

FY 2024 CPB COMMUNITY REPRESENTATION STATEMENT NEW JERSEY PUBLIC BROADCASTING AUTHORITY STATIONS WNJT(TV), WNJN(TV), WNJB(TV), WNJS(TV)

Community Representation Statement

The New Jersey Public Broadcasting Authority (“NJPBA”), licensee for stations WNJT(TV), Trenton, WNJN(TV), Montclair, WNJB(TV), New Brunswick, and WNJS(TV), Camden (collectively “the Stations”), is committed to providing diverse noncommercial educational, informational and cultural content that meets the needs of the audiences in the communities served by its stations. NJPBA meets this commitment by fostering a culture of diversity to maintain a fair, unbiased work environment and to enhance our ability to effectively serve the public as a media organization.

The Stations are licensed to NJPBA, an independent authority of the State of New Jersey (the “State”) governed by a five-member Board. Staff support for the NJPBA is provided by employees within the Department of the Treasury of the State of New Jersey. The State of New Jersey’s nondiscrimination policies, ethics policies, and commitment to equal opportunity in employment practices are reflective of State and federal law as well as the State’s commitment to equal opportunity and diversity.

The NJPBA has entered a long-term Programming and Services Agreement for the programming and operation of the Stations with Public Media NJ (“PMNJ”), a New Jersey based non-profit corporation. The NJPBA remains the FCC licensee and CPB grantee for the Stations and, therefore, provides oversight to ensure that the terms and conditions of the Programming and Services Agreement are met, and the agreement requires that PMNJ program and provide services to the Stations in accordance with appropriate law, policies, and procedures.

NJPBA Community Representation Goals/Plans

- To recruit and retain a diverse workforce that is representative of our service areas, as vacancies arise.
- To provide equal opportunity in employment, professional development, and promotional advancement.
- To educate our management and staff in best practices for cultivating an inclusive and diverse environment for all persons.
- To engage a diverse audience in our service areas by providing information and resources relevant to their interests and needs.

NJPBA Community Representation in Station Employment and Governing Boards

Given NJPBA’s Programming and Service Agreement with PMNJ and the NJPBA’s structure as a state authority, there are currently only five (5) full-time NJPBA employees (supported by employees within the state’s Department of the Treasury) and, according to the enabling statute and by-laws of the NJPBA, the Board shall consist of a total of five (5) members, as follows:

- Three (3) appointed by the Governor of the State of New Jersey
- One (1) appointed by the President of the New Jersey Senate
- One (1) appointed by the Speaker of the New Jersey General Assembly

The staff and board members nonetheless reflect the diversity of the NJPBA station communities. The NJPBA assigned staff provided by Treasury is comprised of one Asian woman, one Caucasian woman, one African American man, and two Caucasian men. The Board of the NJPBA is comprised of two Caucasian women. Three Board positions are currently vacant, to be appointed by the Governor of the State of New Jersey, the New Jersey Senate President, and the Speaker of the New Jersey General Assembly, respectively.

Activities and Practices Consistent with CPB EEO Provisions and Applicable Laws

Provision of Educational, Informational, and Cultural Content to Meet Community Needs

1. The NJPBA's Diversity Policy is designed to fulfill NJPBA's commitment to diversity and meet the applicable FCC and CPB EEO guidelines.
2. An annual report of the NJPBA's hiring goals, guidelines, employment statistics, and actions is undertaken to meet the NJPBA's representation and diversity goals. (See [FCC Annual EEO Report 2024](#).)
3. The NJPBA has established formal training programs for management and staff as follows:
 - a. All NJPBA employees and managers are required to have training on the New Jersey State Policy Prohibiting Discrimination in the Workplace. The training is initially provided upon hire and every two years thereafter. Employees and managers also receive a copy of the New Jersey State Policy Prohibiting Discrimination in the Workplace to review annually. All NJPBA assigned staff completed an online training course on this policy between February and April 2023. The policy was last distributed to the entire staff on September 18, 2024.
 - b. On an ongoing basis, the NJPBA employees and managers have access to professional development classes and online courses offered by the State of New Jersey's Civil Service Commission ("CSC") through the CSC's Learning Metric System and the New Jersey Employee Advisory Service. This training is designed for individuals at any staff level to improve and enhance their professional skills and abilities. Personnel enrolls in and completes elective online courses at their own volition. In 2024, multiple staff members received training in ethics. One staff member took training courses on how to work collaboratively and on responsible AI for public professionals. Another trained in cyber security.
4. The NJPBA reviews the quarterly Issues and Programs Reports provided by PMNJ to ensure that the programming covers current issues and topics relevant to the diverse communities, interests, and needs in our service areas. The quarterly reports are posted in the Stations' online [FCC Public Files](#).
5. PMNJ issued a [2023 Local Content and Service Report](#) which detailed descriptions of content and services PMNJ provided to meet the local needs of diverse communities in the Stations' service areas and their impact, community feedback on the impact and effectiveness of the local content and services created, and descriptions of partnerships and collaborations. The report is available on the Stations' [website](#). The 2024 Local Content and Service Report is due February 15, 2025.

Hiring Goals and Guidelines

The NJPBA operates in accordance with the implementation of the New Jersey Public Broadcasting System Transfer Act, L. 2010, c. 104, and is subject to the employment guidelines set forth by the State Department of the Treasury in the Equal Employment Opportunity/Affirmative Action Policy Statement of the State Department of the Treasury. The NJPBA did not hire any employees in 2024 and has no plans for hiring in 2025. Should a vacancy occur, ads would be posted with multiple organizations that focus outreach toward diverse candidates as required by the FCC and specified in the Equal Employment Opportunity/Affirmative Action Policy Statement of the State Department of the Treasury.

References

- [NJ State Policy Prohibiting Discrimination in the Workplace](#)
- [NJ State Department of the Treasury EEO/AA Policy Statement](#)
- [FCC Annual EEO Report 2024](#)