

CHAPTER 11

EMPLOYMENT ADVERTISING

Authority

Unless otherwise expressly noted, all provisions of this Chapter 11 were adopted by the Division of Civil Rights pursuant to authority delegated at N.J.S.A. 10:5-6 and 10:5-8(c), (g), (h), (i) and (j) and were filed and became effective May 29, 1972, as R.1972 d.76. See: 4 N.J.R. 50(b), 4 N.J.R. 106(a).

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SUBCHAPTER 1. GENERAL PROVISIONS

13:11-1.1 Employment advertising generally

(a) It shall be a violation of the Law Against Discrimination, N.J.S.A. 10:5-1 et seq., and more particularly, N.J.S.A. 10:5-12(a), (b), (c) and (e), for any employer, union or employment agency, or any newspaper or other publication published or circulated within this State to print, publish or circulate any advertisement relating to employment, employment opportunities, job openings, union membership, apprentice programs, job training programs or any of the terms, conditions or privileges thereof which expresses, overtly or subtly, directly or indirectly, any limitation, specification, preference or discrimination based on race, creed, color, national origin, ancestry, age, marital status or sex, or any intent to make such limitation, unless based on a bona fide occupational qualification.

(b) The use of language including but not limited to "Black", "Negro", "colored", "white", "restricted", "inter-racial", "segregated", "Christian", "Jewish", "men", "women", "girl", "boy", "gal", "guy", "married", "single" or any other word, term, phrase or expression which tends to influence, persuade or dissuade, encourage or discourage, attract or repel, any person or persons because of race, creed, color, national origin, ancestry, age, marital status or sex shall be considered discriminatory advertising in violation of the Law Against Discrimination, N.J.S.A. 10:5-1 et seq.

13:11-1.2 Exception for advertising ordered by Director

Nothing contained in this Chapter shall be deemed to prohibit the Director from including in any of his orders against any respondent employer, union or employment agency a provision requiring said respondent to include in any advertisement regarding any employment opportunity the term "Equal Opportunity" or any substantially similar term.

13:11-1.3 Maintenance of segregated columns

It shall be a violation of the Law Against Discrimination for any employer, union or employment agency or any newspaper or other publication published or circulated within this State to publish, print or circulate or cause to be published, printed or circulated any advertisement relating to employment, employment opportunities, job openings, union membership, apprentice programs, job training programs or any of the terms, conditions or privileges thereof under an employment advertisement column which is segregated on the bases of sex, marital status, race, creed, color, national origin, ancestry or age or under any column heading which expresses overtly or subtly, directly or indirectly, any preference, specification or limitation.

13:11-1.4 Preferences expressed in body of advertisement appearing under joint "Men and Women" columns

(a) It shall be a violation of the Law Against Discrimination for any employer, union or employment agency, or any newspaper or other publication published or circulated within this State to publish, print or circulate or cause to be published, printed or circulated any advertisement relating to employment, employment opportunities, job openings, union membership, apprentice programs, job training programs, or any of the terms, conditions or privileges thereof, the language of which advertisement expresses any limitation, specification, discrimination or preference as to sex, marital status, race, creed, color, national origin, ancestry or age of any intent to make such preference, specification or discrimination unless sex, marital status, race, creed, color, national origin, ancestry or age is a bona fide occupational qualification for the particular job advertised.

(b) Whenever a "help wanted" advertisement is to contain any job title or job description which is not clearly neutral in terms of sex and the job advertised is not one for which sex is a "bona fide occupational qualification" as defined in those provisions, then the advertisement should instead utilize a neutral job title whenever practicable.

(c) If the use of a neutral job title is not practicable, then the advertisement may contain the non-neutral job title provided, however, that the advertisement also includes:

1. The job title which is the sex counterpart of the non-neutral job title; or

2. The designation "M/W".

(d) Newspapers which print employment advertisements are encouraged to voluntarily print a box on their employment advertising page indicating that the abbreviation "M/W" when used means "men or women".

Examples of Prohibited Terms	Examples of Permissible Substitutes
"Salesman"	"Salesperson" or "Salesman/women" or "Salesman M/W"
"Waiter"	"Waiter/waitress" or "Waiter M/W"
"Gal Friday"	"General Office Work" or "Gal/guy Friday" or "Gal Friday M/W"
"Hostess"	"Hostess/host" or "Hostess M/W"
"Pressman"	"Press operator" or "Pressman/woman" or "Pressman M/W"

(e) The fact that a term does not appear in the above partial list does not mean that such a term is acceptable.

13:11-1.5 Bona fide occupational qualification exception; application

(a) For the purposes of these provisions, the "bona fide occupational qualification" exception shall include only those vocational qualifications which are reasonably necessary to the normal operation of the particular business, enterprise or apprentice or other training program.

(b) The exception shall be interpreted so that individuals will be considered for employment on the basis of their individual capacities and not on the basis of any characteristics generally attributable to their group.

(c) The employer, employment agency or union has the burden of establishing that race, creed, color, national origin, ancestry, age, marital status or sex is a bona fide occupational qualification.

(d) The application of the exception is not warranted where based on, for example:

1. Assumptions of the comparative general employment characteristics of persons of a particular race, creed, color, national origin, ancestry, age, sex or marital status, such as their turnover rate;
2. Stereotyped characteristics of the aforementioned classes, such as their mechanical ability or aggressiveness;
3. Customer, client, co-worker or employer reference, or historical usage, tradition or custom; or
4. The necessity of providing separate facilities of a personal nature, such as rest rooms or dressing rooms.

(e) In regard to sex, the application of the exception may be warranted where it is necessary for authenticity or genuineness, such as for an actor or actress, or where the job in question necessarily involves intimate personal contact with persons of the opposite sex.

Case Notes

Questions whether home health care clients would not consent to personal care service by members of opposite sex, and whether clients would stop patronizing business if members of opposite sex were allowed to perform service, as would support bona fide occupational qualification exception to Law Against Discrimination based on client privacy rights, was for jury. *Spragg v. Shore Care*, 293 N.J.Super. 33, 679 A.2d 685 (A.D. 1996).

13:11-1.6 Ruling by Division on bona fide occupational qualifications for particular jobs

(a) Any employer, union, employment agency, newspaper or other publication may make an inquiry of the Division on Civil Rights (at 1100 Raymond Boulevard, Newark, New Jersey 201-648-2700; or 436 East State Street, Trenton, New Jersey 609-292-4605; or 530 Cooper Street, Camden, New Jersey 609-964-0011; or 370 Broadway, Paterson, New Jersey 201-345-1465) as to whether race, creed, color, national origin, ancestry, age, sex or marital status is a bona fide occupational qualification for a particular job which they intend to publish, print or circulate or cause to be published, printed or circulated.

(b) The Division shall promptly, and whenever possible, no later than two hours after the inquiry is received, give opinions in response to such inquiries.

(c) An opinion rendered orally or in writing by the Division prior to the publication of any advertisement in response to such an inquiry shall be binding for the purpose of these provisions, except in those instances in which the inquiry has not fully and accurately disclosed the relevant facts regarding the particular job in question.

(d) The Division shall maintain records as to each inquiry made pursuant to this Section, to include the name, title and address of the caller, a summary of the job and job duties, the basis for the exception claimed and the time, date, identification number and disposition of the inquiry.

(e) A newspaper or other publication shall not be in violation of these provisions where it has accepted any specific advertisement in good faith and in reasonable reliance upon the representations of the person placing the advertisement that he has obtained from the Division an opinion that there is a bona fide occupational qualification for the specific job advertised together with the identification number of that opinion.

13:11-1.7 Violations

Failure to comply with this Chapter will constitute a violation of N.J.S.A. 10:5-12.

13:11-1.8 Effective date

(a) These provisions are adopted and effective on April 14, 1972.

(b) The obligation of those persons covered by these provisions to comply with its terms shall commence on May 29, 1972.

Historical Note

The validity of these rules was upheld by the New Jersey Supreme Court on August 8, 1973, in the case of Passaic Daily News versus Blair. 63 N.J. 474, 308 A.2d 649 (1973).