



**STATE OF NEW JERSEY**

In the Matters of Christopher Balint  
and Carol McKenna, Office of  
Information Technology

**FINAL ADMINISTRATIVE ACTION  
OF THE CHAIR/  
CHIEF EXECUTIVE OFFICER  
CIVIL SERVICE COMMISSION**

CSC Docket Nos. 2026-539 and  
2026-542

Classification Appeals

**ISSUED: March 5, 2026 (HS)**

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Christopher Balint<sup>1</sup> and Carol McKenna appeal the determinations of the Division of Agency Services (Agency Services) that their positions with the Office of Information Technology (OIT) were properly classified as Media Technician 2. The appellants seek Assistant Promotional Material Specialist classifications in these proceedings. These matters have been consolidated due to common issues presented.

The record in the present matters establishes that at the time of the requests for position reviews, the appellants were serving permanently in the title of Media Technician 2. Their positions were located in the Communications and Digital Services Directorate. The appellants reported to the same Assistant Division Director and had no supervisory responsibility. Agency Services received the request on January 22, 2025 and reviewed the appellants' Position Classification Questionnaires (PCQs); organizational charts; Performance Assessment Review forms; their statements; and the statements of their supervisor and Division Director.

On his PCQ, Balint indicated, among others, the following duties and percentages of time: editing and posting the Tammy's Tremendous Tuesday Tales video series (20%); hybrid meeting livestreaming (15%); press conference livestreaming (15%); audiovisual systems design and installation (10%); event photography (10%); and researching specialty tools and procurement (5%).

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<sup>1</sup> Agency records indicate that Balint separated from State service, effective October 23, 2025.

On her PCQ, McKenna indicated, among others, the following duties: travelling to, evaluation of location, setup, shoot, edit and create multimedia content for NJ.gov, including photo, livestreaming, and video shoots for the Governor's Office (30%); travelling to and transmission of livestream high-definition video of board meetings and remote events for multiple State departments and agencies (10%); in-office or remote operation of numerous web-based platforms and transmission interfaces for livestreaming of department and agency events (10%); organizing and storing all recorded content for mandated preservation in the State archives (10%); assisting in setup and transmission of live room sound for hybrid meetings via Microsoft Teams and Zoom for State departments and agencies (5%); and researching and preparing procurement requests for new equipment and software and contacting vendors regarding purchase of new equipment and software (5%).

The supervisor described the most important duties of Balint's position as follows:

Provide filming and livestreaming services for the Governor's Office and State agencies, ensuring seamless audiovisual operations. Conduct research and offer guidance on procuring equipment and setting up event spaces. [Balint's] expertise in audio has brought a valuable skillset to our team that we previously lacked. His proficiency is so highly regarded that the Governor's Office frequently requests his services specifically for audio-related tasks. In addition, demonstrating strong video and photography skills and operate livestreaming equipment for social media uploads.

The supervisor described the most important duties of McKenna's position as follows:

- **Livestreaming and Filming:** Assist with livestreaming events for the Governor's Office, hybrid meetings for [the Department of Environmental Protection]'s Environmental Justice Committee, and various board meetings. Filming and documenting events for social media and promotional videos.
- **Photography and Video Editing:** Taking photographs for the State website, Governor's Office and team-created videos. Editing agency training/educational videos.
- **Coordinating event spaces** to ensure optimal setup for technological equipment.
- **Client Communication:** ability to coordinate with clients and be able to bring their vision to life.

In its July 22, 2025 determination, Agency Services found that the primary responsibilities of Balint's position were as follows: assisting with hybrid live

streaming by setting up camera equipment and A/V systems; providing event photography, including editing and uploading digital content for publication and distribution; managing media using platforms such as YouTube, Facebook, X, and Instagram; publishing multimedia content on the OIT website and across various departments; implementing cost savings plans by conducting research on A/V production techniques to ensure that they remain within budgeting regulations; and troubleshooting media issues that may arise.

In its July 22, 2025 determination, Agency Services found that the primary responsibilities of McKenna's position were as follows: traveling to support multimedia initiatives, including assisting with and setting up livestreaming, hybrid meetings, podcasts, and video shoots; uploading digital content, editing photos and videos, performing color corrections, and attaching metadata to final products for publication or distribution on behalf of the Governor's Office; managing, organizing, and storing recorded content; providing training for State staff on media, photography, and video equipment using platforms such as YouTube and LinkedIn Learning; maintaining active communication with clients, team members, and leadership regarding assigned shoots; publishing multimedia content on the OIT website and across various departments and agencies; and conducting research on procurement requests for new equipment and software from local vendors.

Agency Services determined that the assigned duties and responsibilities of both positions were properly classified by the title Media Technician 2.

On appeal, Balint highlights that the job specification for Assistant Promotional Material Specialist dates from 1997 and has not been updated and modernized along with the progress of technology and the evolution of the job duties. He argues that promotional materials in 1997 may have meant brochures and pamphlets, but these are now "completely obsolete" as social media videos and digital products have "completely replaced" paper-based information dissemination. For example, Balint asserts that he created educational videos for the Department of Labor and Workforce Development regarding how to use their online filing and application systems where, pre-YouTube, this may have been done by creating handouts or brochures for mailing, faxing, or physical posting. Additionally, Balint contends that while "newsletters" and "fact sheets" are mentioned in the job specification, these too are "obsolete" forms of promotional materials that are unlikely to be printed today. Rather, newsletters are often sent out in the form of mass emails, and informational videos are made. Balint also notes that the job specification refers to "speeches" and "scripts" and argues that while these kinds of messaging still exist, they do so in the form of video essays that are often direct-to-camera talks that must be edited down into a short-form video essay. Deciding what content will fit the message that the client envisions is not the job of a technician but rather involves the creativity and professional intent of the Assistant Promotional Material Specialist title. Balint argues that the position "has very little supervision and the supervision

usually involves consultation on State policy.” Balint argues that while the job specification mentions utilizing “all media,” most media is in the form of video in today’s landscape. Further, the definition section mentions “physical dissemination of information and written material,” but information is spread mostly through social media today. Video projects being posted online are the modern equivalent of disseminating written materials. In short, Balint insists that Assistant Promotional Material Specialist job specification uses “obsolete terminology.”

In addition, Balint complains that while his position is classified by the title Media Technician 2, he performs the same job duties as two peers whose positions are classified by the title Promotional Materials Specialist. In support, Balint provides letters of support; copies of Assistant Promotional Material Specialist vacancy postings OIT has published; and his resume.

McKenna similarly highlights that the job specification for Assistant Promotional Material Specialist dates from 1997 and that technology has shifted. She too claims that she performs the same job duties as the two peers whose positions are classified by the title Promotional Materials Specialist. She maintains that she is “solo or assisting” for events at OIT or on the road at various departments and agencies using photography, videography, and sound recording and amplification in the “development of promotional material all day every week” by:

- Assisting in the creation, development and distribution of “films” (a.k.a. video) and photos to State departments and agencies;
- Providing her expertise in and a willingness to assist in analysis and review of division advertising contracts;
- Preparing scripts and social media designed to acquaint the public with State efforts;
- Initiating ideas for social media features and shooting photos featuring the State’s attractions and natural beauty;
- Drafting correspondence and serving as lead contact for current clients
- Maintaining and storing all digital and equipment assets; and
- Learning to utilize all recording equipment and information systems, programs, and software within the OIT realm

In support, McKenna provides letters of support; copies of Assistant Promotional Material Specialist vacancy postings OIT has published; and her resume.

## CONCLUSION

*N.J.A.C. 4A:3-3.9(e)* states that in classification appeals, the appellant shall provide copies of all materials submitted, the determination received from the lower level, statements as to which portions of the determination are being disputed, and

the basis for appeal. Information and/or argument which was not presented at the prior level of appeal shall not be considered.

The definition section of the job specification for Media Technician 2 states:

Under the limited supervision of a supervisory official in a State department, college, institution, or agency, performs media usage consultation, information retrieval, production of graphic material, operation, maintenance of audio visual equipment, and control and distribution of expendable commercial art and audio-visual materials; does other related duties as required.

The definition section of the job specification for Assistant Promotional Material Specialist states:

Under direction of a supervisory official, assists in development of promotional material, utilizing all media, and in the mechanical production and physical dissemination of information and written material; does other related duties as required.

Examples of work include the following: participates in mechanical production of all booklets, brochures, newsletters, fact sheets, and so forth (all stages from setup through printing); may assist in the development, distribution, maintenance, and servicing of films, slides, and other visual aids; may assist in reviewing and approving division-made advertising contracts; prepares speeches, radio and television scripts, bulletins, pamphlets, brochures, exhibits, displays, and other informative materials designed to acquaint the general public and specifically affected groups with aims, functions, policies, and services of the division; and initiates ideas for timely features on New Jersey attractions and opportunities.

At the outset, it should be noted that the foundation of position classification, as practiced in New Jersey, is the determination of duties and responsibilities being performed *at a given point in time* as verified by this agency through an audit or other formal study. Classification reviews are thus based on a current review of assigned duties, and any remedy derived therefrom is prospective in nature. This agency's established classification review procedures in this regard have been affirmed following formal Civil Service Commission review and judicial challenges. *See In the Matter of Community Service Aide/Senior Clerk (M6631A), Program Monitor (M62780), and Code Enforcement Officer (M00410)*, Docket No. A-3062-02T2 (App. Div. June 15, 2004); *In the Matter of Engineering Technician and Construction and Maintenance Technician Title Series, Department of Transportation*, Docket No. A-277-90T1 (App. Div. January 22, 1992); and *In the Matter of Theresa Cortina* (Commissioner of Personnel, decided May 19, 1993). In the instant matters, a review of the primary duties of the appellants' positions at the time of Agency Services'

review indicates that they fell squarely within the scope of the job specification for Media Technician 2. If McKenna continues to believe that her position is better classified by the title Assistant Promotional Material Specialist, her recourse would be to begin the position review process anew, but there is no basis to revisit Agency Services' prior determination.

While the appellants also allege that the duties of their positions are the same as those of the positions encumbered by coworkers and question why they should be treated differently, a classification appeal cannot be based on a comparison to the duties of other positions. See *In the Matter of Carol Maita, Department of Labor* (Commissioner of Personnel, decided March 16, 1995); *In the Matter of Dennis Stover, Middletown Township* (Commissioner of Personnel, decided March 28, 1996). See also, *In the Matter of Lorraine Davis, Office of the Public Defender* (Commissioner of Personnel, decided February 20, 1997), *affirmed*, Docket No. A-5011-96T1 (App. Div. October 3, 1998).

Accordingly, a thorough review of the entire record fails to establish that the appellants have presented a sufficient basis to warrant Assistant Promotional Material Specialist classifications of their positions. It is further recommended that Agency Services review the job specification for Assistant Promotional Material Specialist and make any modifications that may be necessary to ensure its accuracy. *N.J.A.C. 4A:3-3.3(a)3*.

### ORDER

Therefore, it is ordered that these appeals be denied.

This is the final administrative determination in these matters. Any further review should be pursued in a judicial forum.

DECISION RENDERED ON  
THE 4<sup>TH</sup> DAY OF MARCH, 2026



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