THE NEW SOUND 96.1 WTTH**  
TODAY'S R&B and CLASSIC HIP HOP!

**Easy 93.7**  
WEZY-FM  
Soft & Easy Favorites!

**ATLANTIC CITY 1340 AM Classic Oldies WMID 1230 AM CAPE MAY**

**Phillies Radio**

Arbitron Nielsen - rated #1 in Southern New Jersey!

**Equity Communications**

radio / streaming / digital / interactive / mobile / social



## EXHIBIT 10

### CONTROLLER / BUSINESS MANAGER

Successful 9-station cluster in growing East Coast market needs Controller/Business Manager with sharp computer & accounting skills. Current Controller retiring after 20 years with Company. Knowledge of all aspects of general ledger, monthly close, balance sheet & P&L prep, A/R. A/P, fixed assets, payroll, audit, etc. Familiarity with Mas-90, Marketron & ADP with minimum 5 years hands-on operational accounting required. Fantastic long-term position with well-known privately-owned media group. New facility, heritage stations, great staff, excellent compensation. Click here for expanded job description. Please reply in confidence to [gfisher@equitycommunications.net](mailto:gfisher@equitycommunications.net). Equity Communications LP is an Equal Opportunity Employer. Females & Minority candidates encouraged to apply.

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
Ph 609.484.8444 Fx 609.646.6331 Fx 609.383.1187  
[gfisher@equitycommunications.net](mailto:gfisher@equitycommunications.net)



## Email Questionnaire for Completion by Finalists for the Equity Communications Controller Position



1. What numbers do you like to – & are required to – keep an eye on in your current position?...

2. Quickly summarize your current month-end closing procedure....

3. How many computerized - & manual – journal entries are typical in a month end close? How long does it take you to pull everything together?...

4. How to you prepare your payroll?....

5. How do you prepare your monthly accruals?....

6. What has your experience been with annual audits? How many audit adjustments would be usual in a typical year-end audit?....

7. Please go online & research Mas-90 accounting, Marketron traffic & ADP payroll software. How easy or hard do you think it would be to learn these systems?....

8. Please go online & research ASCAP, BMI, Sesac & Sound Exchange music licensing portals. How easy or hard do you think it would be to learn & understand these reporting programs?....

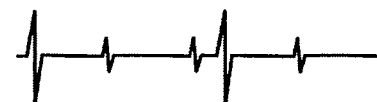
9. Please feel free to close with any questions you may have of us so we may provide a more complete overview of this career opportunity...

Thank you for taking the time to consider - & complete - this questionnaire. We appreciate your interest in the Equity Communications Controller position & yes – we are very interested in

YOU!



Arbitron - rated #1 in Southern New Jersey!



## ACCOUNT EXECUTIVE – DIGITAL MARKETING & RADIO

If you live in Atlantic, Cape May or Cumberland County & have some outside sales or business-to-business experience, Equity Communications has a **great** career opportunity for you! We're looking for energetic hungry new business pros who are money-motivated & determined to get ahead! People who would like to **triple** their income in the next 18-24 months! You don't need a lot of radio or digital in your background – but you should understand how to rev yourself up for cold calls every day, know how to build relationships & understand how to treat customers right! Equity Communications is home to South Jersey's most popular & listened-to radio stations – as well as New Jersey's fastest-growing & client-friendly digital advertising agency!

Success in this position requires lots of training & role-playing at first, & then moving on to address the market via cold-calling & in-person presentations – all culminating in great client relationships & happy advertisers! Our digital training is **Fabulous** & if you are the right person for our team we will train you until you're ready to be a **Digital Sales Superstar!** Working in Digital Sales is fun, exciting & lucrative! Our sales positions offer six-figure earning potential, great benefits & a casual fast-paced environment! If you see yourself as a real go-getter with lots of energy we should talk!

[Click Here](#) to download our free special report “Secrets of Success In Radio Sales with Equity Communications” Please call 609-484-8444 x317 to schedule a confidential interview. Email resume and particulars to [gfisher@equitycommunications.net](mailto:gfisher@equitycommunications.net).

Equity Communications LP is an Equal Opportunity Employer. Females and minorities encouraged to apply.

**This Is Not Your Ordinary 9-5 Job**  
*But Then Again, We're Not Looking  
 For Ordinary People!*

**Radio Advertising  
 Account Executives**

**Atlantic & Cape May Counties**

- **Guaranteed Draw for 6 Months!**
- **Unlimited Earnings Potential!**
- **At 100% of 1st Year Goal Earn \$35k!**
- **Our Top Producers Earn \$60k - \$80k - \$100k!**

**ON THE SPOT INTERVIEWS!  
 IMMEDIATE HIRING!**

Ever wonder what it would be like to work for a company that is truly dedicated to your success? One that recognizes and rewards your performance with great compensation, benefits & job security? A company whose products & services are rated among the very best in the industry? Hey, chances are you're already listening to us! So - why not join us?

**Go to [www.951wayv.com](http://www.951wayv.com)  
 & click on the **Jobs Link****

**Equity Communications LP** *Atlantic City Radio*

## **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 Handling: 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  
 Exact times shown are accurate within ten minutes

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	

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

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		

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

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

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: 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

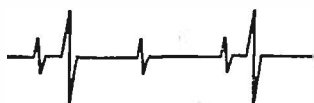
- Use Facebook and other various social networking sites to keep listeners informed of what's going on at the station.
- Conduct contests, add event photos, upload videos, update concert pages on station websites.

#### ❖ 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  
CLASSIC TO JAZZ IN A ROW!

**THE NEW  
Sound...  
96.1  
WTTTH**  
TODAY'S R&B AND CLASSIC R&B ROP!

**Equity Communications**  
DIGITAL  
ADVERTISING  
MADE EASY!  
radio / streaming / digital / interactive / mobile / social



# 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

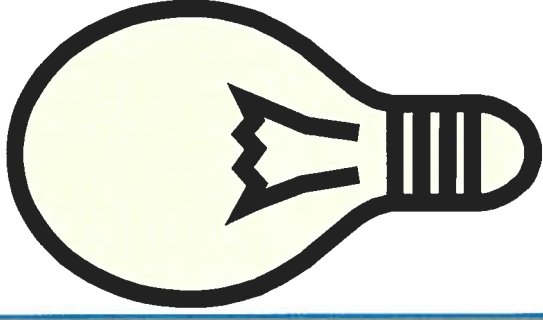
To increase revenue and manage expectations of the station's clients

## 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**  
 radio / streaming / digital / interactive / mobile / social

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:

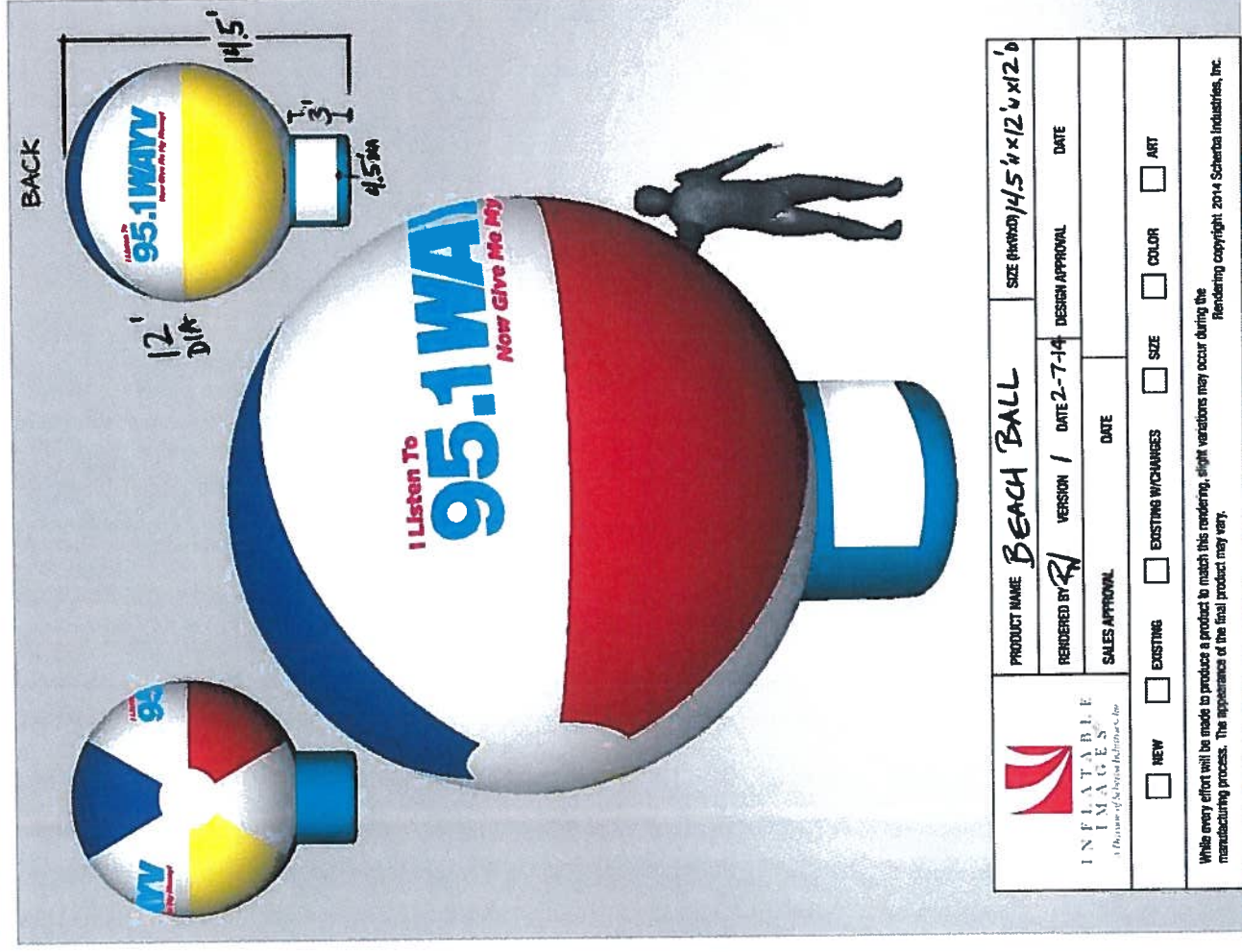
"tail" is tucked in  
Wires & straps hidden



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.**



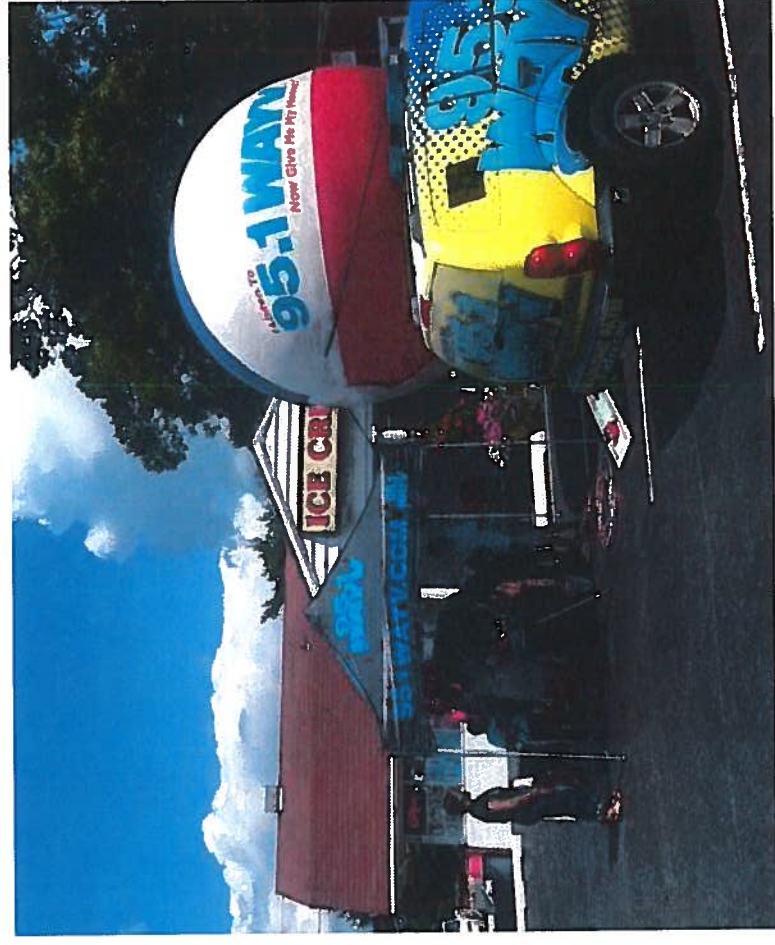
Good set up:

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



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

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



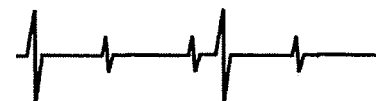
## EXHIBIT 7



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



Arbitron - rated #1 in Southern New Jersey!



# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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!**

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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!

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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

961wth.com

wzxl.com



## 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!

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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

961wth.com

wzxl.com



## 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!

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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?

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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!

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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!

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike Suite 100-102 West Atlantic City, New Jersey 08232  
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



## 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.

Arbitron - rated #1 in Southern New Jersey!

# Equity Communications LP

8025 Black Horse Pike • Suite 100-102 • West Atlantic City, New Jersey 08232  
Ph 609.484.8444 • Fx 609.646.6331 • Fx 609.383.1187

Continuity: equityproduction@aol.com  
Corporate: gfequity@aol.com  
On Line: 951wayv.com  
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)

Arbitron - rated #1 in Southern New Jersey!

# 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 ( )
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

<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.