

**EEO PUBLIC FILE REPORT**

This Report covers full-time vacancy recruitment data for the period: **July 22, 2022 – July 21, 2023.**

- 1) **Employment Unit:** Beasley Media Group Licenses, LLC – Fayetteville, NC
- 2) **Unit Members (Stations and Communities of License):** WKML(FM), Lumberton, NC  
WAZZ(AM), Fayetteville, NC  
WFLB(FM), Laurinburg, NC  
WUKS(FM), St. Pauls, NC  
WZFX(FM), Whiteville, NC

3) **EEO Contact Information for Employment Unit:**

Mailing Address:  Beasley Media Group, Inc. 1876 Bureau Drive Fayetteville, NC 28301	Telephone Number: 910-486-2005
	Contact Person/Title: Donna Parkman, Market Controller
	E-mail Address: <a href="mailto:donna.parkman@bbgi.com">donna.parkman@bbgi.com</a>

4) **Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1. On Air Announcer-WZFX	Employee Referral/In House Promotion
2. Administrative Assistant	Facebook
3. Account Executive	Employee Referral
4. General Manager	BBGI Internal Posting
5. Account Executive	Employee Referral
6. Assistant Program Director	All Access

**Stations WKML(FM), WAZZ(AM), WFLB(FM), WUKS(FM), and WZFX(FM) are Equal Opportunity Employers.**

**5) Job Title: On Air Announcer WZFX Referral Source of Hiree: Employee Referral/In House Promotion**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Beasley Corporate Office	Human Resources	3033 Riviera Dr. Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	NO
Beasley Broadcasting Clusters	Business Managers	Emailed: Philadelphia, Las Vegas, Miami, Fayetteville, Ft. Myers, Boca Raton, Atlanta	Various	0	NO
Beasley Station Websites	Website Manager	1876 Bureau Dr. Fayetteville, NC 28301	910-486-2005	2	NO
Indeed	Recruitment Website	Indeed.com		0	NO
Handshake	Website	Online College Recruitment Site for Job postings		0	NO
All Access Music Group (AllAccess.com)	Website	28955 Pacific Coast Highway Suite 210 Malibu, CA 90265	310-457-6616	0	NO
Employee Referral/In House Promotion				1	NO
Industry Referral				1	NO

**5) Job Title: Administrative Assistant Referral Source of Hiree: Facebook**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Beasley Corporate Office	Human Resources	3033 Riviera Dr. Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	NO
Beasley Broadcasting Clusters	Business Managers	Emailed: Philadelphia, Las Vegas, Miami, Fayetteville, Ft. Myers, Boca Raton, Atlanta	Various	0	NO
Beasley Station Websites	Website Manager	1876 Bureau Dr. Fayetteville, NC 28301	910-486-2005	0	NO
Handshake	Website	Online College Recruitment Site for Job postings		0	NO
Indeed	Recruitment Website	Indeed.com		0	NO
Facebook	Market Controller	Management Postings of Job Announcement		2	NO

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**5) Job Title: Account Executive Referral Source of Hire: Employee Referral**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Beasley Corporate Office	Human Resources	3033 Riviera Dr. Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	NO
Beasley Broadcasting Clusters	Business Managers	Emailed: Philadelphia, Las Vegas, Miami, Fayetteville, Ft. Myers, Boca Raton, Atlanta	Various	2	NO
Beasley Station Websites	Website Manager	1876 Bureau Dr. Fayetteville, NC 28301	910-486-2005	0	NO
Handshake	Website	Online College Recruitment Site for Job postings		0	NO
Indeed	Recruitment Website	Indeed.com		0	NO
Linked In	Market Controller	Management Job Posting		0	NO
Industry Referral				1	NO
Employee Referral				4	NO

**5) Job Title: General Manager Referral Source of Hire: BBGI Internal Posting**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Beasley Broadcasting Clusters/Internal Posting	Business Managers	Emailed: Philadelphia, Las Vegas, Miami, Fayetteville, Ft. Myers, Boca Raton, Atlanta	Various	10	NO

**5) Job Title: Account Executive Referral Source of Hire: Employee Referral**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Beasley Corporate Office	Human Resources	3033 Riviera Dr. Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	NO
Beasley Broadcasting Clusters	Business Managers	Emailed: Philadelphia, Las Vegas, Miami, Fayetteville, Ft. Myers, Boca Raton, Atlanta	Various	0	NO
Beasley Station Websites	Website Manager	1876 Bureau Dr. Fayetteville, NC 28301	910-486-2005	0	NO

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Handshake	Website	Online College Recruitment Site for Job postings		0	NO
Indeed	Recruitment Website	Indeed.com		0	NO
Linked In	Market Controller	Management Job Postings		0	NO
Employee Referrals				1	NO

**5) Job Title: Assistant Program Director**

**Referral Source of Hire:**

**All Access**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Beasley Corporate Office	Human Resources	3033 Riviera Dr. Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	NO
Beasley Broadcasting Clusters	Business Managers	Emailed: Philadelphia, Las Vegas, Miami, Fayetteville, Ft. Myers, Boca Raton, Atlanta	Various	0	NO
Beasley Station Websites	Website Manager	1876 Bureau Dr. Fayetteville, NC 28301	910-486-2005	0	NO
Handshake	Website	Online College Recruitment Site for Job postings		0	NO
All Access Music Group (AllAccess.com)	Website	28955 Pacific Coast Highway Suite 210 Malibu, CA 90265	310-457-6616	2	NO
Country Aircheck	Monta Vaden	monta@countryaircheck.com	865-518-1229	1	NO
Indeed	Recruitment Website	Indeed.com		0	NO
Industry Referral				1	NO

**6) Total # of Interviewees Referred:** For the period from July 23, 2022 through July 22, 2023, this Employment Unit interviewed 28 interviewees for full-time job vacancies.

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## 7) Supplemental Recruitment Initiatives.

### (a) **Initiative: Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting**

1. Jun 5-15<sup>th</sup>, 2023 – Kellar Radio Talent Institute at Appalachian State University in Boone, North Carolina. Employment Unit Account Executive participated in the annual Talent Institute as a speaker on RAB Training Modules: “Addressing Objections and Closing” and “Buyer Styles.” The Institute brings broadcast industry professionals from around the country to teach students in the program, providing support, insight and expertise as well as an effort to find bright, talented young people entering the industry.
2. May 24, 2023 – Beasley Augusta’s GM/VP participated in the 2023 GAB Radio Talent Institute speaking to and engaging with young people aspiring to launch their careers.

### (b) **Initiative: Cross-training of station personnel:**

A cross-training program has been established to train employees and enable them to acquire skills that could qualify them for higher level positions. The program works by enabling employees to train with each other to learn the skills necessary for the other position. During this reporting period, the following employees cross-trained in other areas: 1) On Air Personalities trained as backup to Production Manager in order to fulfill commercial copy for clients; 2) Administrative Assistant trained to be a traffic backup 3) part-time Promo Assistants train to cover front desk 4) Sales Assistant trained in entering streaming orders as a backup to the Administrative Assistant.

### (c) **Initiative: Management EEO Training**

Management Personnel (Employment Unit Market Controller) reviewed the FCC’s EEO FAQ at <https://www.fcc.gov/eo-frequently-asked-questions>. The FAQ provides a wide-ranging guide to the FCC’s EEO rules and policies, including recruitment, supplemental recruitment initiatives, recordkeeping, and audits. June 30, 2023.

### (d) **Initiative: Management-level personnel EEO Training**

Employment Unit managerial staff participated in Diversity, Equity, and Inclusion (DEI) training during October and November 2022. The goal of the training was to promote a culture of social responsibility and belonging that advocates for hiring and developing employees of every ethnicity, race, social-economic origin, culture, age, religion, gender and sexual orientation as well as individuals with differing abilities. Examples of session topics included Best Practices in DEI Recruiting, and Insights into Race & Ethnicity. Participants included: Market Manager, Market Controller, Operations Manager, General Sales Managers, Digital Sales Manager and Program Directors.

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