

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: July 22, 2023 – July 21, 2024.

- 1) Employment Unit: Beasley Media Group, 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: donna.parkman@bbgi.com

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

JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1. Administrative Assistant	Indeed.com
2. Account Executive	Employee Referral
3. On Air/Morning Show WUKS	Internal Promotion

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5) Job Title: Administrative Assistant Referral Source of Hiree: Indeed.com

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	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
Indeed	Recruitment Website	Indeed.com		7	NO
Handshake	Website	Online College Recruitment Site for Job postings		0	NO
Employee Referrals				0	NO
Industry Referral				0	NO

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 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		3	NO
Linked In	Market Controller	Management Job Posting		0	NO
Industry Referral				0	NO
Employee Referral				1	NO

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5) Job Title: **On Air/Morning Show** Referral Source of Hiree: **Internal Promotion**
WUKS

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	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
Indeed	Recruitment Website	Indeed.com		0	NO
Employee Referrals				0	NO
Industry Referrals				1	NO
Internal Promotion				1	NO

6) **Total # of Interviewees Referred:** For the period from July 23, 2023 through July 22, 2024, this Employment Unit interviewed 13 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**

1. February 9, 2024 – Cumberland County School Career Fair, held at the Crown Complex, set up and attended by Promotions Asst and Marketing Director.
2. February 20, 2024 – Methodist University 2024 Career Fair attended by Marketing Director.
3. July 19, 2024 – Greater Fayetteville Chamber Career & Resource Expo 2024, held at the Crown Expo Center, attended by Local Sales Manager and Director of Sales.

(b) **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) Digital Program Director also served as Marketing Director; 2) Videographer also served as Morning Show On-Air Host WUKS 3) P/T Promo Assistants trained to cover Front Desk 4) Sales Assistant trained in entering streaming orders.

(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.

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(d) Initiative: Management-level personnel EEO training

Employment Unit managerial staff participated in Diversity, Equity, and Inclusion (DEI) training during October and November 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 Best Practices in DEI Recruiting & 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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