

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: September 22, 2020-September 21, 2021

1) **Employment Unit: Beasley Media Group, Inc. Fort Myers**

2) **Unit Members (Stations and Communities of License): WBCN (AM), North Fort Myers, Florida
WJPT (FM), Fort Myers, Florida
WRXK-FM, Bonita Springs, Florida
WWCN (FM), Fort Myers Beach, Florida
WXKB (FM), Cape Coral, Florida**

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

Mailing Address: BEASLEY MEDIA GROUP, LLC. – FT MYERS C/O SHANE REILLY 20125 S TAMiami TRAIL ESTERO, FLORIDA 33928	Telephone Number: 239-495-2100
	Contact Person/Title: Carol Maio Assistant Business Manager
	E-mail Address: Carol.Maio@bbgi.com

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

Job Title	Recruitment Source Referring Hire
(a) Account Executive	LinkedIn
(b) Account Executive	LinkedIn
(c) Account Executive	LinkedIn
(d) Account Executive	LinkedIn*
(e) Assistant Business Manager	LinkedIn
(f) Program Director	Internal/Current Employee
(g) On Air Talent	All Access

* Positions (a)-(d) were filled from one set of recruitment announcements.

5) Job Title: (a)-(d) Account Executive Referral Source(s) of Hire: LinkedIn (5 positions)

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LinkedIn	E. Puckett	20125 S Tamiami Tr Estero, FL	239-495-2100	8	N
Indeed.com	C Haleton	3033 Riviera Dr, Naples FL	239-263-5000	2	N
BBGI.com	C Haleton	3033 Riviera Dr, Naples FL	239-263-5000	0	N
FGCU	T. Pardue	Ft Myers, FL	239-745-4281	0	N
Estero FL cluster stations	M. Vigo	20125 S Tamiami Tr Estero, FL	239-495-2100	0	N

5) Job Title: Assistant Business Manager Referral Source(s) of Hire: LinkedIn

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
BBGI.com	M. Vigo	20125 S Tamiami Tr, Estero, FL	239-495-2100	1	N
Cluster Websites	M Vigo	20125 S Tamiami Tr, Estero, FL	239-495-2100	2	N
On Air Beasley Stations	M Vigo	20125 S Tamiami Tr, Estero, FL	239-495-2100	2	N
Indeed	M Vigo	20125 S Tamiami Tr Estero, FL	239-495-2100	8	N
Hodges University	C Mcelroy	chmcelroy@Comcast.net		0	N
LinkedIn	S Reilly	20125 S Tamiami Tr	239-495-2100	1	N
FGCU	T Pardue	Ft Myers Campus	239-745-4281	1	N
Glassdoor	M Vigo	20125 S Tamiami Te, Estero FL	239-495-2100	0	N

5) Job Title: Program Director Referral Source(s) of Hire: Internal/Current Employee

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
BBGI.com	M. Vigo	20125 S Tamiami Tr, Estero, FL	239-495-2100	0	N
Cluster Websites	M Vigo	20125 S Tamiami Tr, Estero, FL	239-495-2100	0	N
All Access	C Maio	20125 S Tamiami Tr Estero, FL	239-495-2100	6	N
FGCU	C Maio	20125 S Tamiami Tr Estero, FL	239-495-2100	0	N

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5) Job Title: On Air Talent

Referral Source(s) of Hiree: 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)
BBGI.com	K. Vilorio	20125 S Tamiami Tr, Estero, FL	239-495-2100	1	N
Cluster Websites	C Hazelton	1520 South Blvd, Charlotte NC	704-227-8036	0	N
All Access	C Maio	20125 S Tamiami Tr Estero, FL	239-495-2100	8	N
FGCU	C Maio	20125 S Tamiami Tr Estero, FL	239-495-2100	0	N
Hodges University	C Mcelroy	chmcelroy@Comcast.net		0	N

6) Total # of Interviewees Referred: For the period from September 22, 2020-September 21, 2021 this Employment Unit interviewed 40 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Career and Job Fairs

On March 10, 2021, the employment unit participated in the Virtual Job Fair at Florida Gulf Coast University. At the event, the employment unit recruited 3 interns.

On April 28, 2021, the employment unit participated in the Tech and Communications Diversity Opportunity Symposium and Virtual Fair, co-sponsored by the Digital Empowerment and Inclusion Working Group of the FCC's Advisory Committee on Diversity and Digital Empowerment (ACDDE), ACDDE Member Internet Association, and the FCC's Media Bureau. The event featured informative dialogue about emerging opportunities for inclusive tech industry diversity as well as interaction for people interested in doing business with and working in the media, along with other businesses.

On September 8, 2021, the employment unit participated in Recruitment Wednesday at Florida Gulf Coast University. An employment unit representative spoke with students and gave them information on Beasley and the employment unit's stations. Certain students expressed an interest in the employment unit's internship program, and were provided information on how to proceed. Others inquired about the stations' "Street Team," and the employment unit representative provided information about what this job entails and gave them contact information and information on how to proceed.

(b) Initiative: Station Internship Program

The Employment Unit maintains an internship program designed to help local college students develop the skills necessary for employment in the broadcast industry. The Employment Unit partners with local and regional universities to distribute information about the internship program and recruit potential interns. The institutions that are currently participating in the program include Florida Gulf Coast University. Interns typically receive course credit in connection with their internships. Throughout the program, interns are encouraged to gain experience in every department at the Employment Unit, focusing on those

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departments of most interest to them. Interns are encouraged to gain experience in areas that will benefit them when seeking permanent employment. The Employment Unit's Operations Manager oversees the internship program. During this reporting period, the Employment Unit hosted 3 intern in our digital departments.

(c) 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. The following are the positions that were cross trained during this reporting period:

The Business Manager crossed trained Assistant Business Manager with ADP/Payroll, Promosuite. Traffic Manager crossed trained Assistant Business Manager with revenue reports out of Marketron.

Operations Manager is cross training Assistant PD and On air personality to absorb additional program duties, for WRXK

The Traffic Manager cross trained Traffic/Continuity Manager on Creation of Logs and clocks.

Operations Manager is cross training Assistant PD and On air personality to absorb additional program duties for WJPT.

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