



Federal Communications Commission  
Washington, D.C. 20554

AUG 4 - 2011

Barry Persh, Esq.  
Dow Lohnes PLLC  
1200 New Hampshire Ave., NW  
Suite 800  
Washington DC 20036

Re: WNJB(TV), New Brunswick, NJ (Fac. ID # 48457)  
WNJT(TV), Trenton, NJ (Fac. ID # 48465)  
WNJN(TV), Montclair, NJ (Fac. ID # 48477)  
WNJS(TV), Camden, NJ (Fac. ID # 48481)  
WNJT-FM, Trenton, NJ (Fac. ID # 48488)  
WNJN-FM, Atlantic City, NJ (Fac. ID # 48483)  
WNJS-FM, Berlin, NJ (Fac. ID # 48486)  
WNJB-FM, Bridgeton, NJ (Fac. ID # 48934)  
WNJM(FM), Manahawkin, NJ (Fac. ID # 48460)  
WNJZ(FM), Cape May Court House, NJ (Fac. ID # 48464)  
WNJP(FM), Sussex, NJ (Fac. ID # 48471)  
WNJO(FM), Toms River, NJ (Fac. ID # 123020)  
WNJY(FM), Netcong, NJ (Fac. ID # 93964)

Dear Mr. Persh:

We have completed our review of the response of New Jersey Public Broadcasting Authority, licensee of the above-noted stations, to the March 29, 2011 random audit letter sent to it in accordance with the provisions of 47 C.F.R. § 73.2080(f)(4) of the Commission's Equal Employment Opportunity (EEO) rules. As a result of our review, we find that no further action is required. In accordance with Section 73.3526(e)(10) of the Commission's rules for commercial stations or Section 73.3527(e)(11) for noncommercial stations, the licensee must place copies of this letter, our March 29 audit letter, and its audit response in the public inspection files of the stations. The licensee must maintain these materials in the files until the next grant of the renewal application, by final order, of the license for the station to which the file relates.

Should you have any questions concerning this matter, you may call the EEO staff at (202) 418-1450. Thank you for your cooperation.

Sincerely,

Lewis C. Pulley  
Assistant Chief, Policy Division  
Media Bureau



## STAMP & RETURN

5/16/2011

Public  
File

Barry S. Persh

D 202.776.2458 E bpersh@dowlohn.com

- EEO Filings

May 4, 2011

Marlene H. Dortch, Esq.  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554  
ATTENTION: EEO Staff  
Policy Division, Media Bureau

FILED/ACCEPTED

MAY - 4 2011

Federal Communications Commission  
Office of the Secretary

NOTE: No Filing Fee Required

Re: Response to EEO Audit Letter  
New Jersey Public Broadcasting Authority  
Station WNJB(TV), New Brunswick, NJ (Facility ID 48457)

Dear Ms. Dortch:

On behalf of New Jersey Public Broadcasting Authority, we transmit herewith a response to an FCC audit letter request for information concerning the EEO program of noncommercial educational digital television Station WNJB(TV), New Brunswick, New Jersey.

Should any questions arise concerning this response, kindly contact this office.

Very truly yours,

Barry S. Persh

Enclosure

Marlene H. Dortch, Esq.

May 4, 2011

Page 2

Bcc: Sandi Kuprevich, Janice Selinger (public file copy) ✓



## PUBLIC TELEVISION & RADIO

Headquarters: 25 South Stockton St., Trenton, NJ 08608 Mailing Address: NJN, PO Box 777, Trenton, NJ 08625-0777  
Phone: 609-777-5000 Fax: 609-633-2920 <http://www.njn.net>

April 28, 2011

EEO Staff, Policy Division  
Media Bureau  
Federal Communications Commission  
Washington, D.C. 20554

Re: **Response to EEO Audit Letter**  
New Jersey Public Broadcasting Authority  
Station WNJB (TV), New Brunswick, NJ (Facility ID 48457)

New Jersey Public Broadcasting Authority (the "Authority") hereby responds to an FCC audit letter dated March 29, 2011 requesting information concerning the EEO program of noncommercial educational digital television Station WNJB (TV), New Brunswick, New Jersey. For purposes of FCC EEO reporting, the Authority has traditionally reported jointly for all of its noncommercial educational television and radio stations as part of a single employment unit (the "Unit"), including: WNJT(TV), WNJN(TV), WNJB(TV), WNJS(TV), WNJT-FM, WNJN-FM, WNJS-FM, WNJB-FM, WNJM(FM), WNJZ(FM), WNJP(FM), WNJO(FM), and WNJY(FM). The Unit employs more than five full-time employees, and the Authority therefore provides the following information concerning the Unit's EEO practices in response to the audit request.

**Item 3(a)**. The Authority encloses copies of the Unit's annual EEO public file reports for the periods covering (i) January 26, 2009 to January 25, 2010, and (ii) January 26, 2010 to January 25, 2011 as Attachment 1.

The Authority web site is available at: [www.njn.net](http://www.njn.net). The annual EEO public file report is posted at: [www.njn.net/about/](http://www.njn.net/about/).

There were no full-time hires for the Unit during the period covered by the 2009-2010 EEO public file report. During the period covered by the Unit's 2010-2011 EEO public file report, the Authority hired one (1) temporary employee on an emergency basis due to exigent circumstances. As explained in that year's annual report at Attachment 1, a Reporter/Senior On-Air Talent position was filled on a temporary/emergency basis starting on July 6, 2010, and ending as of December, 2010.

The Commission's EEO policies do not require recruitment for temporary employees, such as those hired on an emergency basis "to perform a particular job for a limited period of

time” (e.g., six months or fewer).<sup>1</sup> In this case, as explained in the annual report, for several years the Authority has been operating under a restricted hiring process due to severe budget cuts and employee level caps. In 2010, however, a reporter position required an emergency replacement after a long-time employee left the organization for other employment, and the Authority needed to fill the position with an experienced reporter who could perform the required duties. As a result, the Authority arranged for a contract employee replacement to cover the position on a temporary basis. The Authority later posted notice of the position internally, and retained the same individual in the reporter position for approximately three additional months. This individual’s total tenure as a Unit employee ended before six (6) months, however, such that it met the Commission’s temporary employee classification and did not require recruitment. Nonetheless, out of an abundance of caution, the Authority included this position in its 2010-2011 annual EEO report and provides this explanation in connection with the audit.

**Item 3(b).** The Authority encloses, at Attachment 2, a dated copy of the internal job posting for the On-Air Reporter position described above. As explained in the response to Item 3(a), the position was filled on a temporary, emergency basis for fewer than six (6) months such that a regular recruitment was not required. No organizations requested notification of Unit job openings for the 2009-2010 or 2010-2011 reporting periods.

**Item 3(c).** As explained above, the Authority filled no full-time Unit vacancies during the period covered by the 2009-2010 annual report. The Authority filled one (1) temporary, emergency position during the period covered by the 2010-2011 annual report, a vacancy which did not require recruitment or reporting. One (1) individual was interviewed and hired for the temporary position as an emergency replacement, and this individual’s position was later extended as a result of an internal posting. The total length of time that this individual worked for the Unit was fewer than six (6) months.

**Item 3(d).** The Authority encloses documentation of recruitment initiatives performed during the periods covered by the 2009-2010 and 2010-2011 public file reports as Attachment 3. The personnel involved in the recruitment activities are identified below.

The total number of full-time employees in the Unit is 118 as of February 1, 2011. The market for the Unit has a population of greater than 250,000. Based on these factors, the Unit is required to perform four initiatives during each two-year period.

During the periods covered by the 2009-2010 and 2010-2011 reports, the Authority completed the following initiatives:

- **Internship Program:** The Authority continued an active internship program which has been in effect for several years. For example, one intern who is a doctoral candidate worked on market research for the stations. In addition, the Executive Producer of Due Process, the station’s award-winning weekly series on law and justice, had three interns

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<sup>1</sup> *Review of the Commission’s Broadcast and Cable Equal Employment Opportunity Rules and Policies*, Second Report and Order and Third Notice of Proposed Rulemaking, 27 CR 1394, 17 FCC Rcd 24018 (Nov. 20, 2002) at ¶ 103.

for the show for each of the last two years, all of whom were minorities. The Authority's Media Productions department has also been the placement site for a summer intern through the Latino Leadership Intern Program. The Authority's news and production department have engaged several interns from local educational institutions. Interns also worked with the licensee's Health and Medical correspondent.

- **Sponsorship of at least two community events relating to broadcast careers.** The Authority conducted several open houses to teach the non-profit community about its stations. The Authority also offers tours to school groups, and those interested in finding out more about its stations, on an ongoing basis. Authority personnel involved included Janice Selinger, Acting Executive Director; John Blair, Director of Business Ventures; Jim Zombeck, Marketing Manager; Eileen Mastrogiovanni, and Winifred Chisholm.
- **Training programs for station personnel to acquire job skills.** The Authority sent staff to training from the Mid-Atlantic Chapter of National Academy of Television Arts and Sciences (NATAS) which was run by the Poynter Institute. This has taken place for several years. Authority personnel involved included Janice Selinger, Acting Executive Director; John Barra, NJN Producer; Henrietta Parker, Coordinating Producer; and Adrienne Supino, Sia Nyorkor, both of News and Eileen Gallagher, Production.
- **Participation in at least four events with educational institutions related to broadcasting careers.** One of the station's reporters spoke at Rutgers University and Saint Peters College about her career. The Acting Executive Director guest lectured at Temple University for a Broadcast Management course. The Acting News Director participated in a Meet the News Directors breakfast at Drexel University. The Executive Producer of the program Due Process worked with Black and Latino students from the Newark elementary schools on public speaking for the Branch Brook Gala. The Acting Executive Director taught at The College of New Jersey and brought students to the stations for one of her classes and for a tour of the facilities. The Acting Executive Director participates in Lafayette College's career networking nights, and the Authority has had students from Lafayette shadow its staffers to explore a career in television.
- **Participation in scholarship program.** The Acting Executive Director serves on the NATAS scholarship program, and two staff members serve on a local chapter of NATAS scholarship program for the Mid-Atlantic Chapter.
- **Other activities.**
  - The Acting Executive Director and one of the Authority's employees participate every year in a *How to Get Your First Job in television event* sponsored by the Mid Atlantic Chapter of NATAS. Authority personnel involved included Janice Selinger, Acting Executive Director, and John Barra, Producer.
  - The Executive Producer of the longest running Hispanic issues series Images/Imagenes, Willie Sanchez, works with students in the Latino community on a regular basis. Interns from the Center for Hispanic Policy Research and

Development assist on his program as well as students who participate in the Hispanic Youth Showcase. This includes involvement of interns and participants in the Showcase who learn how to use flip cameras and create webisodes about Latino health care to accompany a program the Authority produced and to document their experiences in the Showcase. He also talked to 20 creative arts students at Ezra Nolan Middle School in Jersey City about incorporating art and television, and aired their work on NJN Hispanic Youth Showcase as they turned an old cafeteria into a colorful masterpiece of wall to wall murals with landscapes of Jersey City. In September, he traveled to Plainfield Grade School and spoke to 30 fourth graders about incorporating the arts in media and careers in television. He also spoke to 3,000 kids at a Three Kings Festival at Essex County College about the NJN Hispanic Youth Showcase and had the kids perform for them.

**Item 3(e).** There have been no complaints alleging unlawful discrimination in the employment practices of the Unit on the basis of race, color, religion, national origin, or sex filed during the current license term before any body having competent jurisdiction under applicable law.

**Item 3(f).** Responsibilities of each level of management to ensure enforcement of the Unit's EEO policies, and the manner in which the Unit has informed employees and job applicants of its EEO policies and program:

The Authority's Equal Employment Opportunity and Affirmative Action Policy Statement is attached as part of the 2011 FCC Annual EEO Report at Attachment 1. Both this written policy and the State of New Jersey's Antidiscrimination Policy and Procedures are disseminated to all employees annually with a bi-weekly paycheck distribution. New employees receive the Policy and Procedures during their orientation session and must sign an acknowledgement form which is maintained in their personnel file. The policy is also sent to the home offices of vendors who are contracted to conduct business with the Authority, and the vendors are instructed that their agents are expected to be aware of the policy.

### **Responsibilities for Plan Implementation**

The Executive Director of the New Jersey Public Broadcasting Authority (NJPBA) and/or her designee, along with department managers, have the overall responsibility for implementing the Authority's equal employment opportunity policies and procedures.

#### **1. EEO/Affirmative Action Officer**

The NJPBA's Affirmative Action Officer (AAO) reports to the Executive Director and serves as a staff advisor to the Executive Director and/or the Deputy Executive Director and the Executive Director's staff on all matters relating to the Equal Employment Opportunity and Affirmative Action programs. Some of the duties of the AAO include:

- A. Developing policy statements, affirmative action programs, and internal and external communication techniques.
- B. Providing training on the State's anti-discrimination policies and procedures.

- C. Assisting the Division Directors with recruitment efforts, upward mobility efforts, goal setting, EEO/AA planning etc.
- D. Reviewing and approving personnel transactions regarding the employment of new employees and the promotion of existing personnel.
- E. Participation in the management planning and implementation process in matters affecting department personnel such as reorganizations, reassignments, transfers, layoffs, terminations, and discharges both at the departmental and division level.
- F. Monitoring the NJPBA EEO/AA ethnic/gender profile through audit and reporting systems to assure effectiveness.
- G. Preparation of the Affirmative Action component of the NJPBA Workforce Plan in consultation with top management.
- H. Supervision of the NJPBA discrimination complaint process to include investigations and determination of all official discrimination complaints.
- I. Provision of Affirmative Action training for managers and other employees.
- J. Coordination with the Director of Human Resources for recruiting and other efforts to ensure the pool of qualified minority and protected class applicants and applicants with disabilities is available, and that personnel actions are in accordance with relevant laws, regulations and executive orders.
- K. Identification of problem areas and establishing programs to aid in problem solving.
- L. Serve as liaison between the State and enforcement agencies.
- M. Keep senior staff informed of the latest developments in equal employment opportunity laws.

## **2. Manager of Human Resources**

The Authority's Director of Human Resources reports to the Deputy Executive Director of Finance and Administration and serves as a staff advisor to the Executive Director and the Executive Director's staff on all matters relating to human resources programs, including human resources management and staff training. Some of the duties of the Director of Human Resources include:

- A. Assisting division directors with organization design, position classification, personnel selection, performance management, promotion and advancements, reassignments, retention, and discipline.
- B. Reviewing and approving all position and personnel transactions, including classification, reclassification, hiring, promotion, transfer, demotion, and separation.



- C. Taking the lead in the planning and implementation of reorganizations, reassignments, transfers, demotions, layoffs, terminations, and discharges.
- D. Insuring that the NJPBA maintains relevant knowledge, skills and abilities in sufficient quantities to be able to perform its mission.
- E. Taking the principal responsibility for preparing the human resources component of the NJPBA Workforce Plan.
- F. Serving as the principal liaison for the NJPBA management.
- G. Serving as the principal liaison between the NJPBA management and the Governor's office on matters pertaining to the employment of unclassified employees.
- H. Coordinating with the NJPBA Fiscal Office and the Departments of Personnel and Treasury to implement the Managed Attrition Program.
- I. Working in collaboration with the EEO/AA Officer to implement EEO/WFD plans and programs.
- J. Providing the EEO/AA with pertinent information required to complete his/her job duties.
- K. Monitor succession plans and their implementation thereof.

**3. Duties of Division Directors - The duties of the Division Directors include:**

- A. Assisting the EEO/AA Officer in the identification of problem areas and in the establishment of department goals and objectives.
- B. Meeting with employees to make certain the State anti-discrimination policies and procedures are being followed.
- C. Assisting the EEO/AA Officer with ensuring that EEO posters are properly displayed within their respective units.
- D. Assisting the EEO/AA Officer in protecting the integrity of the investigative process.
- E. Discussing training opportunities on career development/advancements with employees.
- F. Reporting all incidents of possible violations of the State policy to the EEO/AA Officer.

**4. Disabilities Accommodation Coordinator/Manager of Human Resources -** The Director of Human Resources also serves as the ADA Coordinator. Some of those duties are as follows:

- A. Making sure that the Authority complies with, and carries out, its responsibilities under the American with Disabilities Act (ADA) and the NJ Law Against Discrimination (NJLAD).
- B. Meeting with applicants and employees who are requesting reasonable accommodations for qualifying disabilities in order to perform essential job functions, or for the interview process.
- C. Interacting with supervisors and managers, as appropriate, regarding their employees' reasonable accommodation requests.
- D. Cooperating with the Agency EEO/AA Officer by providing information and/or documentation about the investigation of failure to accommodate complaints.
- E. Ensuring appropriate safeguarding of medical documentation under applicable laws and regulations.
- F. Providing information about the Authority's efforts to accommodate disabled applicants and employees as part of the self-assessment requirement.

**Item 3(g).** Efforts to analyze the Unit's EEO recruitment program to ensure that it is effective and to address any problems found as a result of such analysis:

In accordance with state statute, each New Jersey state agency is required to ensure equal opportunity for all of its employees and applicants seeking employment. As part of this obligation, each agency must conduct a self-assessment which evaluates and monitors its progress in taking proactive steps towards equal opportunity. The EEO/Workforce Development Plan is a method used to identify areas where imbalances and/or barriers to equal employment opportunity may exist. The Authority's Human Resources Office and the EEO/AA Officer jointly prepare the Plan so that it meets the needs of both Human Resources and EEO/AA programs. The Plan provides an opportunity for each agency to highlight its accomplishments and describe steps taken to address and correct identified problems, if any. During the current license term for the Authority's stations, the Authority has not identified any problems requiring revisions to the existing EEO program.

Agencies also are required to explain increases and reductions in the agency workforce and changes in its occupational structure, if applicable. Notably, the Authority's plan and approach to EEO matters has largely remained unchanged during the past five to six years due to state-imposed budget and hiring restrictions. Specifically, due to the FTE restriction imposed by the State of New Jersey's Office of Management and Budget, a general hiring and promotion freeze has been in effect for approximately six years. Seven years ago, the Plan was revised to

include a section for employing persons with disabilities. A veteran employment section was also added.

**Item 3(h)**. Efforts to periodically analyze measures taken to examine pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that they provide equal opportunity and do not have a discriminatory effect:

As outlined in the Authority's Equal Employment Opportunity and Workforce Development Plan, the Authority's EEO/AA Officer is responsible for implementing an auditing and monitoring system which includes the following tasks:

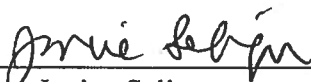
- Monitoring records of all personnel activity at all levels to ensure that the non-discrimination policy is carried out.
- Requiring internal reporting on a scheduled basis to determine the degree to which equal employment and organization objectives are attained.
- Advising senior management on a regular basis of the effectiveness of the policy and recommendation for improvements, if necessary.
- Maintaining and monitoring accurate and up-to-date records on all referrals, applicants, hires, promotions, transfers and terminations by race and sex to be certain that all employees are treated on a fair and equitable basis.
- Reviewing all selection, promotional, training, and disciplinary actions and procedures to ensure that they are nondiscriminatory.

The State of New Jersey has agreements with two bargaining unions: the Communications Workers of America (CWA) and the International Federation of Professional and Technical Engineers (IFPTE). These cover employees in the Professional, Administrative and Clerical Services Unit, and employees in the Operations, Maintenance and Service and Crafts Unit. Article 2 of the Policy Agreements, Section A. Non-Discrimination states "the State and the Unions agree there shall not be any discrimination as to race, creed, color, national origin, nationality, ancestry, age, sex, familial status, marital status, affectional or sexual orientation, atypical hereditary cellular or blood trait, genetic information, liability for military service, and mental or physical disability, including perceived disability and AIDS and HIV status, political affiliation or union membership, or legal union activity permitted herein." The Authority's managers are not represented by a bargaining unit.

**Items 3(i), 4(a), 4(b), 4(c), and 4(d)** are not applicable.

New Jersey Public Broadcasting Authority, through its undersigned authorized officer, hereby certifies under penalty of perjury that the foregoing response is accurate and complete to the best of its knowledge and belief.

Respectfully submitted,  
NEW JERSEY PUBLIC BROADCASTING AUTHORITY

By:   
Print Name: Janice Selinger

Title: Acting Executive Director

Date: 5/2/11

**FCC ANNUAL EEO REPORT  
NEW JERSEY PUBLIC BROADCASTING AUTHORITY  
February 1, 2011**

**Report Deadline: February 1, 2011**

**Covered Period: January 26, 2010 through January 25, 2011**

**General Statement:**

The New Jersey Public Broadcasting Authority (NJN) is subject to very intensive recruiting and reporting requirements of the State of New Jersey's Division of Equal Employment Opportunity and Affirmative Action that are in fact stricter than the FCC's requirements. NJN operates in accordance with its "Equal employment Opportunity/Workforce Development Plan," and includes NJN's Equal Employment Opportunity and Affirmative Action Policy Statement which is attached.

**Report:**

The New Jersey Public Broadcasting Authority, (NJN), licensee of public television Stations WNJT, WNJB, WNJM and WNJN and public radio Stations WNJP-FM, WNJT-FM, WNJN-FM, WNJS-FM, WNJB-FM, WNJM-FM, WNJO and WNJZ-FM continues to be under a restricted hiring process due to severe budget cutbacks and fulltime employee level caps since the 2004 fiscal year. As a result of this situation, NJN did not recruit nor fill any vacancies during this report year except for an emergency temporary position. This was an open position for a South Jersey correspondent who left NJN's employment in January 2010. An internal job posting for the position was posted from July 23 through August 6, 2010. The contractor accepted the position and worked for NJN from September 7 through December 3, 2010 as an employee and left after layoff notices were sent to all NJN employees in mid-November of 2010. Even though the notices were temporarily suspended on December 17, 2010, NJN does not plan on reposting or hiring for this position. No recruitment sources requested that they be notified during the above time period.

NJN has not had a Human Resources Director for two years, therefore, the workload has been shared with other staff members and NJN has not had the ability to hire staff particularly at this time in a wind down mode. It was unclear whether NJN would continue operating past December 31, 2010. On December 17, 2010, employees learned that they would continue working for an undefined period of time to allow the possible selection of a new entity or entities to assume operations, whether by station assignment or by time brokerage arrangement. The NJPBA Board has been reconstituted and a process has been set up for RFPs to determine any such new entities.

**Outreach Activities:**

Despite the absence of a Director of Human Resources, NJN nonetheless engaged in a variety of outreach activities, which are listed below.

**Participation in scholarship programs directed to students who want to pursue a career in broadcasting**

- An NJN employee participates every year in a *How to Get Your First Job in television event* sponsored by the Mid Atlantic Chapter of NATAS.
- The Acting Executive Director serves on the National Academy of Television Arts and Sciences (NATAS) scholarship program and two staff members participate in a selection of recipients of a scholarship from the Mid-Atlantic Chapter of NATAS.

### **Internships**

- NJN has an active internship program which has been in place for several years. The majority of the interns are placed in the news and production departments in our Trenton and Newark facilities.
- In the fall of 2010, NJN had a doctoral candidate intern who explored marketing initiatives and other research for NJN.
- The Executive Producer of the longest running Hispanic issues series Images/Imagenes works with students in the Latino community on a regular basis. Interns from the Center for Hispanic Policy Research and Development assist on his program as well as students who participate in the Hispanic Youth Showcase. This year he had interns and participants in the Showcase learn how to use flip cameras and create webisodes about Latino health care to accompany a program NJN produced and to document their experiences in the Showcase.
- The Executive Producer of Due Process, NJN's award-winning weekly series on law and justice, had three African American interns for the show this year and three last year as well. She also worked with Black and Latino students from the Newark elementary schools on public speaking for the Branch Brook Gala.

### **Participation in events relating to career opportunities sponsored by educational institutions**

- On January 6, 2011 the Executive Producer of Images/Imagenes spoke to 3,000 kids at a Three Kings Festival at Essex County College about the NJN Hispanic Youth Showcase and had the kids perform for them.
- In 2010 one of NJN's reporters spoke at Rutgers University and Saint Peters College about her career in broadcasting.
- In 2010, the Acting Executive Director guest lectured at Temple University for a Broadcast Management course.
- In 2010, the Acting News Director participated in a Meet the News Directors breakfast at Drexel University.

### **Training Programs**

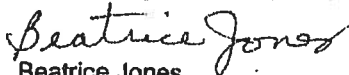
- As has been done for a number of years, in 2010 NJN sent staff to training from the Mid-Atlantic chapter of NATAS, which was run by the Poynter Institute.

#### Other activities

- NJN offers and conducts tours for many school groups and those interested in learning more about NJN and broadcasting on an ongoing basis. In 2010, NJN conducted over 25 such tours.
- Several NJN Open Houses were held during the 2010 year to offer our non-profit community the opportunity to see what we do at NJN to serve the New Jersey citizens.
- In May 2010 the executive producer of NJN's long running issues series Images/Imagenes talked to 20 creative arts students at Ezra Nolan Middle School in Jersey City about incorporating art and television and aired their work on NJN Hispanic Youth Showcase as they turned an old cafeteria into a colorful masterpiece of wall to wall murals with landscapes of Jersey City. In September, he traveled to Plainfield Grade School and spoke to 30 fourth graders about incorporating the arts in media and careers in television.
- NJN has a community presence and serves as a station and industry ambassador in that regard. Almost every Classroom Close Up shoot involves some level of interest among the media production students, so we often invite them to watch us and ask questions. Also, a staff member has participated in the ASK AN ALUM program at Rowan University.

Although no vacancies occurred during the reporting period except for the emergency temporary filling, NJN continued its membership with New Jersey Broadcasters Association and had access to its publication of the EEO1 Source. This organization ensures nationwide dissemination of vacancies including culturally diverse organizations when recruiting.

Respectfully submitted,



Beatrice Jones  
Business Manager/AA/EEO Officer  
New Jersey Public Broadcasting Authority  
PO Box 777  
Trenton, New Jersey 08625-0777

## **Attachment "A"**

### **Equal Employment Opportunity and Affirmative Action Policy Statement**

Equal employment opportunity, regardless of race, creed, color, national origin, ancestry, age, gender, affectionate or sexual orientation, marital status, liability for services in the Armed Forces of the United States, disability or nationality is the law of this State, as embodied in the New Jersey Law Against Discrimination (N.J.S.A. 10:5-1 et seq.), as well as Title VII of the Civil Rights Act of 1964, the Civil Rights Act of 1991, the Age Discrimination in Employment Act, the Americans with Disabilities Act, Executive Order No. 61 and Chapter of the Civil Service Act (N.J.S.A. 11A:7-1 et seq.). The policy and mandates of New Jersey Network are to ensure equal employment for all employees and applicants for employment. This policy and mandate apply to all levels of employment within the Network. Equal employment opportunity includes, but is not limited to recruitment, selection, hiring, promotions, compensation, benefits, transfers, work assignments, layoffs, returns from layoffs, training, education, tuition assistance, facility accessibility, reasonable accommodation, and access to social and recreational programs. It also includes policies, procedures and programs for recruitment, employment, training, promotion and retention of minorities, persons with disabilities and women.

Employment practices will be reviewed routinely to ensure that all applicants, employees and contractual personnel, including members of protected classes, are receiving fair and equal consideration for job opportunities in all categories of employment, including administrative and professional categories. Affirmative action will be taken to encourage all members of protected classes to apply for positions within New Jersey Network. Good faith efforts will be made to meet employment and policy goals as set forth in the Network's Affirmative Action Plan.

All personnel transactions, including, recruitment, selection, hiring, promotions, compensation, benefits, transfers, work assignments, layoffs, returns from layoffs, training, education, tuition assistance, facility accessibility, reasonable accommodation, and access to social and recreational programs will be administered without regard to race, creed, color, national origin, ancestry, age, gender, affectionate or sexual orientation, marital status, liability for services in the Armed Forces of the United States, disability or nationality.

This policy statement is made available to all Network employees and contractual personnel annually, all of who must comply with this Policy and those of the State of New Jersey. All state employees have a responsibility to maintain high standards of honesty, integrity and impartiality in the performance of the State's official business. Employee conduct which violates these standards, or which violates the principles of this Policy Statement or the Network's Policy Against Discrimination, Harassment and Hostile Environments in the workplace will not be condoned and may result in discipline, up to and including termination.

All managers, supervisors, the personnel manger and the affirmative action officer are responsible for the implementation of this Policy and the management of the Network's affirmative action program.

This Policy Statement will be made available to all employees and contractual personnel through distribution with a bi-weekly pay at least once a year and through posting, along with general equal employment opportunity and affirmative action information, on bulletin boards in conspicuous locations throughout the Network's facilities.



Any employee, who believes he or she has been subject to, or is aware of, any conduct that violates these policies, should report it to Affirmative Action Officer, Beatrice Jones at (609) 777-5017 or via email at [bjones@njin.org](mailto:bjones@njin.org).

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**CORRECTED**  
**FCC ANNUAL EEO REPORT**  
**NEW JERSEY PUBLIC BROADCASTING AUTHORITY**  
**February 1, 2010**

**Report Deadline:** February 1, 2010  
**Covered Period:** January 26, 2009 through January 25, 2010

**General Statement:** The New Jersey Public Broadcasting Authority (NJN) is subject to very intensive recruiting and reporting requirements of the State of New Jersey's Division of Equal Employment Opportunity and Affirmative Action that are in fact stricter than the FCC's requirements. NJN operates in accordance with its "Equal employment Opportunity/Workforce Development Plan," and includes NJN's Equal Employment Opportunity and Affirmative Action Policy Statement which is attached.

**Report:**

The New Jersey Public Broadcasting Authority, (NJN), Television channels 23, 50, 52, and 58 and radio Stations WNJP-FM, WNJT-FM, WNJN-FM, WNJS-FM, WNJB-FM, WNJM-FM and WNJZ-FM continues to be under a restricted hiring process due to severe budget cutbacks and fulltime employee level caps since the 2004 fiscal year. As a result of this situation, NJN has not recruited or filled any vacancies during this report year. No recruitment sources requested that they be notified within the New Jersey Public Broadcasting Authority during the above time period. Despite severe budgetary constraints and the loss of the position of Director of Human Resources, who was essential to the implementation and coordination of the licensee's internship and mentoring programs, the licensee has continued certain outreach activities. At the same time, it unfortunately has been constrained to reduce other activities. A summary of the situation is below.

**Outreach Activities:**

Despite the absence of a Director of Human Resources, NJN was nonetheless able to provide some internship opportunities.

- Media Productions has been the placement site for many years for a summer intern through the Latino Leadership Intern Program. Duties included assisting on location shoots and studio production, logging footage, researching and assisting with Classroom Close Up NJ, a magazine program focusing on innovative education in New Jersey's public schools. This 30-minute weekly series features the students, teachers, and communities who create and participate in successful school projects and events.
- The licensee's news and production department have engaged several interns from local educational institutions each semester of the reporting period. An intern also works with the licensee's Health and Medical correspondent each semester.

- NJN's Acting Chief Operating Officer and another NJN employee participated in a *How to Get Your First Job in television event* which was sponsored by the Mid Atlantic Chapter of NATAS.
- NJN's Acting Chief Operating Officer participated in Lafayette College's career networking nights. For the past two Decembers, NJN had two students from Lafayette to shadow us and see what we do to explore a career in television.
- NJN's Acting Chief Operating Officer teaches at The College of New Jersey and brings students to NJN for one of the classes and for a tour of the facilities.
- NJN offers and conducts tours on an ongoing basis for school groups and those interested in finding out more about NJN.
- As has been for a number of years, NJN sent staff to training from the Mid-Atlantic Chapter of NATAS, which is coordinated by the Poynter Institute.
- The Executive Producer of the longest running Hispanic issues series Images/Imagenes works with students in the Latino community on a regular basis. Interns from the Center for Hispanic Policy Research and Development assist on his program, as well as students who participate in the Hispanic Youth Showcase.
- NJN's Acting News Director participated in a Meet the News Directors breakfast at Drexel University.

Although no vacancies occurred during the reporting period, NJN continued its membership with NJ Broadcasters Association and had access to its publication of the EEO1 Source. This organization ensures nationwide dissemination of vacancies including culturally diverse organizations when recruiting.

Respectfully submitted,

Beatrice Jones  
 Business Manager/AA/EEO Officer  
 New Jersey Public Broadcasting Authority  
 PO Box 777  
 Trenton, New Jersey 08625-0777

## **Equal Employment Opportunity and Affirmative Action Policy Statement**

Equal employment opportunity, regardless of race, creed, color, national origin, ancestry, age, gender, affectionate or sexual orientation, marital status, liability for services in the Armed Forces of the United States, disability or nationality is the law of this State, as embodied in the New Jersey Law Against Discrimination (N.J.S.A. 10:5-1 et seq.), as well as Title VII of the Civil Rights Act of 1964, the Civil Rights Act of 1991, the Age Discrimination in Employment Act, the Americans with Disabilities Act, Executive Order No. 61 and Chapter of the Civil Service Act (N.J.S.A. 11A:7-1 et seq.). The policy and mandates of New Jersey Network are to ensure equal employment for all employees and applicants for employment. This policy and mandate apply to all levels of employment within the Network. Equal employment opportunity includes, but is not limited to recruitment, selection, hiring, promotions, compensation, benefits, transfers, work assignments, layoffs, returns from layoffs, training, education, tuition assistance, facility accessibility, reasonable accommodation, and access to social and recreational programs. It also includes policies, procedures and programs for recruitment, employment, training, promotion and retention of minorities, persons with disabilities and women.

Employment practices will be reviewed routinely to ensure that all applicants, employees and contractual personnel, including members of protected classes, are receiving fair and equal consideration for job opportunities in all categories of employment, including administrative and professional categories. Affirmative action will be taken to encourage all members of protected classes to apply for positions within New Jersey Network. Good faith efforts will be made to meet employment and policy goals as set forth in the Network's Affirmative Action Plan.

All personnel transactions, including, recruitment, selection, hiring, promotions, compensation, benefits, transfers, work assignments, layoffs, returns from layoffs, training, education, tuition assistance, facility accessibility, reasonable accommodation, and access to social and recreational programs will be administered without regard to race, creed, color, national origin, ancestry, age, gender, affectionate or sexual orientation, marital status, liability for services in the Armed Forces of the United States, disability or nationality.

This policy statement is made available to all Network employees and contractual personnel annually, all of who must comply with this Policy and those of the State of New Jersey. All state employees have a responsibility to maintain high standards of honesty, integrity and impartiality in the performance of the State's official business. Employee conduct which violates these standards, or which violates the principles of this Policy Statement or the Network's Policy Against Discrimination, Harassment and Hostile Environments in the workplace will not be condoned and may result in discipline, up to and including termination.

All managers, supervisors, the personnel manger and the affirmative action officer are responsible for the implementation of this Policy and the management of the Network's affirmative action program.

This Policy Statement will be made available to all employees and contractual personnel through distribution with a bi-weekly pay at least once a year and through posting, along with general equal employment opportunity and affirmative action information, on bulletin boards in conspicuous locations throughout the Network's facilities.

Any employee, who believes he or she has been subject to, or is aware of, any conduct that violates these policies, should report it to Affirmative Action Officer, Beatrice Jones at (609) 777-5017 or via email at [bjones@njin.org](mailto:bjones@njin.org).



PUBLIC TELEVISION &amp; RADIO

Headquarters: 25 South Stockton St., Trenton, NJ 08608 Mailing Address: NJN, PO Box 777, Trenton, NJ 08625-0777  
 Phone: 609-777-5000 Fax: 609-633-2920 <http://www.njn.net>

## Notice of Vacancy Posting # 2010 - 001

<b>Title:</b>	Senior On-Air Talent	<b>Issue Date:</b>	July 23, 2010
<b>Working Title:</b>	South Jersey Correspondent	<b>Position #:</b>	009284
<b>Salary:</b>	\$70,000 – 75,000 commensurate w/experience	<b>Workweek:</b>	NL
<b>Location:</b>	NJ Public Broadcasting Authority 25 South Stockton Street Trenton, NJ 08625	<b>Closing Date:</b>	August 6, 2010

**JOB DESCRIPTION:**

NJN News, a statewide public television newscast, is seeking applicants for the position of South Jersey Correspondent. The position is based in the South Jersey News Bureau, and may include assignments from Newark and Trenton bureaus. Fully experienced television journalists with diverse proficiency in coverage of issue-based topics are encouraged to apply.

**REQUIREMENTS:****Education:**

Graduation from an accredited four-year college with a degree in journalism, English, or mass communications, or an equivalent combination of education and professional television news reporting.

**Experience:**

At least five years of progressive experience as a television news reporter in a medium or major market. Comprehensive knowledge of South Jersey public and political affairs is preferred.

**License:**

Appointee will be required to possess a driver's license valid in New Jersey only if the operation of a vehicle, rather than employee mobility, is necessary to perform the essential duties of the position.

**Interested individuals should send letter of interest and resume to:**

Please address letters of interest and videotapes to Michael Aron, Interim Director of News and Public Affairs, New Jersey Network, PO Box 777, Trenton, NJ 08625-0777.

**The State of New Jersey is an Equal Opportunity/Affirmative Action Employer**

New Jersey Public Broadcasting Authority  
Documentation List to substantiate Response to EEO audit Letter dated April 26, 2011

**#1. Internship Program**

- See attached document from Media Productions Dept for Latino Leadership Intern Program.
- See attached Email from Karen Krein Re: Katherine Salerno, NJ Eats project, intern.
- Patricia Eget, a doctoral student from Rutgers University, interned with us in the area of market research from September through December 2010 and was here 15 to 20 hours per week. Her work focused on five major projects: general audience demographics for the station, the appropriation of cable fees in New Jersey, audience demographics and potential funders for *NJ Fresh!*, outreach for *Decoding Autism*, and the Latino market in New Jersey (per Nichole Gee, NJN, market research project).

**#2. NJN sponsorship of at least two community events relating to broadcast careers & NJN Tours.**

Three (3) NJN Open House Events – Open House for Government Agencies, May 21, 2009; Open House for Small Businesses, Production Centers & Event Planners, June 17, 2009 and Open House for Tourism Organizations & Industries, February 25, 2010 (attached Email).

- Attached Email from JoAnne Ruscio dated January 5, 2010 for February 25, 2010 Open House for Tourism Organizations and Businesses and Email from Janice Selinger dated April 15, 2009 regarding NJN's April 15, 2009 Open House for Non-Profits.
- NJN also held 31 tours in 2009 which included 527 people and 27 tours in 2010 for 483 people.

**#3. Training Programs for station personnel to acquire job skills.**

- The Mid-Atlantic Chapter of NATAS sponsored several seminars and workshops which were attended by NJN staff. On February 21, 2009 – “How to Get Your First Job in Television” – attended by several staff members and John Barra, Producer, was on the NATAS panel.
- The Mid-Atlantic Chapter of NATAS sponsored a Retreat & Workshop on January 15, 2011 at the NBC10 facility, Philadelphia, PA, which was attended by Janice Selinger, Jeff Hamer and John Barra (*see att*).
- Mr. Michael Aron, Acting News Director participated in a “Meet the New Directors Breakfast” at Drexel University, April 16, 2010 (*see attachment*). This event was attended by six staff members – Janice Selinger, Acting Executive Director; Jim Hooker, News; John Barra, Production; Steve Priolo, Underwriting; Paul Silverthorn, Production; and Steve Datkowitz, Engineering.

**#4. Participation in at least four events with education institutions related to broadcasting careers.**

- NJN served as an Externship Host for Lafayette College: Email from Daniel Ricken, Lafayette College dated January 6, 2010 and Email from Rachel Moeller, Associate Director – Career Services, Lafayette College dated January 8, 2010 (*see attached Email*)
- Ms. Marie DeNoia, NJN News Journalist, spoke at Rutgers University, Fairleigh Dickenson (March 6, 2010), and St. Peters College about her career, the everyday challenges, responsibilities, the privileges of being a journalist and NJN's role in covering the state of NJ exclusively (*see att Fairleigh Event list*).
- July 2010, Ms Selinger participated as an Executive in the Global Village for Future Leaders of Business and Industry 2010 program, a very diverse leadership and cross cultural training program, at Lehigh University, Bethlehem, PA (*letters attached*). Ms Selinger also taught a class in 2009, Cable and Broadcasting in American – COM273, at College of New Jersey (*see att Email*). Also, Ms. Janice Selinger, Acting Executive Director, guest lectured at Temple University for a Broadcast Management course in 2010. (*see attached documents*)
- Mr. Michael Aron, Acting News Director participated in a “Meet the New Directors Breakfast” at Drexel University (*see attachment*). This event also attended by several NJN staff members.

**#5. Participation in Scholarship Program**

See attached Email from Norman Felsenthal, NATAS, dated March 26, 2011.

**#6. Other Activities**

See attachments with #6.


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[KIDS](#)
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## ABOUT NJN

### NJN Internships

NJN Public Television offers internships in a variety of areas throughout its television network. The following are the types of internships we offer:

- Media Productions Interns
- News/Desk Assistants
- Radio Assistants
- Production Assistants
- Public Relation Assistants
- Engineering Assistants
- Computer Assistants
- Viewer Services Assistant

Internships are usually one semester, and open primarily to college students majoring in either communications, journalism, marketing, public relations, or computer science. Engineering interns should have taken courses in technical production.

Internships are available during the fall, spring and summer semesters, and are for academic credit or skill enhancement only. Students usually work approximately 15 hours per week. Most positions are available at our Trenton location, although there are two or three internships available at our Newark studio and news bureau.

NJN is the state's public television network, and is headquartered in a 125,000 square-foot building in downtown Trenton. On the air since 1971, NJN is dedicated to informing, educating and entertaining the citizens of New Jersey. Its programming includes traditional PBS shows, instructional TV, and local New Jersey-oriented productions such as *NJN News*, *Reporters Roundtable With Michael Aron* and *State of the Arts*.

Candidates seeking an internship with NJN should submit a resume along with a cover letter addressed to:

Personnel Office  
NJN,  
PO Box 777  
Trenton, NJ 08625-0777

Paperwork will be reviewed, and directed to the appropriate NJN show unit or department. This should be done at the student's earliest convenience in order to be considered for placement. In person interviews are required.

If you have further questions, please feel free to contact NJN at 800-882-6622.

April 29, 2011 | 4:00 PM

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(11)

Media Productions has been the placement site for many years for a summer intern through the Latino Leadership Intern Program. Duties included assisting on location shoots and studio production, logging footage, researching and assisting with Classroom Close Up NJ, a magazine program focusing on innovative education approaches in New Jersey's public schools. This 30-minute weekly series features the students, teachers and communities who create and participate in successful school projects and events. In addition, interns assisted in creating various data bases to be used in the department and assisting with facility rental projects as scheduled.

Summer 1998: Pablo Diaz, Jr.

Summer 2002: Juan Ocampo

Summer 2003: Anderson Diaz

Summer 2004: Johanna Orozco

Summer 2006: Monica Fajardo

Summer 2007: Awinna Martinez

Summer 2008: Zulema Pena

Summer 2009: Carolina Chica

As indicated the last intern Media Productions had through the Latino Leadership Program sponsored by the Center for Hispanic Policy for Research and Development was Carolina Chica.

Due to budget cuts by Governor Christie the Center was disband and the program didn't exist during the summer of 2010.

Eileen Mastrogiovanni  
Media Productions Dept

**Kuprevich, Sandi**

**From:** Gee, Nichol  
**Sent:** Monday, May 02, 2011 9:32 AM  
**To:** Kuprevich, Sandi  
**Subject:** Market Research Intern

Hi, Sandy.

Here is the information your requested:

Patricia Eget, a doctoral student from Rutgers University, interned with us in the area of market research from September through December, 2010. She was here 15 to 20 hours per week. Her work focused on five major projects: general audience demographics for the station, the appropriation of cable fees in New Jersey, audience demographics and potential funders for *NJ Fresh!*, outreach for *Decoding Autism*, and the Latino market in New Jersey.

Karyn & Eric also worked with an intern I brought in named Katherine Salerno. They could provide information about her responsibilities.

~ Nichol R. Gee  
Caption Writer/Editor, NJN  
609-984-9449 (4-9449)  
ngee@njn.org

5/2/2011

NEW JERSEY PUBLIC BROADCASTING AUTHORITY  
INTERN RECORD

(Please print or type \* Form must be completed on or before start date of Intern)

Name: Patricia Eget Date: 9-27-10

Address: [REDACTED]

Home Telephone: [REDACTED] (Listed/Unlisted) Cell: [REDACTED]

Date of Birth: [REDACTED] SS: [REDACTED]

In case of Emergency, please notify:

Name: David Eget

Telephone: Alt: [REDACTED]

NJN Department: Executive/Marketing

Supervisor(s): Janice Selinger, Jr.

Dates of Internship: Sept 2010 thru [REDACTED]

Purpose of Internship:

Market Research Academic Credit        Skill Enhancement ☒

College/University or High School: Pittsburg

Year of study: PhD Major Area(s) of Study: History

Contact/Instructor: N/A Department: N/A

Phone:        Office Hours:       

Referred by:

College Official        Staff Member        Friend        Ad ☒ Other         
(please identify)

I, Patricia Eget, agree to participate in NJN's Internship Program in the aforementioned department. I do understand that this is a training internship and for academic credit and/or skill enhancement only, and is void of stipends and employee benefits.

Signature: [Signature] Date: 9-27-10

Human Resources Dept.:        Date:       

Intern Performance (circle one)      Excellent      Good      Fair      Poor

Comments:       

Copy of formal intern evaluation received by Personnel      Yes             No

**Kuprevich, Sandi**

**From:** Kuprevich, Sandi  
**Sent:** Monday, May 02, 2011 11:11 AM  
**To:** Krein, Karyn  
**Subject:** FW: Info on Kathrine

Thx Karen

*Sandi Kuprevich* [skuprev@njn.org](mailto:skuprev@njn.org)

Exec Assistant, Executive Office of  
NJN / New Jersey Public Television & Radio  
25 South Stockton Street, Trenton, NJ 08608-1832  
Mail: PO Box 777, Trenton, NJ 08625-0777  
**Ph:** 609-777-5002  
**Fx:** 609-633-2912  
[www.njn.net](http://www.njn.net)

*Catherine Salerno*

#1

---

**From:** Karyn Lockshine [<mailto:lockshine@gmail.com>]  
**Sent:** Monday, May 02, 2011 10:34 AM  
**To:** Kuprevich, Sandi  
**Subject:** Info on Kathrine

Hi Sandy,

I am at the budget hearings but I wanted to answer your email.

Kathrine was an intern for NJ Eats and for Eric's documentary. (he can talk about that) Kathrine logged tapes, researched restaurants and helped pick sound bites for the show. She came once or twice a week for almost 3 months (October - December 2010).

Thanks Karyn

(A1)

**NEW JERSEY PUBLIC BROADCASTING AUTHORITY  
INTERN RECORD**

(Please print or type \* Form must be completed on or before start date of Intern)

Name: Katherine Salerno Date 9-29-2010

Address: [REDACTED]

Home Telephone: [REDACTED] (Listed/Unlisted) Cell: [REDACTED]

Date of Birth: [REDACTED]

In case of Emergency, please notify:

Name: Carmine Salerno

Telephone: AM - [REDACTED]

NJN Department: NJ Eats

Supervisor(s): Karyn Krein

Dates of Internship: 9-29-2010

Purpose of Internship: Skill Enhancement

College/University or High School: Rutger

Year of study: graduated Major Area(s) of S

Contact/Instructor: N/A

Phone: \_\_\_\_\_ Office

Referred by:

College Official \_\_\_\_\_ Staff Member \_\_\_\_\_ Friend \_\_\_\_\_ Ad \_\_\_\_\_ Other Rutgers Career Services  
(please identify)

I, Katherine Salerno, agree to participate in NJN's Internship Program in the  
aforementioned department. I do understand that this is a training internship and for academic credit  
and/or skill enhancement only, and is void of stipends and employee benefits.

Signature: Katherine Salerno Date: 9-29-2010

Human Resources Dept.: \_\_\_\_\_ Date: \_\_\_\_\_

Intern Performance (circle one)      Excellent      Good      Fair      Poor

Comments: \_\_\_\_\_

Copy of formal intern evaluation received by Personnel      Yes \_\_\_\_\_      No \_\_\_\_\_



chology

Intern for  
Autism Doc

111

# INTERN RECORD

Please Print or Type

Date: 2-10-09

Name: Kaitlin Chieco Work Ext: \_\_\_\_\_

Address: \_\_\_\_\_

Home Telephone: \_\_\_\_\_ Listed: ☒ Unlisted: ☒

Date of Birth: \_\_\_\_\_

Notify in case of Emergency:

Name: Sharon Chieco Rela: \_\_\_\_\_

Telephone: \_\_\_\_\_ day \_\_\_\_\_

NJN Department: NEWS

Supervisor(s): Sara Lee Kessler

Dates of Internship: 01/23/09 through 05/05/09

Purpose of Internship:

☒ (4) Academic Credit \_\_\_\_\_ Skill Enhancement

College/University or High School: Barnapo College of NJ

Year of study: 4 Major Area of Study: Communication Arts

Contact/Instructor: Edna Negrón Dept.: Comm. Arts

Phone: \_\_\_\_\_ Office Hours: M-1-5 F-1-2

Referred by: ☒ College Official \_\_\_\_\_ Staff Member \_\_\_\_\_ Friend  
\_\_\_\_\_ Advertisement \_\_\_\_\_ Other (please identify)

I, Kaitlin Chieco, agree to work for NJN, in the Internship Program in the aforementioned department. I do understand that this is a training internship and for academic credit and/or skill enhancement only, and is void of stipends and employee benefits.

Signature: Kaitlin Chieco Date: 02/10/09

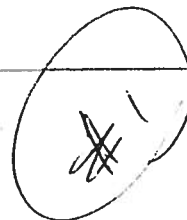
Human Resources Dept: \_\_\_\_\_ Date: \_\_\_\_\_

Form must be completed prior to or on Intern's start date.



Selinger, Janice

**From:** Moeller, Rachel N [moellerr@lafayette.edu]  
**Sent:** Friday, January 08, 2010 10:55 AM  
**To:** undisclosed-recipients  
**Subject:** Lafayette College Summer 2010 Internships  
**Attachments:** image001.jpg



Good Morning from Career Services,

Thank you so much for supporting the Alumni Sponsored and Referred Internship program in the past. The feedback we received from the students was very favorable. Because of the dedication of individuals like you, many students were able to gain valuable work experience while also gathering information vital to the career decision-making process. We could not have achieved this without your help.

We hope that you will be willing to offer an internship opportunity to Lafayette students for summer 2010. **Please respond with regard to your ability to participate by February 15, 2010.** All responses can be submitted through the on-line internship application form available at [ASI\\_internship\\_form.lafayette.edu](http://ASI_internship_form.lafayette.edu)



I realize that you may not be in a position to offer an internship yourself, but we are also happy to receive information available about general internships at your employer. Any assistance you can provide would be extremely beneficial to students, especially in the current challenging economy.

Please also feel free to email me directly at [moellerr@lafayette.edu](mailto:moellerr@lafayette.edu).

Thank you for giving back to the Lafayette community and helping Career Services provide students with work experiences that complement their classroom learning.

My best,  
Rachel Moeller

*Rachel Nelson Moeller '88*  
Associate Director - Career Services  
Lafayette College  
201 Hogg Hall  
Easton, PA 18042

p: 610-330-5118  
f: 610-330-5719

4/29/2011



#2

**NJN OPEN HOUSE**  
for  
**TOURISM ORGANIZATIONS  
AND INDUSTRIES**  
*Thursday, February 25, 10 am to 11 am*  
*Coffee and Networking begins at 9:30 am*

**NJN Trenton Studios**  
25 South Stockton Street, Trenton, NJ

Find out about the services NJN offers that can help you and your organization maximize production and marketing dollars and reach a statewide audience.

Discover what The Production Center at NJN can do for you

Learn about the opportunities for Sponsorship and Media Campaigns

Get the details on the best way to submit your story to NJN News

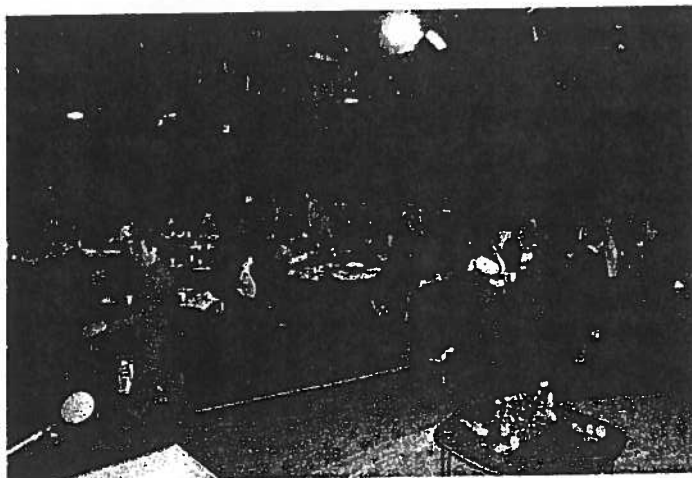
Talk with NJN staff one-on-one about your specific production and marketing needs

Take a behind-the-scenes tour of NJN and view production capabilities first-hand

**Register online now or call (800) 553-2303**

There is no fee to attend

More info





Do you have unmet production and marketing needs?

Is this tight economy keeping you from reaching your audience?

Do you need a promotional video, training program, satellite broadcasting, PSA or a site for a meeting or event?

*Find out how to increase your promotional efforts*

**Register online now or call (800) 553-2303**  
**Deadline for registration is February 19**

*There is no fee to attend.*



#2

**NJN OPEN HOUSE**

NJN Trenton Studios  
25 South Stockton Street  
Trenton, NJ 08608

Directions for driving and parking on website

**FORWARD to a FRIEND | VIEW ONLINE**

NJN Public Television & Radio | 25 South Stockton Street | Trenton, NJ 08625 | 800-882-6622

NJN Public Television and Radio is committed to protecting your personal privacy. For full information gathering and dissemination practices for our website, please go to, [www.njn.net/about/privacy.html](http://www.njn.net/about/privacy.html).

Remove yourself from this mailing.

Selinger, Janice

# 2

**From:** Selinger, Janice

**Sent:** Wednesday, April 15, 2009 1:36 PM

**To:** EVERYONE

**Subject:** Open House today

Just a note to say thank you to all of those who made today's Open House for Non-profits possible. This is something many of us had wanted to do for some time and a packed Studio D indicates that we were right. There is a need and an interest in finding out more about NJN's services. Thank you, JoAnne Ruscio for spearheading the event and getting the Center for Non-profits to co-sponsor the program. She also arranged for two spectacular looking banners that we can use in the future. Stephanie Lett did a great job telling the story of sponsorship opportunities here at NJN for tv, radio and the web. Jim Hooker showed some news pieces that highlight the work that non-profits do in the state and spoke eloquently about how NJN News is a news organization that tells these kinds of stories where people and organizations are making a difference. He and Malik Peterson let folks in the room know how to pitch a story to our newsroom. John Blair was our emcee and showed examples of our media production work as well as a great new video that Rich Renner produced about the Production Center. He also showcased how we can work with non-profits at various price points. Thank you to the Media productions team of Fred Litwinowicz, Eileen Mastrogiovanni, Eileen Gallagher, Jim Zombeck, Rich Renner and John Barra. Jim did a great job giving tours of our facility and Eileen Mastrogiovanni even got the tablecloths donated. Our engineering staff including Pat Scannella, Adam Goldberg, Mel Obst, John Wynne and Matt McNamara who came up with a wonderful lighting design. Vineeta Mehta, Jonathan Waller, Tamara Smith, Brenda Gadson, Valerie Pursell who helped with the logistics and membership sign-ups. Thanks also to Ronnie Weyl, Freddie Chisholm and Jill Hargrave for greeting people and telling NJN's story. Kent Manahan also was able to greet those in attendance and answer some questions which everyone appreciated. Thank you all for your efforts and we look forward to the other upcoming Open Houses.

Janice Selinger  
Acting Chief Operating Officer  
NJN Public Television  
P.O. Box 777  
Trenton, NJ 08625-0777  
609-777-5251  
609-777-5007

Open House  
d  
Tours

5/2/2011

# 2

**Selinger, Janice****From:** Ruscio, Joanne**Sent:** Tuesday, January 05, 2010 5:27 PM**To:** Barra, John; Blair, John; DeLuca, Sharon; Gallagher, Eileen; Lett, Stephanie; Litwinowicz, Fred; Mastrogiovanni, Eileen; Priolo, Stephen; Renner, Richard; Rooth, Peter; Ruscio, Joanne; Tomson, Carol; Zombeck, Jim**Cc:** Selinger, Janice; 'Weyl, Ronnie'**Subject:** Tourism Open House Distribution List

In preparation for promoting the Feb 25 NJN Open House for tourism organizations and businesses, please provide any prospect lists of people/businesses/organizations you would like invited including:

1. Any industry associated with tourism including restaurants, hotels, bed and breakfasts, entertainment venues, tourist destinations
2. Event planners
3. Tourism agencies, councils
4. Chambers of Commerce
5. Others you can think of

We have several networks including DMOs and TIA that we are working with, but I'm sure you've all been reaching out to these industries in the past, and I don't want to leave anyone out.

For those you would like included, please send contact information including first and last name, title, organization and, most importantly, email in an Excel file by next Monday, January 11. Look forward to getting your lists. I'm sure our combined lists will be excellent.

Thanks in advance,  
JoAnne

*JoAnne Ruscio*  
*NJN Director of Marketing*  
*PO Box 777, Trenton, NJ 08625*  
*(609) 777-3993*  
*Email: [jruscio@njin.org](mailto:jruscio@njin.org)*  
*Web: [njin.net](http://njin.net)*

4/29/2011

**Selinger, Janice**

Open House

#2

**From:** Ruscio, Joanne  
**Sent:** Friday, January 08, 2010 4:07 PM  
**To:** Barra, John; Blair, John; DeLuca, Sharon; Gallagher, Eileen; Lett, Stephanie; Litwinowicz, Fred; Mastrogiovanni, Eileen; Priolo, Stephen; Renner, Richard; Rooth, Peter; Tomson, Carol; Zombeck, Jim  
**Cc:** Ruscio, Joanne; Selinger, Janice; Weyl, Ronnie  
**Subject:** NJN Open House - Meeting Follow Up

Good meeting – thank you for attending. I'm following up on some items we discussed.

1) **PANEL DISCUSSION:** I emailed Joann DeVescio, President of the NJ Travel & Industry Association, to finalize panel discussion and will follow up with her next week.

2) **PROSPECT LIST:** This –as always – is our biggest challenge and most important step for success. Sharon DeLuca has set up a template and started inputting contact information for email distribution. Eileen Mastrogiovanni helped collect information. On Tuesday, Lorna will start collecting information for the PROSPECT LIST. Mid-week I'll let you know how things are moving along, and how much help will need. If we lose Sharon to the Gala next week, which is a possibility, we may have to hire a temp to develop list unless there is in-house staff to do this. Please let me know if there is anyone you can recommend to handle this.

3) **PRODUCTION CENTER VIDEO PRESENTATION:** Jim Zombeck and I will be meeting to talk about presentation next week. John Barra and Rich Renner – can you join us? I'll send a separate email to set up a time.

4) **SPONSORSHIP VIDEO PRESENTATION:** Steve and Stephanie will develop their video and powerpoint.

5) **OVERALL PROGRAM:** John Blair will coordinate program with Sponsorship, Production Center and News.

6) **MESSAGE & PRODUCT:** I believe everyone agreed that it is important for us to find new ways to attract clients with smaller or tighter budgets, new methods and techniques to help them create their message, and exciting ways to engage them.

7) **WEB SITE:** Content is nearly complete; we're held up on the registration connection, but John Blair will be handling this with Rebecca Murphy. Need to complete by January 15 when e-blast goes out. Fred L will locate Center for Nonprofit video to add to web site.

8) **PROMOTION – E-BLASTS:** Working with Jonathan Waller, we will send out an eblast to targeted lists, partners as well as to all members on January 15. We will also send messages to listserves.

9) **PROMOTION – ON-AIR:** Sara Casey will create on-air spot to go on server for week of January 18.

10) **PROMOTION – MEDIA RELEASE:** Carol Tomson will handle; should be distributed week of January 18 to media and partnership organizations for distribution to their organizations.

11) **LOGISTICS:** Eileen M is working with Mary Kate on logistics; she will also contact Pennington Market to see if they will donate refreshments. If that doesn't come through, Steve P will ask Jeff at the Marriott if they will contribute.

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12) CONTENT MEETING: I will set up a meeting with reps from NJTIA and Tourism and a small group here to talk about what they would like us to cover. Tentative date: week of January 18.

13) NEWS MEETING: After the Inaugural Ceremony broadcast, I will talk with Michael Aron about News participation. They have already agreed to participate – we just need to nail down the videos they would show, powerpoint information and speaker.

14) SPRING OPEN HOUSE: Unanimous agreement that we would like to hold another general open house in May to reach folks we did not reach last spring. Planning for that will start in mid-February.

15) NEXT MEETING: Please let me know if you are available to meet on January 27 at 11 am.

Thanks – and I look forward to working with all of you to welcome this new group of people to NJN and show them what we can do for them. I really enjoyed working with everyone last time. Please let me know if I left anything out.

JoAnne

---

**From:** Ruscio, Joanne

**Sent:** Tuesday, January 05, 2010 9:52 AM

**To:** Barra, John; Blair, John; DeLuca, Sharon; Gallagher, Eileen; Lett, Stephanie; Litwinowicz, Fred; Mastrogiovanni, Eileen; Priolo, Stephen; Renner, Richard; Rooth, Peter; Tomson, Carol; Zombeck, Jim

**Cc:** Ruscio, Joanne

**Subject:** RE: NJN Open House for DMOs - Planning Meeting - NEW DATES

**Importance:** High

Have to try this again – can't dates to work for everyone

How does Friday, January 8 at 11 am or 2 pm work out?

Or Wednesday, January 13 at 3 pm – although I'd rather not wait until then.

Please let me know – thanks.

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**From:** Ruscio, Joanne

**Sent:** Monday, January 04, 2010 3:30 PM

**To:** Barra, John; Blair, John; DeLuca, Sharon; Gallagher, Eileen; Lett, Stephanie; Litwinowicz, Fred; Mastrogiovanni, Eileen; Priolo, Stephen; Renner, Richard; Rooth, Peter; Ruscio, Joanne; Tomson, Carol; Zombeck, Jim

**Subject:** NJN Open House for DMOs - Planning Meeting

All,

Are you available to attend a planning meeting for the February NJN Open House on one of the following dates? Please confirm all available dates.

At this meeting, one of the items I would like to discuss is how we can customize our product, message and services to fit the needs and budgets of small, medium and large tourism organizations and businesses.

I'd also like to follow up on the pros and cons of another general open house in April or May.

Please feel free to add items to the agenda.

I'd like to meet as soon as possible so we can get an e-blast and other information out soon. Ed Hartmann is

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working on the website for registration.

I hope you can attend. Please let me know.

Dates:

1. Thursday, January 7
  - 10 am
  - 11 am
  - 3 pm
2. Monday, January 11
  - 11 am
  - 2 pm

Thanks,  
JoAnne

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**From:** Ruscio, Joanne  
**Sent:** Tuesday, December 15, 2009 12:29 PM  
**To:** Blair, John; Mastrogiovanni, Eileen; Priolo, Stephen; Lett, Stephanie  
**Cc:** Blumenthal, Howard; Selinger, Janice; Weyl, Ronnie; Chisholm, Freddie; Tomson, Carol; DeLuca, Sharon  
**Subject:** NJN Open House for DMOs

Re: NJN Open House for Destination Marketing Organizations, Travel Industry, Event Planners and Chambers of Commerce

In planning for the Feb 25 Open House at NJN's Trenton Studios, similar to the three open houses held last spring, I talked to the following people this morning about the date and the value of holding this open house:

Asst Sec of State Kathy Kisko  
Anthony Minnick, Acting Director, Travel & Tourism  
Phyllis Oppenheimer, handles DMOs in the office of Travel & Tourism  
Joanne Lombardi, NJ Travel & Industry Association  
Maria Maruca, Jersey Shore Tourism

Also have spoken to Bill Rosa, Hudson County Tourism, and Judy Ross, Meadowlands Tourism during the past month.

The overall response was yes – this is a very good idea. While times are tough, money is short and grants are drying up, they are all looking ahead to things getting better and are very excited about the possibility of

- 1) working with NJN
- 2) using our production facility
- 3) learning how to develop an on-air campaign
- 4) how to get the attention of our news department

Eileen M, Carol, Sharon and I will continue to plan out the logistics for the event. Several of the above folks recommended that we send them a Save the Date that they will send out to their list this week, so we'll get on that right away.

Any questions, concerns or ideas, please let me know. In January, we'll get together to discuss program/format.

JoAnne

*JoAnne Ruscio*  
*NJN Director of Marketing*

4/29/2011

**Kuprevich, Sandi**

**From:** Waller, Jonathan  
**Sent:** Monday, May 02, 2011 1:30 PM  
**To:** Kuprevich, Sandi; Scannella, Janet  
**Subject:** Dates for NJN Open houses

Hi,

I'm terribly sorry, but I don't have access to past press releases concerning any NJN open houses, and I couldn't find press releases online.

However, I was able to dig through eblasts from the past two years, and found dates and times for the three Open houses for various agencies, plus info for our open houses for the *Night for the Arts*, as well as our community outreach meeting held at NJN for *Storycorps*. Also, I found access to online versions of two messages we sent, through Kintera. The two oldest emails were through GetActive, so I no longer have online access to the original messages... But here's what I've got.

NJN Open House  
*Government Agencies & Affiliated Non-Profits*  
Thursday, May 21, 2009: 9 am to 11 am

NJN Open House  
*Small Businesses, Production Centers, & Event Planners*  
Wednesday, June 17, 2009: 9 am to 11 am

NJN Open House  
*Tourism Organizations & Industries*  
Thursday, February 25, 2010: 9:30am to 11 am  
[http://www.kintera.org/cms.asp?id=912324&campaign\\_id=150241&tr=y&enString=jjTKQJXH0oKVi7NLJIIzi8MIKiIINRyOUQONkMOlcJC](http://www.kintera.org/cms.asp?id=912324&campaign_id=150241&tr=y&enString=jjTKQJXH0oKVi7NLJIIzi8MIKiIINRyOUQONkMOlcJC)

*A Night for the Arts*  
Friday, April 23, 2010: 6 pm to 9 pm  
[http://www.kintera.org/cms.asp?id=981789&campaign\\_id=150241&tr=y&enString=mmRQQSVTNrL1LgMXLoK5LhMULIIOKWSKTXRUPt](http://www.kintera.org/cms.asp?id=981789&campaign_id=150241&tr=y&enString=mmRQQSVTNrL1LgMXLoK5LhMULIIOKWSKTXRUPt)

*StoryCorps: Community Outreach Meeting*  
Wednesday, June 23, 2010: 5:30 pm to 7 pm

I hope this helps. If you need more info, let me know and I'll try to get a hold of JoAnne to see she or Carol ever wrote any releases for some of these projects, and all three of the NJN Open Houses were done before I started working in Marketing.

-Jonathan

5/2/2011

#3

membership   emmy awards   programs & events   scholarship   stations & sponsors   news room   archives

## PROGRAMS & EVENTS OVERVIEW

### programs and events

To register for the 2011 seminar "I Want a Job in Media", please [click here](#). The event will be held at CBS3, 1555 Hamilton Street in Philadelphia on Saturday, April 16.

### cinema club

### registration forms

### coming up

### recent programs

### silver circle

2011 Emmy® on the Road (NATAS Networking) dates:  
 March 14- 5pm-7pm, Lidia's Pittsburgh, 1400 Smallman St., Pittsburgh  
 March 16- 9:30am, NBC Philadelphia, 10 Monument Rd, Bala Cynwyd, PA  
 March 25- 2pm, WBRE-TV, 62 Franklin St., Wilkes-Barre, PA  
 March 30- 6pm-8pm, Temple University, Annenberg Hall  
 April 5- 7pm-8:30pm, WLVT, 123 Sesame St., Bethlehem, PA  
 April 7- 6pm-8pm, Joe's Crab Shack, Wilmington, DE  
 April 13- 5:30-7:30pm, Gigi's in Olde City, Philadelphia

## 2010 Programs/Events

For information on our Emmy® Nomination Parties and the Emmy® Awards, please click "Emmy Awards" above to be directed to that information.

Thank you to our panelists for the 2010 "I Want a Job in Media: Now What?" seminar held at CBS3. Panelists gave great advice to dozens of students from the Philadelphia area who attended.



Panelists included (L to R): Bruce Gordon (FOX29), Cesar Aldama (CBS3/CW Philly), Nicole Brewer (CBS3/CW Philly), Dan Stamm (NBC10) and Andrew Susskind (Drexel University).

In addition to the annual Emmy Ceremony, the Mid-Atlantic Chapter is dedicated to providing workshops, seminars and other events for our members. Exciting professional seminars, NATAS networking events and student seminars and scholarship programs are being planned for 2010. We are grateful to our 2009 sponsors for their support: Kal and Lucille Rudman Institute at Drexel University and the Paul F. Harron Graduate Program in Television Management at Drexel University. **For information on all programs and Cinema Club, contact**



## NATAS PANEL: "HOW TO GET YOUR FIRST JOB IN TELEVISION"



DATE: 02.21 2009

TIME: 9:30 a.m. to 1 p.m.

Want to Learn About "How to Get Your First Job In Television?"

NATAS Panel, Featuring TV Industry Experts, Set for Saturday, February 21

College Students and Recent Graduates will Benefit from TV Professionals Expertise

The Mid-Atlantic Chapter of the National Academy of Television Arts & Sciences (NATAS) will host its popular panel focusing on "How to Get Your First Job In Television?" on Saturday, February 21 from 9:30 a.m. to 1:00 p.m. at Fox 29 Philadelphia, 330 Market Street, Philadelphia. Advance registration is required for the program, which costs \$15/person or \$20 for students who sign-up for a NATAS student membership. Contact Jennifer McFarlane, at 215-310-9099 or via email, at [Jennifer@natasmid-atlantic.org](mailto:Jennifer@natasmid-atlantic.org).

Prominent panelists from Philadelphia television stations, sports television and sports cable entities, and public television will speak, including:

Lee Meier, Executive Producer, Fox 29

John Barra, Producer, NJN Public Television

Dan Stamm, Web Content Producer, [NBCPhiladelphia.com](http://NBCPhiladelphia.com)

Rob Alberino, Eagles Television Network

Marshall Harris, Reporter, Comcast SportsNet Philadelphia

In addition to the panel presentation and question and answer session, NATAS will provide an invaluable opportunity for job seekers to have their resume reels evaluated by industry professionals. "This has been one of our most popular programs in previous years among students and recent college graduates – who jump at the chance to gain professional expertise and speak with TV industry leaders working in many aspects of the business. Given the current job landscape, our Chapter is committed to providing even more professional development programs in the coming year for job seekers at every level," says NATAS Mid-Atlantic Chapter President Susan Buehler, Senior VP of Bellevue Communications.

Registration begins at 9:00 a.m., and beverages and light lunch will be provided. Drexel University's Kal and Lucille Rudman Institute, Paul F. Harron Studios and Westphal College are sponsoring the event.

The Mid-Atlantic Chapter of NATAS represents some 650 industry professionals working in regional television and is best known for organizing the annual Mid-Atlantic Emmy® Awards, which recognize excellence in news, programming and individual achievement in PA, NJ, and DE. Judging is spearheaded by regional NATAS Chapters in comparable TV markets across the county. Members represent more than 25 television stations, numerous cable companies and programmers, as well as independent producers, production facilities and educational institutions. The Chapter also organizes professional development seminars and special events for area television professionals; oversees the Mid-Atlantic Student Television Program, a regional recognition program for high school students; and the Young Producer's Award scholarship competition for the region's aspiring broadcasting professionals.

## NATAS: MEET THE TV NEWS DIRECTORS

#3

#A

Mid Atlantic NATAS Hosts "Meet the TV News Directors" on Thursday, April 16:

Lively Panel Discussion Features Prominent News Decision Makers from Our Region

The Mid-Atlantic Chapter of the National Academy of Television Arts & Sciences (NATAS) hosts Meet The TV News Directors, a breakfast panel discussion featuring news directors from regional television stations on Thursday, April 16 at 8:30 a.m. at Drexel University's Behrakis Grand Hall, 3210 Chestnut Street in Philadelphia.

To register in advance and reserve a seat for the program, which costs \$30 per person,

contact Jennifer McFarlane, at 215-310-9099, or via email, at [Jennifer@natasmid-atlantic.org](mailto:Jennifer@natasmid-atlantic.org).

News Directors from the Philadelphia region will talk about the challenges they face in providing news to viewers, as well as changes affecting the television news industry. Attendees will have an opportunity to submit their questions to the panelists, who will include:

Michael Aron, Interim Director of News and Public Affairs, NJN Public Television

Chris Blackman, Vice President of News, NBC10

Susan Schiller, Vice President and News Director, CBS3 Kingsley Smith, Vice President and News Director, FOX29 News

Chris Satullo, Executive Director of News and Civic Dialogue, WHYY

Registration begins 8:00 a.m., and the program runs from 8:30 to 10:30 a.m., with continental breakfast served.

Selinger, Janice

#3

**From:** Selinger, Janice  
**Sent:** Friday, April 03, 2009 9:40 AM  
**To:** Weyl, Ronnie; Manahan, Kent  
**Subject:** Meet the News Directors

4/16

Here is what I have so far—six. I may hear from some others but that is what I have so far. At \$30 each that comes to \$180. There is a break for a table of 10 for \$250 but we may only need the six seats. Is that okay?

Jim Hooker  
Paul Silverthorn  
John Barra  
Steve Datkowitz  
Steve Priolo  
Janice Selinger

Janice Selinger  
Acting Chief Operating Officer  
NJN Public Television  
P.O. Box 777  
Trenton, NJ 08625-0777  
609-777-5251  
609-777-5007

Staff  
attended  
training  
② D. P. P. P. P. P.

(#3)

**Scannella, Janet**

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**Subject:** NATAS Retreat & Workshop  
**Location:** NBC10, Philadelphia

**Start:** Sat 1/15/2011 10:00 AM  
**End:** Sat 1/15/2011 1:00 PM

**Recurrence:** (none)

National Academy of Television Arts & Sciences  
Annual Retreat & Workshop, NBC10, Philadelphia, PA

NATAS  
Workshop

**Attending:**

John Barra - YES  
Jeff Hamer - YES  
Janice Selinger - YES

**Scannella, Janet**

**From:** Hamer, Jeff  
**Sent:** Monday, May 02, 2011 3:15 PM  
**To:** Scannella, Janet  
**Subject:** NATAS Board of Governors retreat/workshop

**NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES**  
**Meeting of the Board of Governors of the Mid-Atlantic Chapter**  
**Saturday, January 15, 2011** **NBC10**

**Members in Attendance:**

**Officers:** A.Burkett, B.Nau, D.Stamm  
**Governors:** J.Barra, T.McGrath Brown, J.DePury, J.Hamer, B.Rinehart, E.Smith  
**Committee Chair:** J.Mussoni  
**Trustees/Past Presidents:** G.Cummings, P.Gluck  
**National Secretary:** N.Felsenthal  
**Executive Director:** T.Faccenda

**Members absent:**

**Officer:** D.ODonnell  
**Governors:** S.Bomboy, M.Bradsher, K.Quaid-Weisz, N.Slotkin  
**Committee Chair:** S.Hoffman  
**Past Presidents:** S.Buehler, E.Matthews  
**Legal Counsel:** D.Carman  
**PR Consultant:** R.Ayars

**Call to Order (A.Burkett):** The meeting was called to order at 10:15am by President A.Burkett who read the quote and briefly stated the goals for the meeting.

**December Minutes (S.Buehler):** The December minutes were approved unanimously on a motion by G.Cummings/P.Gluck.

**Financials (T.Faccenda):**

Money allocated for Emmy express membership system and rainy day fund Vanguard fund. The Emmy express Membership kinks will be worked out and another email sent this week to encourage members to renew their membership. At the end of 2010, our financials show that there is a surplus of \$3536 over the annual targeted budget. The December financials were approved unanimously on a motion by G.Cummings/P.Gluck.

**President's Report- (S.Buehler):**

A.Burkett read "10 Commandments of possibility thinking" from "Tough Times Never Last, But Tough People Do" by Robert.Schuller. There was a discussion on topics we should concentrate on this year.

1. We need to utilize social media. We will set up a Twitter account with the handle @EmmyMidAtlantic. We need to send out the Twitter handle on all emails, correspondence, website, etc. to gain followers. D.Stamm suggested having multiple users on the account to have a different "voice" while doing Tweets. It was suggested that we can put Emmy® tips on the website from NATAS, add National news, industry news, approved station career moves and other things we want to promote. Tweet several times a week, but not every day (target of

300/year), industry news, career moves

2. Emmy® Awards- Our goal is to reach out and “touch” 25% of the membership. We can do seminars on how to submit Emmy® entries at various events and stations to help increase interest and the number of entries.

3. Grow Membership- We have planned 10 meetings at coffee houses this year throughout the region. Our goal is to touch 25% of the membership. Each location can have a different theme. Two or three board members will be at each location. There can be Emmy® seminars before the entry period. We can offer review resume reels at a variety of formal and informal networking events. Our Emmy® Award board members can charge a small fee to critique resumes and their tapes. Board meet and greets with 2/3 folks to network and ask questions, need consistency and have the plans. The goal is to have at least 10 people at each of the 12 events for a total of 120 participants. Our goal would be to get 10% new members (12 new members). We would advertise that participants could bring their resume and tape and have a free professional critique by using a laptop. Possible title ideas: *NATAS Know How, Network with NATAS, You and the Tube, Secrets of the Emmy® Winners*. Locations and Board members to participate:

Amy- Lehigh Valley  
 Paul/George- Temple  
 Philadelphia- Shelley  
 FOX-Old city (Erik)  
 Drexel- Al  
 Pittsburgh- (2x)  
 Harrisburg- (2x)  
 Trenton/Princeton- Barra  
 Delaware Co- Tara/George/Brad/Paul

## WORKING LUNCH- BREAKOUT SESSIONS

## COMMITTEE REPORTS

### Programs (N.Felsenthal):

The program group reported on their discussion to hold broader scope programs. Examples of possible programs: 1) how to do your craft better 2) ethics- how not to get sued? 3) looking ahead at the future of TV- is 3D TV a fad? (see if someone can give a demo), 4) Media & Politics 5) Advertising program by partnering with another organization 6) A panel that would get the station GM's involved 7) panel of award winners. The list was narrowed down to the following:

- 1) How to get Your First Job in TV/Media (Do's and Don'ts) and include a variety of panelists to discuss the options: the production company start up person, freelancer, a program success story (like Colleen Wolfe), Human Resources and news management.
- 2) The future of TV- pair up the 3D event with the future of Media and include smartphones and various platforms for mobile production
- 3) Partner up with the Ad Club and/or PPRA/PPSA for an event in the fall

### Emmy Show Committee (T.Faccenda):

At this time, we believe we can afford a slight increase to move the Emmy® awards gala to the Marriott. The Loews is a little cheaper, but the customer service, facilities and food is a bit better at the

Marriott.

Due to the Good Friday holiday, the early Emmy® entry deadline will be MONDAY, April 4 with the final deadline being MONDAY, April 18. Both deadlines will be 8pm. Early entry fee will again be \$55. The standard entry fee will increase from \$70 to \$75.

We will offer four college production categories: Newscast, General Assignment News, Arts/Entertainment and Sports. The awards will be presented as part of the Emmy® Awards gala in September. All winning entrants will be presented their certificates on stage and preproduced clips of the winning entrants will be shown at the gala. There will be no speeches.

**YPA committee (N.Felsenthal):**

The theme for this year's YPA PSA is "Go Green".

**New Business:**

G.Cummings, B.Nau, P.Gluck volunteered for the Board of Governors Award committee. There will be a discussion at the February meeting.

The meeting was adjourned at 1:49pm.

Respectfully Submitted,

Tara Faccenda  
Executive Director



LEHIGH  
UNIVERSITY.

Elizabeth Simmons  
Director of Curriculum  
Global Village for Future Leaders  
of Business and Industry®

Phone (610) 758-5664  
E-mail: [gas7@lehigh.edu](mailto:gas7@lehigh.edu)

August 19, 2010

Janice Selinger  
Acting Executive Director and COO  
NJN Public Television  
Email: [JSelinger@njn.org](mailto:JSelinger@njn.org)

Dear Janice,

Thank you for your participation as Executive in Global Village for Future Leaders of Business and Industry® 2010 program. We greatly appreciate your valuable contribution to the enrichment of both the interns' experience and the program itself. On August 6<sup>th</sup>, we proudly graduated 111 interns from 48 countries. These bright, young leaders now join the Global Village Network of 1266 graduates now found in 119 countries and territories. We are proud of their involvement in the program and strongly support their continuing participation in the Global Village Network, Global Village on the Move programs, and in returning to the Global Village as staff, facilitators or guides.

We are thrilled to have worked with you during our 14<sup>th</sup> Global Village program at Lehigh University. Your participation as Executive on 7/15/2010 greatly contributed to another successful delivery of the Global Village. With your contribution, our curriculum pallet was complete with 35 course seminars provided by 33 facilitators, 16 of whom were international; 7 local company trips; 30 visiting executives; 15 business consulting projects; and visits to Philadelphia, New York City and Washington, DC. It is contributions such as yours that keep our program fresh, timely, matched to best global practices and moving forward to meet the demands of our newest class of young leaders, each year. We appreciate the time you spent and look forward to working with you again in the future.

As we begin the fall, the Global Village staff will meet to review a host of recommendations and suggestions from our interns so that we may prepare for our 15th Global Village program for summer 2011. Among our evaluations are surveys by session, by week, and also a program final review document. By way of this link, we would appreciate your feedback as well. All surveys are anonymous and will take only a moment to complete. We would greatly appreciate your feedback, which will serve as an opportunity for us to enhance our work with the many contributors to the Global Village programs, in the future. Please kindly complete this survey by August 30, 2010. If the link does not work, please copy and past into your browser the following: <https://www.surveymonkey.com/s/LV89G9Z>. Thank you.

Again, we were delighted to have your participation as Executive in the Global Village 2010 program. If you have any questions or concerns, please feel free to contact me at the office (610) 758-5664. I look forward to working with you in the future!

Warmest Regards,

*Elizabeth A. Simmons*



Office of International Affairs  
111 Research Drive • Bethlehem, PA USA 18015-4732  
Fax: (610) 758-6550  
[www.iacocca-lehigh.org](http://www.iacocca-lehigh.org)





#4

**Elizabeth Simmons**  
Director of Curriculum  
Global Village for Future Leaders  
of Business and Industry

Phone (610) 758-5664  
E-mail: [eas7@lehigh.edu](mailto:eas7@lehigh.edu)

June 15, 2010

Janice Selinger  
Acting Chief Operating Officer  
NJN Public Television  
PO Box 777  
Trenton, NJ 08625-0777  
[jseling@njn.org](mailto:jseling@njn.org)

Dear Janice,

Thank you for agreeing to be a part of the 2010 Global Village for Future Leaders of Business and Industry®. Lehigh University is proud to have hosted this unique leadership and cultural awareness training program for the past 14 years. This summer, we expect 100 interns from more than 40 countries to join us for six weeks. Our curriculum pallet is complete with 35 course seminars provided by 33 facilitators, 16 of whom are international; 7 local business excursions; 30 visiting executives; 15 business consulting projects; and visits to Philadelphia, New York City and Washington DC.

You are scheduled to spend the day at Lehigh University as an executive visitor on **Thursday, July 15, 2010**. We ask that you arrive at 8:00 AM to Rauch Business Center, Room 484 (Career Services). A summary of your day is as follows...

- 8:00 AM Arrival at Lehigh University, Rauch Business Center, Room 484
  - 8:30 AM Introductions and Executive Presentations, Rauch Business Center, Room 91
  - 10:00 AM Roundtable Discussion #1, Rauch Business Center, Room 151
  - 11:30 AM Roundtable Discussion #2, Rauch Business Center, Room 151
  - 1:00 PM Lunch with Iacocca Institute Management Team and fellow executives, Rauch Business Center.
- Please confirm your attendance at this luncheon with me at your convenience ([eas7@lehigh.edu](mailto:eas7@lehigh.edu)).

During your day with us, you will be hosted by some of our Global Village interns. These interns will be responsible for meeting you upon arrival to RBC 484 and introducing you at the morning session. Your hosts may contact you prior to your arrival to learn more about you so that they can prepare a proper introduction.

When you arrive on Lehigh's Asa Packer Campus, we recommend that you park in the Zoellner Arts Center parking garage, the fee is \$2 for the day. Interactive directions to Lehigh can be found through the following link: <http://www3.lehigh.edu/about/maps/packerdirections.asp>. Dress for the day is business casual.

As an executive, you will be asked to present a 5 to 10 minute presentation to the entire group of 100 interns at our morning session. The topic for your 5 to 10 minutes should be generated around an area of general interest as our group is diverse not only in culture, but in academic and job experience backgrounds as well. My assistant, Mackenzie Barth has been reaching out to this summer's visitors to finalize session topics and executive biographies.

Following the morning executive presentations, you will be assigned to breakout room RBC 151 where you will hold roundtable discussions with interns who have selected to spend more time with you. The first session will be held from 10 AM to 11:15 AM and the second is scheduled from 11:30 AM to 12:45 PM. The purpose of these sessions is to allow interns the opportunity to ask you questions or to ask for further comment on the topic you presented in the morning session. Interns may also have other questions for you based on the information we provided to them via your biography and company web site. There will be a Global Village staff member in the session with you to assist in



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111 Research Drive • Bethlehem, PA USA 18015-4732  
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(#4)

the facilitation process.

On the day of your session, we recommend that you bring business cards to distribute to the interns. If you have a PowerPoint or other digital presentation, you can send it to me ahead of time or bring it with you that day. The morning session which is held in Rauch Business Center Room 91 will be equipped with a laptop, projector and blackboard. If you need additional AV materials, please complete the AV Request Form attached to this email. Your breakout room will not have computer hook-up as we encourage discussion during the roundtable sessions, not presentations. However, if you would like you have computer access to help facilitate the discussion, please include that need on the AV form as well.

Again, I am delighted to have you as a guest in the Global Village and look forward to your valuable contribution to the enrichment of both the interns' experience and the program. If you have any questions or concerns, please feel free to contact me at the office (610) 758-5664. I look forward to seeing you soon!

Warmest Regards,

*Elizabeth A. Simmons*



## GLOBAL VILLAGE FOR FUTURE LEADERS OF BUSINESS &amp; INDUSTRY®

TUESDAY, JUNE 29				ALUMNI PANEL	WEEK 1
Giuliano Lopresti '02	Daniela Nemerenco '06	Barbara Mostowska '05	Ylber Dauti '99		
THURSDAY, July 1					
Jean Simonnet Entrepreneur In Residence, Muhlenberg College Room 171	George Morrison White and Williams LLP Room 271	Oliver Esslinger Deutsche Bank Trust Company Americas Room 161	Ray Hoving Talent Management Solutions, Bernard Hodes Group Room 85	Lynn Minella Air Products & Chemicals, Inc. Room 91	
TUESDAY, JULY 6					WEEK 2
Marco Barbesta Essroc Italcementi Group Room 141	Glenn Kessler HCD Research Room 151	Dennis Cheek Ewing Marion Kauffman Foundation Room 161	Ravi Ahuja Medical Resources Associates, LLC Room 171	George Weathersby YPO-WPO International Room 91	
THURSDAY, JULY 8					
David Gilfoil DeSales University Room 151	Kira Mendez The Bridgespan Group Room 141	Jamie Flinchbaugh Lean Learning Center Room 161	Robert Van Naarden BVB Capital Group Room 171	Gaurav Mirchandani Maxa Group, Maxa India Capital Advisors Room 91	WEEK 3
THURSDAY, JULY 15					
Charlie Zeynel ZAG International Room 91	Sydelle Weinberger Pricewaterhouse Coopers (retired) Room 141	Miriam Nieves Alvarez and Marsal Room 171	Janice Selinger New Jersey Public Broadcasting Authority / NJN Public Television Room 151	Cheryl Wiewiorowski British Petroleum Room 161	WEEK 4
TUESDAY, JULY 20					
Susan Baer Port Authority of New York & New Jersey Room 91	Dan Loikits Loikits Industrial Services Room 251	Stuart Schooley Dutch Springs Room 151	Norm Strate TBS Technologies Room 161	Bill Wydra Ashland Technologies Room 171	
THURSDAY, JULY 22					
Charlie Costanzo Foster Wheeler Energy Corporation (retired) Room 141	Steven Pozzi Chubb Group Room 151	Lance Simmens Office of the Governor, Pennsylvania Room 161	Anibel Palma Caravel Capital Management Room 171		WEEK 6
WEDNESDAY, AUGUST 4				LEADERSHIP PANEL	
Todd Welch	Karel Sovak	Pam Varkony	Beverly Bradley		

(# 4)

**Selinger, Janice**

**From:** Moeller, Rachel N [moellerr@lafayette.edu]

**Sent:** Friday, January 08, 2010 11:53 AM

**To:** undisclosed-recipients

**Subject:** Upcoming Lafayette Networking Night

Good Morning from Career Services,

I hope you all had a wonderful holiday break. Thank you again for acting as an Externship host this year, your commitment to helping students explore careers is appreciated by all of us in Career Services.

I hope you are planning on attending the upcoming New York Networking Night on January 14<sup>th</sup>. At this event, we will honor this year's Externship hosts with a special ribbon attached to the nametags and you will be mentioned in the opening remarks. If you have not yet signed up, you can do so by contacting Alumni Affairs at (610) 330-5040.

Have a wonderful weekend and we hope to see you next week.

My best,  
Rachel Moeller

*Rachel Nelson Moeller '88*  
Associate Director Career Services  
Lafayette College  
201 Hogg Hall  
Easton, PA 18042

p: 610-330-5118

f: 610-330-5719

4/29/2011

# 4

Selinger, Janice

---

**From:** Daniel Ricken [rickend@lafayette.edu]  
**Sent:** Wednesday, January 06, 2010 1:04 PM  
**To:** Selinger, Janice  
**Subject:** Re: Externship Confirmation

Dear Ms Selinger,

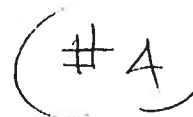
I am writing to confirm my Externship with you from January 19-21, 2010. NJN Public Television is an ideal location for my job shadowing experience because of my interest in television production as a possible career. During the Externship, I hope to learn more about all aspects of the company and your specific role in it. I also would love the opportunity to talk with you and some of your colleagues and, if possible, become involved with any current projects.

As it turns out, for financial reasons I will not be staying in Trenton during the Externship, I will be commuting each day from Long Island. There is a train that will get me into Trenton at 8:43 in the morning. Is that enough time for me get to your building, or should I take an earlier train (which would get me in around 8:00)?

I look forward to meeting you in person and spending time with you during my Externship. Thank you in advance for providing me with this opportunity.

Sincerely,  
Daniel Ricken  
Lafayette College Class of 2012  
611 High Street 303  
Resident Advisor  
x4121

## NATAS: MEET THE TV NEWS DIRECTORS



Mid Atlantic NATAS Hosts "Meet the TV News Directors" on Thursday, April 16:

Lively Panel Discussion Features Prominent News Decision Makers from Our Region

The Mid-Atlantic Chapter of the National Academy of Television Arts & Sciences (NATAS) hosts Meet The TV News Directors, a breakfast panel discussion featuring news directors from regional television stations on Thursday, April 16 at 8:30 a.m. at Drexel University's Behrakis Grand Hall, 3210 Chestnut Street in Philadelphia.

To register in advance and reserve a seat for the program, which costs \$30 per person,

contact Jennifer McFarlane, at 215-310-9099, or via email, at [Jennifer@natasmid-atlantic.org](mailto:Jennifer@natasmid-atlantic.org).

News Directors from the Philadelphia region will talk about the challenges they face in providing news to viewers, as well as changes affecting the television news industry. Attendees will have an opportunity to submit their questions to the panelists, who will include:

Michael Aron, Interim Director of News and Public Affairs, NJN Public Television

Chris Blackman, Vice President of News, NBC10

Susan Schiller, Vice President and News Director, CBS3 Kingsley Smith, Vice President and News Director, FOX29 News

Chris Satullo, Executive Director of News and Civic Dialogue, WHYY

Registration begins 8:00 a.m., and the program runs from 8:30 to 10:30 a.m., with continental breakfast served.



**Selinger, Janice**

---

#4

**From:** Selinger, Janice  
**Sent:** Monday, April 06, 2009 8:55 AM  
**To:** battle2@tcnj.edu  
**Subject:** RE: Cable and Broadcasting in America Class - COM273 - Extra Credit

Jewell it isn't it stops mid-sentence at the end. Please look at the paper again.

-----Original Message-----

**From:** battle2@tcnj.edu [mailto:battle2@tcnj.edu]  
**Sent:** Sunday, April 05, 2009 8:12 PM  
**To:** Selinger, Janice  
**Subject:** RE: Cable and Broadcasting in America Class - COM273 - Extra Credit

Dear Professor Selinger,

Here is the essay on Chuck Dages, it should be complete please let me know if it's not.

Sincerely,

Jewell Battle

Janice Selinger  
College of NJ

February 17:

NJN Reporter Marie DeNoia Aronsohn spoke with Dr. Clement Price from Rutgers Institute on Ethnicity, Culture, and the Modern Experience, and Newark Museum Curator Beth Venn on the many aspects of black beauty depicted in the exhibition, Posing Beauty.

Come visit the Museum, and tell us what you think!

To learn more about exhibitions and events, visit [newarkmuseum.org](http://newarkmuseum.org).

Share our Newark Museum blog!

0

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[Email](#)

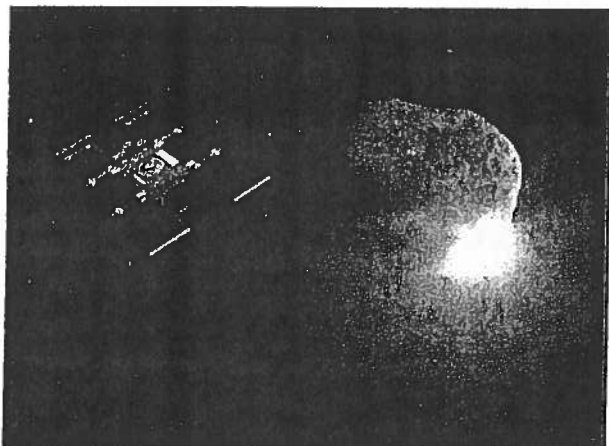
Share

[Add comment](#) February 23, 2011

## A Match Made in Heaven

*Kevin D. Conod is the planetarium manager & astronomer at the Newark Museum's Dreyfuss Planetarium.*

A NASA spacecraft and a comet will make a rendezvous on Valentine's Day. The Stardust spacecraft will encounter Comet Tempel 1 on Monday, February 14, 2011.



Artist rendering of Stardust spacecraft nearing comet Tempel 1 (Stardust.jpg)

This is a second time around for both. Stardust flew past Comet Wild 2 back in 2004. It was the first spacecraft to collect dust from a comet and return it to Earth. Results from Stardust revealed that the Solar System's early history was more complex than originally thought.

This is one of the reasons why astronomers study comets. They have been hanging around the Solar System since its formation 4.5 billion years ago. They are like time capsules that can teach us about the history and formation of the planets.

Comets can be thought of very dirty snowballs. They are about 85% water ice, plus frozen gases such as carbon monoxide, carbon dioxide, methane and ammonia. They also contain rock and dust. When close to the Sun the ice sublimates (melts), releasing the dust that forms a comet's distinctive tail. About 4,000 comets have been discovered, but that is only a tiny fraction of the comets thought to exist in our Solar System.



# Fairleigh Dickinson University

## 2010 Executive Lectures

### Exploring the Many Facets of Corporate Communication

### The 2010 Schering-Plough Executive Lectures

Offered by the MA in Corporate and Organizational Communication

Fairleigh Dickinson University

January 30 - March 13, 2010

All Lectures Held on Saturdays from 9:00am - 1:00pm

All questions about the 2010 Schering-Plough Executive Lecture Series should be directed to the Master of Arts in Corporate & Organizational Communication Program Office at [corpcomm.ga@gmail.com](mailto:corpcomm.ga@gmail.com) or 973-443-8473.

The Schering-Plough Executive Lecture Series offers a forum in which corporate communication professionals, communication scholars, journalists, and other guest lecturers, talk about a wide range of topics connected with corporate and organizational communication. Students are given a unique opportunity to listen to and interact with some of the leading figures in their respective fields.

The series is sponsored by an endowment given to Fairleigh Dickinson University from the Schering-Plough Corporation.

The theme of the Spring 2010 Executive Lectures series is: "Exploring the Many Facets of Corporate Communication." Those who work in the field of Corporate Communication are well aware of the richness and variety of the field. It can include public relations work, marketing communications, media relations, corporate advertising, investor relations, public affairs, and more! Beyond these increasingly blurry categories, Corporate Communication practitioners must also deal with the less tangible areas of change, crisis, culture, intergenerational communication, and social responsibility. Technological advances have changed the corporate communication world even further with Social Media and all of its related tools and tactics now taking center stage. With all of this in mind, this year's Lecture Series will offer a broad-based examination of all that the field has to offer to those who choose to examine and appreciate this multi-faceted jewel.

### Schedule

January 30

# 4  
Marie DeNola  
Arhansen  
Fairleigh

**The Power to Reinvent**

**Susan Ascher**

Founder, President, and CEO, The Ascher Group

**From Tylenol to Tiger: The Evolution of Crisis Management**

**Karen Doyne**

Managing Director and Co-Leader, U.S. Crisis Practice, Burson-Marsteller

**February 6**

**Communicating in Today's Media Environment: Tips for Working with  
Traditional and Social Media Outlets**

**Wayne Catan and Brian Murphy**

Vice-Presidents, Coyne Public Relations

**Community Relations: A High Touch Way of Bolstering Your Reputation**

**Douglas M. Fenichel**

Region Director, Public Relations and Communication, K. Hovnanian Homes

**February 13**

**What Were They Thinking? Crisis Communication: The good, the bad and the  
clueless**

**Steve Adubato, Ph. D**

PBS Anchor, Media Analyst and Star-Ledger Columnist, Founder and President, Stand and Deliver

**Merger Communications: Keeping Employees Informed and Engaged**

**Gail Fowler**

Executive Director, Global Communications, Merck and Co.

**February 20**

**Why Resistance to Change Isn't Always a Bad Thing: Designing Effective  
Communication Around Organizational Change**

**Laurie Lewis, Ph. D.**

Director, M.C.I.S. Program, Rutgers, The State University of New Jersey

**Public Relations: A 2nd Generation Perspective**

**Michael Cherenson**

Executive Vice-President, Success Communications Group, 2009 Chair, CEO, Public Relations Society of America

**February 27**

**Building a True Blue Sustainability Brand in an Age of Green-Wash. Turning  
Quiet Accomplishments into a Defining Reputation**

**Robin Rotenberg**

Vice-President, Corporate Communications and Chief Communications Officer, BASF

**Fear and Loathing in the Global Village**

**Joel Postman**

Consultant and Author of *SocialCorp: Social Media Goes Corporate*

**March 6**

**Pitching Your Story for Television: Lessons for Future PR Practitioners**

**Maria DeNoia Arohnsen**

Senior Correspondent, NJN Public Television and Radio

**Political and Corporate Communication: It's all the Same . . . Just Different**

**Paul Aronsohn**

Vice-President, Corporate and Public Affairs, MWW Group

**March 13**

**Communicating is Work**

**Joann Keyton, Ph. D.**

Professor of Communication, North Carolina State University

**The Role of Integrated Marketing Communications in Public Relations**

**Norman Booth**

Assistant Vice-President, Technology Practice Area, Coyne Public Relations

**Presenter Bio-Sketches**

**Steve Adubato**

Steve Adubato is an Emmy Award-winning anchor on PBS, media analyst and Star-Ledger columnist. He is also a best selling author, university lecturer and professional communications and leadership coach whose company Stand & Deliver offers invaluable workshops, seminars and executive one-on-one coaching. As a media and communication expert, Steve has appeared on the TODAY Show, CNN, FOX News, FOX 5 in New York, MSNBC as well as CBS/2 in New York. He has also provided expert on-air commentary for NPR—National Public Radio. Steve is the founder of Stand & Deliver: Communication Tools for Tomorrow's Leaders, a program that provides communication and leadership skills to young people in urban areas. Annually, the Stand & Deliver program provides over 400 young adults with the tools they need to become better citizens and to more effectively compete for and succeed in future employment. Dr. Adubato is a distinguished visiting professor who lectures at Rutgers University, Seton Hall University and Montclair State University, teaching courses on leadership, communication and media. He is also the author of three books, *Speak from the Heart*, *Make the Connection* and *What Were They Thinking?*

**Paul Aronsohn**

Paul Aronsohn joined the MWW team as Vice President, Corporate and Public Affairs in 2009. Paul arrived at the MWW Group with nearly 20 years of experience working directly with elected officials, legislators, administrators and corporate executives. His extensive communications and public affairs background spans across both the public and private sectors. With respect to politics and government, Paul has worked on the federal, state and local level. Following his undergraduate and graduate work at The George Washington University, in 1992, Paul began his career doing opposition research for the Clinton for President campaign. He then spent the next 8 years working in the Clinton Administration – first at the U.S. Department of State and then at the United Nations, where he served under

three U.S. Ambassadors – Madeleine Albright, Bill Richardson, and Richard Holbrooke. Paul also spent a year serving as then-Governor Jim McGreevey's Communications Director and Spokesman. In 2006, he ran for Congress in New Jersey's 5th District. And now serves as Councilman in Ridgewood (Bergen). With respect to his corporate experience, Paul worked for about 7 years as a public affairs executive at Pfizer Inc. Here, too, his responsibilities included work on international, national and regional issues – from promoting the company's work at the World Health Organization in Geneva to strengthening relationships in Washington to working alongside patient advocacy organizations throughout the northeast. Throughout his exciting career, Paul has had many memorable moments, most notably meeting Nelson Mandela...running for Congress...working at the United Nations...playing softball with Bill Richardson...and appearing on Comedy Central's "The Colbert Report."

### **Susan Ascher**

Since opening her doors in 1981 as an executive search practitioner, Susan has become an expert on every aspect of the labor market and work/place issues. The Ascher Group, a WBE certified woman-owned business and an Inc. 500 company, has continuously reinvented itself to adapt to a changing environment. Susan has learned the power of reinvention to achieve her goals on both a personal and professional level. Today, she is speaking to the historic four generations of workers on the need to create their own "career". Besides discussing the "Portfolio Career," Susan speaks on a multitude of topics which range from entrepreneurship to building performance driven teams to addressing the importance of soft skills such as manners, image and presentation. Susan is a powerful communicator and transforms the way individuals see themselves and their relationships to their peers. She is a colorful speaker whose audience is enthralled by her candor and no-nonsense approach. A survivor of five recessions, Susan leaves an indelible imprint on those who hear her speak. She is a frequent commentator on TV 8 in Vail, Colorado and been interviewed on Bloomberg, ABC, NBC, CNBC, News 12 and My9TV.

### **Norman Booth**

Norman Booth, D. Litt is an Assistant Vice President at Coyne PR responsible for the company's Technology practice. He focuses primarily on consumer technology, information technology, knowledge and business process management, higher education and professional services market sectors. Prior to Coyne, Norman was at Keating Public Relations, overseeing the science and technology division. He managed strategic account direction and tactical program implementation for bioscience and industrial research markets, communications technology firms, nanotechnology developers, and statistical arbitrage hedge funds. Before Keating, Norman was a director of Global Public Relations for Telcordia Technologies, a company specializing in the development of next-generation communications technology. Norman also worked for AT&T Corporation providing media relations and industry analyst relations support to AT&T's data services business unit, and provided support and counsel to AT&T's financial analyst relations program at the corporate level. Norman was also PR counsel for AT&T Solutions, the company's business process management and professional services organization. Norman has written several opinion pieces and academic papers for professional journals in the Communications, Health Care and Information Technology sectors. He holds a Bachelor of Science degree in Journalism and a Bachelor of Science degree in Business Administration from West Virginia University; a Masters of Business Administration degree with a specialization in Decision Support Systems from Southern New Hampshire University; a Master of Arts degree with a specialization in Corporate and Organization Communication from Fairleigh Dickinson University; and, a Doctor of Letters degree with a specialization in Science, Technology and Philosophy from Drew University. He has served as an adjunct

instructor at Fairleigh Dickinson University and currently serves on the Board of Advisors of Corporate Communication International (CCI) at Baruch College/CUNY

### **Wayne Catan**

For nearly eleven years Wayne ran a one-person PR firm where he publicized Pets.com; spread the word about the first Internet Olympics via NBCOlympics.com; and served as the AOR for United Media (Peanuts, Dilbert). He also handled product publicity for Scholastic, Inc., and successfully implemented PR programs for Nike and Muscle Milk. For his accomplishments at Catan Communications, Wayne received *PRWeek's* Solo Practitioner of the Year award in 2001. He is featured as a case study in the textbook: *Public Relations: A Values-Driven Approach*. He finished as runner-up at the 2004 PR News Awards in the category of Media Professional of the Year. Wayne started his career at Manning Selvage & Lee in New York City and stayed in New York and worked for ten years managing blue chip clients such as Reebok, Nikon and Visa International. He has penned book reviews for The New York Times and music reviews for Cover Magazine. At Coyne Public Relations Wayne spearheaded the media relations efforts for the Silver Anvil Award- winning bike-sharing program-Freewheelin-at the 2008 political conventions. Wayne Catan is a graduate of Syracuse University, with a bachelor of science in communications.

### **Michael Cherenson**

A 15-year industry veteran and the author of three studies on the impact of reputation, Michael Cherenson is Accredited in Public Relations (APR) by the Universal Accreditation Board and Public Relations Society of America. His expertise extends to all disciplines of public relations including corporate, marketing, internal and crisis communication, government relations, event management and interactive public relations. At The Success Communications Group, he serves as chief public relations counselor and strategist and oversees all public relations activities for the firm's diverse clientele. In October, 2003 Cherenson was elected to a three-year term on the national Board of Directors of the Public Relations Society of America (PRSA), the world's largest professional organization for public relations professionals, with nearly 20,000 members. Cherenson currently serves as chair of the PRSA's Advocacy Advisory Board and liaison to the Public Relations Student Society (PRSSA). A past President of the of the New Jersey Chapter of the PRSA, Cherenson was honored with the PRSA-NJ's Service Award in 2002. He is a graduate of Ithaca College (NY), Ithaca, NY, and is an alumni of the prestigious Graduate School of Political Management (GSPM) at George Washington University, Washington, DC.

### **Marie DeNoia Aronsohn**

Marie DeNoia Aronsohn is a Senior Correspondent for NJN Public Television and Radio, covering a variety of breaking and on-going news assignments. Marie also fills in as anchor for NJN News. DeNoia Aronsohn was born, raised, and educated in New Jersey. Her career at NJN spans more than a decade during which she has won two Emmy awards for her reporting and producing and has garnered four Emmy nominations. Marie was named Italian-American woman of the year in 1996. Marie graduated from Douglass College, Rutgers the State University and got her start in journalism writing newspaper features, reports and movie reviews. She came to work in television at a local cable TV station where she won an Associated Press award for her extensive coverage of the groundwater pollution threat in Ocean County. Marie's experience in TV news includes anchoring and producing at MSNBC and reporting and writing at WCBS-TV in New York. She has also produced and narrated a documentary about the importance of early detection in breast and cervical cancer for the New Jersey State

Department of Health and Senior Services. Marie has produced various radio and television projects for Rutgers University.

### **Karen Doyne**

Karen Doyne is co-leader of the U.S. Crisis Practice for the global public relations firm Burson-Marsteller and is based in the agency's Washington, D.C. office. She has helped corporations and other organizations manage some of the most challenging crises of the past 20 years, such as the shootings at Virginia Tech and at the U.S. Holocaust Museum; the massive recalls of Sony laptop batteries and Firestone tires; high-profile pharmaceutical trials; health scares over lead in children's toys and melamine in pet food; government antitrust prosecutions; major data security breaches; and public health controversies over chemicals in food and drinking water. She has even been involved in the White House gate-crashing scandal. Karen was named by PRWeek as one of the nation's top crisis counselors, and in 2007 was honored by Washington Women in Public Relations as one of the top PR practitioners in the Nation's Capital. Her career spans nearly 30 years and includes experience as a broadcast news reporter, a press secretary in the U.S. Senate, and as head of public affairs and public relations for the Public Broadcasting Service (PBS). A native of St. Louis, Mo., she is a Phi Beta Kappa graduate of the University of Minnesota with a bachelor's degree in both journalism and theater.

### **Doug Fenichel**

Doug Fenichel, APR, has more than 25 year of journalism and public relations experience. Currently the region director of public relations for K. Hovnanian Homes, one of the nation's largest builders, he's involved on a daily basis with media relations, employee communications, community relations, government and public affairs and a variety of other disciplines. He created the company's first strategic communications plan. He entered public relations in 1983, part of the team that shepherded AT&T through its historic breakup. Fenichel also has counseled companies in the automotive, healthcare, packaging and real estate industries. He has worked for agencies and, as president of his own firm, published a magazine. He has won numerous awards. Among his accomplishments is shepherding legislation through the New Jersey General Assembly that brought emergency vehicles under the state's Lemon Law. Fenichel spent 10 years as a reporter and editor before entering public relations. He worked for several publications including the New Haven Register and Journal-Courier and the Tulsa Tribune. He has been published in a variety of publications, including the Journal of the American Medical Association and has produced pieces heard on National Public Radio and CBS News radio. A graduate of the University of Missouri-Columbia, Fenichel did graduate work at Webster University in Kansas City. He is an accredited public relations practitioner and is past president and former ethics officer of the New Jersey Chapter of the Public Relations Society of America. Fenichel also is a paramedic for Saint Clare's Hospital and a firefighter/EMT with the Flanders Fire Company and Rescue Squad. He is married with two adult children and one childish cat.

### **Gail Fowler**

At Merck, Gail directs Merck's global communication strategy for 110,000 employees, worldwide. Her area of responsibility covers content, editorial services, channel management and measurement. Most recently, Gail led the team that developed and executed all employee communications for Day One of the merger between Merck and Schering-Plough. She has nearly 30 years experience working for Fortune 500 companies, and her background includes community and media relations, product support and creative services. Credited with starting Merck's first executive blog and global social media web site, Gail has been recognized by the International Association of Business Communicators multiple times, most recently for

electronic and interactive communication. Gail is a Drew University graduate and former Madison resident

### **Joann Keyton**

Joann Keyton (Ph.D., The Ohio State University, 1987) is Professor of Communication at North Carolina State University. Her current research examines the process and relational aspects of interdisciplinary teams, the role of training and influence of culture in organizational interventions, and how messages are manipulated in sexual harassment. In addition to publications in scholarly journals and edited collections, she has published three textbooks for courses in group communication, research methods, and organizational culture in addition to co-editing an organizational communication case book. Keyton was editor of the Journal of Applied Communication Research, Volumes 31-33. Currently she is Editor of Communication Currents and Editor of Small Group Research. She is a founder of the Interdisciplinary Network for Group Research. For more information, contact Joann at [jkeyton@ncsu.edu](mailto:jkeyton@ncsu.edu) or [www.joannkeyton.com](http://www.joannkeyton.com)

### **Laurie Lewis**

Dr. Laurie Lewis is an Associate Professor of Communication and Director of the Masters of Communication and Information Studies (MCIS) program in the School of Communication and Information. She earned her Ph.D. in Communication from the University of California, Santa Barbara. Her specialty in research and teaching is organizational communication. Her research in the areas of organizational change implementation, interorganizational collaboration, nonprofit management, and stakeholder communication has been published in a variety of management and communication journals including Academy of Management Review, Communication Monographs, Human Communication Review, Management Communication Quarterly, among others. She serves on the editorial boards of several highly regarded journals. She is currently authoring a book entitled Implementing change in organizations: A stakeholder communication perspective. She is a member of the International Association of Business Communicators, the National Association of Planning Councils, the National Communication Association, and the Academy of Management. She has provided training and consulting for numerous organizations including Lowe's, Kraft Foods, Merrill Lynch, USAID, Internal Revenue Service, Shea Homes, Habitat for Humanity, Frito-Lay Corporation and the Veteran's Administration Hospitals.

### **Brian Murphy**

Brian Murphy is a Vice President at Coyne PR and leads the toy and juvenile products group which includes Toys“R”Us, Babies“R”Us, Hasbro Games and Crayola. An eleven year industry veteran, Brian is a consumer media specialist with experience in the toy, apparel and accessory, electronic, sporting goods, juvenile products and home and garden categories. Brian also has extensive knowledge of the licensing industry having represented some of the most well-known entertainment and corporate brands, including Warner Bros., Sony and Jeep. While at Coyne PR, Brian has helped develop and execute some of the agency's most successful public relations programs. In 2009, Brian led the campaign on behalf of Hasbro Games for the 60th birthday celebration of Candy Land, which was highlighted by the famous Lombard Street in San Francisco being turned into a giant Candy Land game board. Prior to joining Coyne, he was an account supervisor with Alan Taylor Communications in New York, where he spearheaded programs for such global accounts as MasterCard, Diageo and Bombardier Recreational Products (BRP). He also led the domestic PR campaign for worldwide Olympic partner Panasonic during the Torino Games, which included numerous domestic and on-site activities with Olympic Gold Medalist Picabo Street.

**Joel Postman**

Joel Postman is a veteran corporate communicator and the author of *SocialCorp: Social Media Goes Corporate*, which *Computerworld* named one of five essential social media books for 2009. Joel has five years of social media and social business background, prior to which he had over a decade of Fortune 500 corporate communications, public relations and marketing experience. He has worked with dozens of leading companies and organizations like Cisco Systems, Dell, Hewlett Packard, Yahoo, Sun Microsystems, MolsonCoors, Freescale Semiconductor, NVIDIA, Golden Gate University, the Forum for Women Entrepreneurs and Executives, and others. Joel's corporate communications experience includes four years as the speechwriter to the CEO of Sun Microsystems, and senior communications positions at Hewlett-Packard and Cisco Systems. He has a BA degree in communications from Humboldt State University, where he was graduate teaching assistant for the journalism department. His Socialized blog is highly ranked among Advertising Age's top 250 PR, advertising and media blogs. Joel lives with his family in Boulder Creek, California, in the Santa Cruz Mountains.

**Robin C. Rotenberg**

Robin C. Rotenberg is BASF Corporation's Vice President, Corporate Communications and Chief Communications Officer and directs all strategic and tactical elements of BASF's internal and external communications in North America. In her current role, which she assumed on February 1, 2009, she is responsible for media relations, marketing communications, advertising, executive communications, community relations, employee communications, trade shows and special events, and brand management. Prior to her current position, Ms. Rotenberg served as President of BASF Canada, a position she had held since April of 2005. In this role, she was responsible for all BASF businesses in Canada, including Agricultural Products and Nutrition, Chemicals, Performance Products and Plastics. In addition, Ms. Rotenberg had responsibility for the management of BASF Canada's internal services including Communications, Legal, Human Resources, Finance and Logistics. Prior to her tenure as President, Ms. Rotenberg was BASF Canada's General Counsel and Corporate Secretary, with responsibility for Communications, Legal, Insurance, and Real Estate issues. Ms. Rotenberg earned a Bachelor of Laws degree from the University of Western Ontario and was subsequently called to the Ontario bar in 1987. She holds a Bachelor of Arts degree in Political Studies and a Bachelor of Education degree from Queen's University, Kingston, Ontario.

This page last updated July 27, 2010, by Gary P. Radford and Jennifer K. Lehr.



#5

Selinger, Janice

**From:** Norman Felsenthal [normfels@aol.com]  
**Sent:** Saturday, March 26, 2011 10:48 PM  
**To:** Selinger, Janice; bryanrusso@optonline.net; adam@adamsharp.com; JWAVideo@aol.com; normfels@aol.com; slpastoor@yahoo.com; verybzman@rcn.com  
**Subject:** NATAS Scholarship Update

Hello everyone,

Let me give you an update on the current scholarship program and where we stand in the selection process.

As a reminder, NATAS will offer one scholarship this year -- a \$10,000 Jim McKay Memorial Scholarship. This is a one-time award financed by contributions from ABC, NBC, CBS, Fox, and HBO. The networks have pledged to support this scholarship for four years. Previous awards were made in 2009 and 2010, so this is the third year for the program.

The postmark due date for this year's scholarship applications was Jan. 31, and many applications were not actually received until the first week in February. We received 116 applications, considerably more than the 70 received last year. First tier judging has been completed and 20 semifinalists have been identified. Applications from these 20 semifinalists were mailed to second tier judges last week. Each application will be evaluated and rank-ordered by three judges. Based on these evaluations, I will identify five or six finalists and ask them to send me DVDs of three examples of their most creative works.

In past years, members of the Scholarship Committee have met at the NATAS office in New York to review the applications and DVDs of finalists, discuss each finalist, and determine the scholarship winner.

For the past two years, and again this year, there is no money to reimburse any of us for travel and hotel expenses. And last year, the NATAS office was in the process of moving, so we were unable to meet there. In the end, Janice Selinger and I reviewed the materials in her office at New Jersey Public Television in Trenton, and, with the help of one of her senior producers, chose to award the scholarship to Gabriella Sophir of St. Louis. Gabby is currently in her freshman year at Ithaca College.

This year, I would like to include more members of our committee in the decision-making process. Some of you have indicated a willingness to come to New York at your own expense, but I know this will not be possible for

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everyone. Friday, April 15 is one option for our meeting. Thursday, April 21 is  
another. Other dates are possibilities.

Please let me know if it is feasible for you to meet this year. Also tell me what  
dates and times are best for you. I'd love to gather the old group together. We had  
a great comradery and worked well together.

Best wishes,

Norm

5/2/2011



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## Mid Atlantic

### JANICE SELINGER



#### Janice Selinger

*2nd Vice Chair & Mid-Atlantic Chapter Trustee*

Award-winning producer Janice Selinger is deputy executive director for production at NJN Public Television and supervises the creation and production of local and original shows. She manages the Production, Programming, Media Productions, Pledge, Special Projects, Graphics, Closed Captioning and Project Budgeting functions of the Public Television Network. She is also executive producer in charge of development and production of many national and local documentaries for NJN. Her major projects include *Domestic Violence: Faces of Fear*; *Battered Wives*, *Shattered Lives*; *Throwaway Pets*; *Mission from the Heart*; *Alice Paul: Crusader for Equality*; and *Reliving the Lindbergh Case*, all of which have aired nationally on PBS. Ms. Selinger served as co-executive producer for NJN's first international co-production, *Speak of Me As I Am*, a documentary that examined the life and times of Paul Robeson and was co-produced with the BBC and NVC Arts.

Ms. Selinger has won numerous awards, including eleven regional Emmy awards, a 1986 National Headliner Award, a 1989 Corporation for Public Broadcasting Silver Award, the 1987 Vanguard Award and a National Commendation Award from American Women in Radio and Television. Ms. Selinger won a Gracie Award for New Media for the web site outreach and documentary *Seeking Solutions*, a program that examined innovative programs aimed at stemming violence in our schools. *Reliving the Lindbergh Case* received a Corporation for Public Broadcasting Silver Award in 1989. *Battered Wives: Shattered Lives* garnered the 1985 National Headliner Award for Outstanding Public Service by a Television Network. Ms. Selinger has received awards from the Associated Press, Sigma Delta Chi, and New Jersey Bar Association.

Prior to joining NJN in 1979, Ms. Selinger worked at WCBS-TV in New York where she was associate producer for the Emmy Award-winning consumer affairs show, *On Your Side* with John Stossel, and the documentary series, *Channel 2-Eye On*. A native of East Brunswick, NJ, Ms. Selinger holds a bachelor's degree in journalism from Penn State University and a master's in public administration from Rutgers University. She is a member of Phi Beta Kappa and teaches in the Communication Studies Department at the College of New Jersey.

Ms. Selinger currently serves as Secretary of the National Academy of Television Arts and Sciences. She also serves on the National Scholarship Committee, as an Alternate on the National Awards Committee and is the

Trustee for the Mid-Atlantic Chapter. She has been involved in the National Academy of Television Arts and Sciences for many years. She has also served as president, vice president and awards chair of the Mid-Atlantic Chapter .

(A5)

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#### NORMAN FELSENTHAL



Norm Felsenthal is Professor Emeritus of Communications at Temple University in Philadelphia, having recently retired after serving 33 years as a faculty member in the Department of Broadcasting and Telecommunications. Previously, he taught for four years in the Department of Communication at Purdue University.

In addition to representing the Mid-Atlantic Chapter as a National Trustee, Norm is Chair of the Television Academy Scholarship Committee and a member of the *Television Quarterly* Editorial Board. He is the author of numerous articles in academic journals as well as a widely used text in Mass Communication. Norm has also served as a director of the Broadcast Education Association, an affiliate of the National Broadcasting Association, and as chair of the National Communication Association Mass Communication Division. For over fifteen years, he chaired the Cable Advisory Commission for Lower Merion Township, PA.

Norm has been a member of the Mid-Atlantic Chapter since its creation in 1983. He has served that chapter as program chair, scholarship chair, and as a member of the Board of Governors.

The International Radio and Television Society (IRTS) has honored Norm with a Frank Stanton Fellowship for "his distinguished contribution to broadcast education."

Prior to his academic career, Norm served for three years as an officer in the United States Navy. He holds a B.S. for Miami University (Ohio), an M.A. from San Diego State University, and a Ph.D. from the University of Iowa.

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#6

**Kuprevich, Sandi**

**From:** Selinger, Janice  
**Sent:** Thursday, January 13, 2011 3:44 PM  
**To:** Kuprevich, Sandi  
**Subject:** FW: those activities you listed

A little late but we might want to add this from Willie for last year

**From:** Sanchez, Willie  
**Sent:** Thursday, January 13, 2011 3:42 PM  
**To:** Selinger, Janice  
**Subject:** RE: those activities you listed

Yes. I did repeat the 3 Kings activity at Essex County College with 3,000 kids. In November 2009, I gave a workshop at a Latino organization called FOCUS on how community agencies, Newark Policy and high school students could work together to stop the violence by using the latest new technology and television as resources to stop the violence. To illustrate, I presented a segment of our Emmy nominated show "WordUp Stop The Violence," a made for television town meeting hosted by Edward James Olmos and Governor Whitman. Four hundred students from all over the State came to our show that day and walked away knowing they had met victims of gun violence in wheel chairs and on the screen people in hospitals unable to move from their beds due gun shots.

In May and June of 2009, I worked with 4 students from FOCUS who won a citywide poetry competition on warning teens about drinking and driving. For two weeks, I worked with students on ways to turn their words into moving pictures and how to perform in front of camera. Using the dancers from the NJN Hispanic Youth Showcase, the words from students poems and help from Newark police, we were able to produce a community video called "Stay Alive. Don't Drink and Drive." That we featured on Images/Imagenes

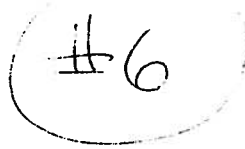
**From:** Selinger, Janice  
**Sent:** Thursday, January 13, 2011 2:42 PM  
**To:** Sanchez, Willie  
**Subject:** those activities you listed

What did you do last year...any of the same things?

Janice Selinger  
Acting Executive Director  
NJN Public Television  
P.O. Box 777  
Trenton, NJ 08625-0777  
609-777-5251  
609-777-5007

Willie Sanchez  
Exec Producer  
Images

1/13/2011



**Selinger, Janice**

**From:** Sanchez, Willie  
**Sent:** Monday, January 04, 2010 10:18 AM  
**To:** Selinger, Janice; Blumenthal, Howard; Weyl, Ronnie  
**Cc:** Hargrave, Jill; Hamer, Jeff; Ruscio, Joanne; Conlon, Joe; Butts, Andre  
**Subject:** RE: Showcase Flyer & an idea

Thank you. I agree. If this is approved, we can reach out to the Latino community with two fronts and one mission. Jill can continue to reach out to the corporate sector for help and support at a higher level with Daniel's help. Meanwhile, a community based grass roots movement can be made to insure the scholarships for the kids and cover some of the out of packet costs for the show. I can speak to Sam Delgado and other possible sponsors that can make this project a reality.

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**From:** Selinger, Janice  
**Sent:** Wednesday, December 30, 2009 4:31 PM  
**To:** Sanchez, Willie; Blumenthal, Howard; Weyl, Ronnie  
**Cc:** Hargrave, Jill; Hamer, Jeff; Ruscio, Joanne; Conlon, Joe; Butts, Andre  
**Subject:** FW: Showcase Flyer & an idea

Willie I have sent this to Ronnie and Howard for their comments to see if they see any problem with doing such a fundraiser. I think the idea of having this kind of event is a great idea since we don't have the money for the scholarships and this could bring the money that is necessary. It also leads to what Jill Hargrave and I have been talking about for some time—reaching out to the Latino community for financial support of the great work that you do. Perhaps, if we do this, it could lead to additional fundraising efforts for *Images/Imagenes*. Also how about our friend Sam DelGado from Verizon—I bet he would be interested in this.

(Also please note that your flyer has the old funders on it since you noted below you only have Goya and PSEG)

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**From:** Sanchez, Willie  
**Sent:** Wednesday, December 30, 2009 4:19 PM  
**To:** Oleszek, Steve  
**Cc:** Hargrave, Jill; Hamer, Jeff; Selinger, Janice; Ruscio, Joanne; Conlon, Joe; Butts, Andre  
**Subject:** Showcase Flyer & an idea

Enclosed is the original e-mail sent regarding the Showcase. The auditions will take place the first week in March in Newark. I will create a promo for NJN. Publicity for the talent search should begin in January. I will revise an old draft for approval that Joanne can edit for media and public information system. Once it is approved, we will translate the content in Spanish and English for local and national newspapers and magazines. We will also provide pictures of last year's competition in both print and jpg format. In February, I will air an *Images'* studio show featuring present and past participants in our studio to ignite interest from our viewers. I will also speak to Rafael Toro of Goya Foods to include our request for participants in their e-mail list. I will also ask music and performing arts institutions and individuals to send out e-mails. To help me send out the flyers information packages, I will bring in four volunteers plus three parents to work in Newark. They help me every year and know what needs to be done.

With your permission, I would like to work with six community agencies, ten Latino arts group and parents and past participants to create a fund raising event for the Showcase scholarships that through their membership, contacts and supporters will generate enough money to cover the cost of the scholarships but will be of no cost to NJN. The event can take place in early April and will be highlighted by the announcement of the finalists for the 2010 competition. All of the finalists will be invited and presented to the media for a photo opportunity. Past group dance champions, singers and instrumentalists will provide the entertainment. Refreshments and a buffet style setting can be made available for any hungry guest.

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This can be donated by the location or sponsored by one of the agencies. Because most of the volunteers, participants and possible donated locations are in North Jersey, I will ask some of my friends to let us use their location and sponsor the event. This is not something new for me. I once ran the battle of the bands in Newark which raised \$20,000 for my old high school and did a similar event for my church that raised \$10,000. Once I get approval, I will make the contacts. Again, I can get this done with **no cost to NJN or need for extra personnel**. The same people who sell out the Showcase at NJPAC every year on behalf of their kids will be there to generate funds for their scholarships. I will also contact past participants on Broadway, in Hollywood and the entertainment industry, the Showcase professional judges and the family members of the individuals named on the Scholarships which include international dancer, Beatriz Rodriguez who attends the show every year and the family members of the late Marco Rizo, the former music director of Desi Arnaz on I Love Lucy; the late Tito Puente's son Tito Puente Jr.; and the late Celia Cruz' s family who still live in Fort Lee. I have will reach out to Rita Moreno for a letter or DVD of encourage and the Cuba Pete's wife and dance partner Barbara has promised to attend from Miami. She will be in New York in April making a movie based on Cuban Pete's life. I can do this. I just need the go ahead to get it done. Please understand some of the parents of the kids in the Showcase are also professional artists who are willing to donate elaborate sets, art work, graphics etc. Many of them are business owners who can donate the printed material. They are also professional musicians and DJs who will donate their services. Others are web masters who are willing to create announcement pages for the event. That's why we can turn this around quickly. This will be a community support activity for the NJN Hispanic Showcase 2010. Please don't worry about this getting in the way of my producing other shows. I have enough experienced people willing to get this done. Every dollar we get from this event is one dollar more that we have to enrich a kid's life. Here is one more note to remember. In 1986, I did not have any money for scholarships for the first Showcase. It was individuals in the community and businesses that united under the umbrella title of Coalition of Friends that raised and provided the original \$6,000 for the first winners of the competition at a dinner held by Rutgers University in Newark. A representative from Prudential attended the event, loved it and offered Prudential as a place to hold the Showcase every year. They provided a buffet dinner for 400 people for nine years until their performance hall was renovated and turned into office space. Philip Thomas, a Showcase judge from NJPAC, told us that as soon as their center was built we would be the first Latino show in their new facility in 1997. Meanwhile Essex County College donated their 500 seat theater in 1996 as the transition point between Prudential and NJPAC. In 2010, we will celebrate 12 years at NJPAC and the 24<sup>th</sup> anniversary of the Showcase. Over 8,000 kids have taken part in the program and there are a lot more people who have witnessed the importance of this program. I no longer need to beg people to support an idea in my head. It is a proven success story that needs a little help this year.

Sorry for the long e-mail. You know how feel about this show. Also, we can still ask the underwriters to sponsor and add their names to scholarships and trophies. All we need to do is thank the 2010 Coalition of Showcase Friends.

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**From:** Sanchez, Willie  
**Sent:** Friday, November 13, 2009 1:40 PM  
**To:** Butts, Andre  
**Cc:**  
**Subject:** New flyer

NJN HISPANIC YOUTH SHOWCASE 2010 (NEW TITLE)

Please change the date of January 30, 2009 to February 20, 2010

At this time, we only have Goya Foods and PSEG are the only sponsors. Please remove the New Jersey State Council on the Arts, PNC Bank, the United Way of Essex and West Hudson

Everything else stays the same

Andre, we need to air the Showcase at least one more time to promote the audition date

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