

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: July 22, 2021 – July 21, 2022.

- 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: 1876 Bureau Drive Fayetteville, NC 28301	Telephone Number: 910-486-2005
	Contact Person/Title: Donna Parkman, Business Manager
	E-mail Address: donna.parkman@bbgi.com

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

JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1. Digital Sales Specialist	Employee Referral
2. Promotions Director	Employee Referral
3. Administrative Assistant	Employee Referral
4. Production Director	Industry Referral
5. Account Executive	Employee Referral
6. Sales Assistant	Employee Referral

Stations WKML(FM), WAZZ(AM), WFLB(FM), WUKS(FM), and WZFX(FM)
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5) Job Title: Digital Sales Specialist

Referral Source of Hiree:

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	1	NO
Employment Security Commission of Lumberton	Job Placement	116 W. 5 th St. Lumberton, NC 28358	910-618-5500	0	NO
Fort Bragg Transition Services	Bridgett M Byrd	Bldg 4-2843 Normandy Dr. Fort Bragg, N 28310	910-432-7516	0	NO
Employment Security Commission of Fayetteville	Job Placement	414 Ray Ave., Fayetteville, N 28301	910-486-1010	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
Cumberland County Department of Social Services	Robert Relyea	1225 Ramsey St., P.O. Box 2429 Fayetteville, NC 28302	910-677-2222	0	NO
ESC of Moore County	Job Placement	245 Sheperd Trail, Aberdeen, NC 28315	910-944-7697	0	NO
SC Works	Susan Crutchfield	2704 Highmarket St., Georgetown, SC 29440	843-546-8581	0	NO
National Organization of Women	Robert Waddle	P.O. Box 53816, Fayetteville, NC 28305	910-484-7936	0	NO
NC Association of Broadcasters	Executive Manager	P.O. Box 627, Raleigh, NC 27602	919-821-7300	0	NO
Ohio/Illinois Center for Broadcasting	Gary James	9885 Rockside Rd., Suite 160 Valley View, OH 44125	216-447-9117	0	NO
ESC of Harnett County	Job Placement	101 Hunt Valley Dr., Dunn, NC 28334	910-891-2915	0	NO
Employee Referrals				3	NO

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5) Job Title: Promotions Director

Referral Source of Hiree:

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
Employment Security Commission of Lumberton	Job Placement	116 W. 5 th St. Lumberton, NC 28358	910-618-5500	0	NO
Fort Bragg Transition Services	Bridgett M Byrd	Bldg 4-2843 Normandy Dr. Fort Bragg, N 28310	910-432-7516	0	NO
Employment Security Commission of Fayetteville	Job Placement	414 Ray Ave., Fayetteville, N 28301	910-486-1010	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
Cumberland County Department of Social Services	Robert Relyea	1225 Ramsey St., P.O. Box 2429 Fayetteville, NC 28302	910-677-2222	0	NO
ESC of Moore County	Job Placement	245 Sheperd Trail, Aberdeen, NC 28315	910-944-7697	0	NO
SC Works	Susan Crutchfield	2704 Highmarket St., Georgetown, SC 29440	843-546-8581	0	NO
National Organization of Women	Robert Waddle	P.O. Box 53816, Fayetteville, NC 28305	910-484-7936	0	NO
NC Association of Broadcasters	Executive Manager	P.O. Box 627, Raleigh, NC 27602	919-821-7300	0	NO
Ohio/Illinois Center for Broadcasting	Gary James	9885 Rockside Rd., Suite 160 Valley View, OH 44125	216-447-9117	0	NO
ESC of Harnett County	Job Placement	101 Hunt Valley Dr., Dunn, NC 28334	910-891-2915	0	NO
Employee Referral				2	NO

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5) Job Title: Administrative Assistant 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	3	NO
Employment Security Commission of Lumberton	Job Placement	116 W. 5 th St. Lumberton, NC 28358	910-618-5500	0	NO
Fort Bragg Transition Services	Bridgett M Byrd	Bldg 4-2843 Normandy Dr. Fort Bragg, N 28310	910-432-7516	0	NO
Employment Security Commission of Fayetteville	Job Placement	414 Ray Ave., Fayetteville, N 28301	910-486-1010	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
Cumberland County Department of Social Services	Robert Relyea	1225 Ramsey St., P.O. Box 2429 Fayetteville, NC 28302	910-677-2222	0	NO
ESC of Moore County	Job Placement	245 Sheperd Trail, Aberdeen, NC 28315	910-944-7697	0	NO
SC Works	Susan Crutchfield	2704 Highmarket St., Georgetown, SC 29440	843-546-8581	0	NO
National Organization of Women	Robert Waddle	P.O. Box 53816, Fayetteville, NC 28305	910-484-7936	0	NO
NC Association of Broadcasters	Executive Manager	P.O. Box 627, Raleigh, NC 27602	919-821-7300	0	NO
Ohio/Illinois Center for Broadcasting	Gary James	9885 Rockside Rd., Suite 160 Valley View, OH 44125	216-447-9117	0	NO
ESC of Harnett County	Job Placement	101 Hunt Valley Dr., Dunn, NC 28334	910-891-2915	0	NO
Employee Referral				1	NO

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5) Job Title: Production Director

Referral Source of Hiree:

Industry 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
Employment Security Commission of Lumberton	Job Placement	116 W. 5 th St. Lumberton, NC 28358	910-618-5500	0	NO
Fort Bragg Transition Services	Bridgett M Byrd	Bldg 4-2843 Normandy Dr. Fort Bragg, N 28310	910-432-7516	0	NO
Employment Security Commission of Fayetteville	Job Placement	414 Ray Ave., Fayetteville, N 28301	910-486-1010	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
Cumberland County Department of Social Services	Robert Relyea	1225 Ramsey St., P.O. Box 2429 Fayetteville, NC 28302	910-677-2222	0	NO
ESC of Moore County	Job Placement	245 Sheperd Trail, Aberdeen, NC 28315	910-944-7697	0	NO
SC Works	Susan Crutchfield	2704 Highmarket St., Georgetown, SC 29440	843-546-8581	0	NO
National Organization of Women	Robert Waddle	P.O. Box 53816, Fayetteville, NC 28305	910-484-7936	0	NO
NC Association of Broadcasters	Executive Manager	P.O. Box 627, Raleigh, NC 27602	919-821-7300	0	NO
Ohio/Illinois Center for Broadcasting	Gary James	9885 Rockside Rd., Suite 160 Valley View, OH 44125	216-447-9117	0	NO
ESC of Harnett County	Job Placement	101 Hunt Valley Dr., Dunn, NC 28334	910-891-2915	0	NO
Industry Referral				1	NO

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5) Job Title: Account Executive

Referral Source of Hiree:

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
Employment Security Commission of Lumberton	Job Placement	116 W. 5 th St. Lumberton, NC 28358	910-618-5500	0	NO
Fort Bragg Transition Services	Bridgett M Byrd	Bldg 4-2843 Normandy Dr. Fort Bragg, N 28310	910-432-7516	0	NO
Employment Security Commission of Fayetteville	Job Placement	414 Ray Ave., Fayetteville, N 28301	910-486-1010	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
Cumberland County Department of Social Services	Robert Relyea	1225 Ramsey St., P.O. Box 2429 Fayetteville, NC 28302	910-677-2222	0	NO
ESC of Moore County	Job Placement	245 Sheperd Trail, Aberdeen, NC 28315	910-944-7697	0	NO
SC Works	Susan Crutchfield	2704 Highmarket St., Georgetown, SC 29440	843-546-8581	0	NO
National Organization of Women	Robert Waddle	P.O. Box 53816, Fayetteville, NC 28305	910-484-7936	0	NO
NC Association of Broadcasters	Executive Manager	P.O. Box 627, Raleigh, NC 27602	919-821-7300	0	NO
Ohio/Illinois Center for Broadcasting	Gary James	9885 Rockside Rd., Suite 160 Valley View, OH 44125	216-447-9117	0	NO
ESC of Harnett County	Job Placement	101 Hunt Valley Dr., Dunn, NC 28334	910-891-2915	0	NO
Employee Referrals				3	NO
Industry Referrals				2	NO

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5) Job Title: Sales Assistant

Referral Source of Hiree:

Employee Referral

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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
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SC Works	Susan Crutchfield	2704 Highmarket St., Georgetown, SC 29440	843-546-8581	0	NO
National Organization of Women	Robert Waddle	P.O. Box 53816, Fayetteville, NC 28305	910-484-7936	0	NO
NC Association of Broadcasters	Executive Manager	P.O. Box 627, Raleigh, NC 27602	919-821-7300	0	NO
Ohio/Illinois Center for Broadcasting	Gary James	9885 Rockside Rd., Suite 160 Valley View, OH 44125	216-447-9117	0	NO
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Employee Referrals				3	NO
Industry Referrals				2	NO

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6) Total # of Interviewees Referred: For the period from July 23, 2021 through July 22, 2022, this Employment Unit interviewed 23 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Participation in job fairs by personnel who have substantial responsibility in the making of hiring decisions

February 25, 2022 – The Employment Unit participated in the Fayetteville Marksmen College and Career Job Fair. Area high schools were invited to attend and students could participate in different sessions (College/Vendor Expo; Business Leaders; Life After High School; & Working in Sports). Beasley Fayetteville was represented by its Sales Manager, who was also a guest speaker on the Business Leaders Panel.

(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) P/T Promo Assistants trained to cover Front Desk operations; 4) Sales Assistant trained in entering streaming orders as a backup to the Admin Assistant

(c) Initiative: Intern Program

The Employment Unit has established an internship program designed to assist members of the community to acquire skills needed for broadcast employment. Interns must be juniors or seniors at an accredited institution and must be eligible to receive college class credits for the course. Internships last the length of the college semester and adhere to the requirements of the institution granting course credits with regards to the total hours worked. The Employment Unit offers internships in a variety of departments, including but not limited to: sales, promotions, programming, and production. Due to Covid-19 health and safety restrictions, the Employment Unit was unable to host interns during this reporting period

(d) Initiative: Management-level personnel EEO training

Employment Unit managerial staff participated in Diversity, Equity, and Inclusion (DEI) training during April, May, and June of this reporting period. 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 an overview of DEI, Best Practices in DEI, Accountability/Commitment to DEI, and Addressing Unconscious Bias. Participants included: Market Manager, Market Controller, Operations Manager, Local Sales Manager, Digital Sales Manager, Program Directors.

(e) 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

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EEO rules and policies, including recruitment, supplemental recruitment initiatives, recordkeeping, and audits.

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