

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: September 22, 2015 – September 21, 2016

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

**2) Unit Members (Stations and Communities of License): WJBX (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, INC. – FORT MYERS C/O SHANE REILLY 20125 S TAMiami TRAIL ESTERO, FLORIDA 33928	Telephone Number: 239-495-2100
	Contact Person/Title: SHANE REILLY BUSINESS MANAGER
	E-mail Address: SHANE.REILLY@BBGI.COM

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

Job Title	Recruitment Source Referring Hiree
(a) Night Air Talent/Production	All Access
(b) NTR Director	Employee Referral
(c) Account Executive	FGCU – Career Fair
(d) Account Executive	BBGI Website
(e) Digital Sales Manager	BBGI Website
(f) Promotions Coordinator	Internal Station Posting
(g) Account Executive	Employee Referral
(h) Program Director- WRXK	Employee Referral
(i) Account Executive	Indeed.com
(j) Account Executive	Indeed.com

**Stations WJBX (AM), WJPT (FM), WRXK-FM, WWCN (FM), and WXKB (FM)
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5) Job Title: Night Air Talent/Production Referral Source(s) of Hire: All Access (a)

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
All Access	D. Mutchler	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	3	N
Connecticut School of Broadcasting	S. King	3901 Coconut Palm Dr. #105 Tampa, FL 33619	813-443-5307	1	N
Indeed	P. Tryon	Indeed.com	512-684-6222	0	N
College Central (FGCU)	D. Mutchler	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7946	0	N
Recording Connection School	-	Website contact	-	0	N
BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	0	N

Job Title: NTR Director (b) Referral Source(s) 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)
BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	0	N
Indeed	P. Tryon	Indeed.com	512-684-6222	1	N
Employee Referral	S. Pergamo	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	1	N
Goodwill Jobs	K. Barber	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Naples Daily News	C. Rue	1100 Immokalee Rd Naples, FL 34110	239-213-6000	0	N
Facebook Social Media Network	J. Parla	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	1	N

Job Title: Account Executive (c) Referral Source(s) of Hire: FGCU – Career Fair

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Cluster Postings	S. Pergamo	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N
Indeed	K. Barber	Indeed.com	239-495-2100	2	N
BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	1	N
FGCU Career Fair	Reid Lennertz	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7960	1	Y
All Access	D. Mutchler	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Naples Daily News	C. Rue	1100 Immokalee Rd Naples, FL 34110	239-213-6000	0	N

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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)
Goodwill Jobs	K. Barber	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Naples Daily News	C. Rue	1100 Immokalee Rd Naples, FL 34110	239-213-6000	0	N
NACCP- Collier County	Generic email	P.O. Box 990727 Naples, FL 34116	239-455-2886	0	N
Hodges University	M. Turner	4501 Colonial Blvd. Fort Myers, FL 33966	800-466-0019	0	N
FGCU College Central	Website	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7960	0	N

Job Title: Account Executive (d) Referral Source(s) of Hire: BBGI.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Cluster Postings	S. Pergamo	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N
Indeed	K. Barber	Indeed.com	239-495-2100	2	N
BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	2	N
FGCU Career Fair	Reid Lennertz	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7960	1	Y
All Access	D. Mutchler	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Naples Daily News	C. Rue	1100 Immokalee Rd Naples, FL 34110	239-213-6000	0	N

Job Title: Digital Sales Manager (e) Referral Source(s) of Hire: BBGI.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Cluster Postings	S. Pergamo	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	1	N
Indeed	K. Barber	Indeed.com	239-495-2100	3	N
BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	1	N
FGCU College Central Website	D. Mutchler	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7960	0	Y
All Access	D. Mutchler	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	1	N
NACCP- Collier County	Generic email	P.O. Box 990727 Naples, FL 34116	239-455-2886	0	N
Hodges University	M. Turner	4501 Colonial Blvd. Fort Myers, FL 33966	800-466-0019	0	N

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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)
Employ Florida Marketplace	A. Jones	4150 Ford Street Extension Fort Myers, FL 33916	239-931-8200	0	N
SWFL Station Websites	D. Lurie	www.993espn.com www.96krock.com www.b1039.com http://770deportes.com/ www.sunny1063.com thelinkfm.com	239-495-2100	0	N

Job Title: Promotions Coordinator (f) Referral Source(s) of Hire: Internal Station Posting

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Naples Daily News	CL. Sentz	1100 Immokalee Rd Naples, FL 34110	239-213-6000	0	N
Connecticut School of Broadcasting	S. King	3901 Coconut Palm Dr. #105 Tampa, FL 33619	813-443-5307	0	N
FGCU College Central Website	D. Mutchler	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7960	0	Y
Hodges University	M. Turner	4501 Colonial Blvd. Fort Myers, FL 33966	800-466-0019	0	N
All Access	D. Mutchler	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	3	N
Indeed	K. Barber	Indeed.com	239-495-2100	0	N
SWFL Station Websites	D. Lurie	www.993espn.com www.96krock.com www.b1039.com http://770deportes.com/ www.sunny1063.com thelinkfm.com	239-495-2100	0	N
BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	0	N
Employ Florida Marketplace	A. Jones	4150 Ford Street Extension Fort Myers, FL 33916	239-931-8200	0	N
Internal Posting	S. Reilly	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	1	N

Job Title: Account Executive (g) Referral Source(s) 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)
Naples Daily News	CL. Sentz	1100 Immokalee Rd Naples, FL 34110	239-213-6000	0	N
Goodwill Jobs	K. Barber	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
All Access	D. Mutchler	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N

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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)
Indeed	K. Barber	Indeed.com	239-495-2100	6	N
BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	1	N
Employee Referral	S. Reilly	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	1	N

Job Title: Program Director (h) Referral Source(s) 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)
Naples Daily News	L. Sentz	1100 Immokalee Rd Naples, FL 34110	239-213-6000	0	N
Connecticut School of Broadcasting	S. King	3901 Coconut Palm Dr. #105 Tampa, FL 33619	813-443-5307	0	N
Hodges University – College Central	M. Turner	4501 Colonial Blvd. Fort Myers, FL 33966	800-466-0019	0	N
All Access	D. Mutchler	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	5	N
Indeed	K. Barber	Indeed.com	239-495-2100	0	N
SWFL Station Websites	D. Lurie	www.993espn.com www.96krock.com www.b1039.com http://770deportes.com/ www.sunny1063.com thelinkfm.com	239-495-2100	0	N
BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	2	N
Employ Florida Marketplace	A. Jones	4150 Ford Street Extension Fort Myers, FL 33916	239-931-8200	0	N
Employee Referral	S. Reilly	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	3	N

Job Title: Account Executive (i) Referral Source(s) of Hire: 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)
Naples Daily News	L. Sentz	1100 Immokalee Rd Naples, FL 34110	239-213-6000	0	N
FGCU College Central Website	D. Mutchler	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7960	0	Y
Hodges University	M. Turner	4501 Colonial Blvd. Fort Myers, FL 33966	800-466-0019	0	N
All Access	D. Mutchler	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Indeed	K. Barber	Indeed.com	239-495-2100	3	N
Goodwill Jobs	K. Barber	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N

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BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	1	N
Inside Radio	S. Dimond	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	2	N
Internal Posting	S. Pergamo	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	1	N

Job Title: Account Executive (j) Referral Source(s) of Hire: 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)
Naples Daily News	L. Sentz	1100 Immokalee Rd Naples, FL 34110	239-213-6000	0	N
FGCU College Central Website	D. Mutchler	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7960	0	Y
Hodges University	M. Turner	4501 Colonial Blvd. Fort Myers, FL 33966	800-466-0019	0	N
All Access	D. Mutchler	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Indeed	K. Barber	Indeed.com	239-495-2100	3	N
Goodwill Jobs	K. Barber	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	1	N
Inside Radio	S. Dimond	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	2	N
Internal Posting	S. Pergamo	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	1	N

6) Total # of Interviewees Referred: For the period from September 22, 2015, through September 21, 2016 this Employment Unit interviewed 58 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Career and Job Fairs

On September 29, 2015, the Beasley Media Corporate Executive VP of Corporate Communications and a representative of the corporate programming department each of whom has substantial responsibility in the making of hiring decisions) participated in the NABEF, Broadcast Education Association (BEA) and Radio-Television News Directors Association (RTNDA) Career Fair, held Atlanta, GA. The Beasley Media personnel at the fair collected resumes on behalf of the Employment Unit, informed applicants of positions available, and described the qualifications needed for each position.

On February 3rd, 2016, the Employment Unit participated in the Florida Gulf Coast University Spring 2016 Career and Internship Fair in Fort Myers, Florida. The Employment Unit's profile was displayed at the event, and the Business Manager (who has substantial responsibility in the making of hiring decisions) and Assistant Business Manager manned a booth at the job fair, conducted screening interviews, and accepted resumes/applications from job seekers and potential interns.

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On February 25, 2016, the Employment Unit participated in the Gulf Coast High School Career Fair in Naples, Florida. The Beasley Media Group's company information was displayed at the event, and the Business Manager (who has substantial responsibility in the making of hiring decisions) manned a booth at the career fair, and had educational conversation with potential interns and job seekers of the near future.

On April 20th, 2016, the employment unit participated in the National Association of Broadcasters Career Fair in Las Vegas, Nevada. The event attracted hundreds of individuals interested in a career in broadcasting. Attending the session were our VP Corporate Communications who has a substantial role in the recruiting and hiring processes.

(b) Initiative: Participation in Events sponsored by Educational Institutions

On July 16, 2016, the station's Business Manager participated in the 5th Grade Three Oaks Elementary Career Day during which he discussed the variety of job opportunities in the broadcast/media industry.

On September 22, 2016, the station's Executive Producer of one of the morning shows hosted the Boys and Girls Club of Naples for a tour of the station highlighting the various departments and opportunities that the radio broadcast/media industry offers.

(c) Initiative: Training of Management-level Personnel

On September 25, 2015, the Employment Unit Business Manager reviewed the EEO Compliance rules from Corporate General Council with the department heads within the Employment Unit.

(d) 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 and Florida State 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 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 Regional Marketing Director/Program Director is responsible for overseeing the Employment Unit's internship program. During this reporting period, the Employment Unit had 16 interns in various departments.

(e) Initiative: Participation in Other EEO Activities/Developing Recruitment Sources

On September 9th, 2016, one of the Employment Unit's Senior Account Executives attended the Flourish Now Work2Win Job event to discuss current job openings and encourage other attendees to inquire about the broadcast/media industry and its many opportunities.

On September 15th, 2016, the NTR Promotions Manager hosted the Cape Coral Chamber of Commerce Leadership class in a tour of the station to better define the broadcast/media industry for the Media portion of the course, in effort to establish a network for future employment openings within our organization.

(f) 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 Operations Manager trained the Promotions Assistant on the process of scheduling music and liners in the RCS system.

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The Traffic Manager and Continuity Director cross-trained on each other's positions, in the event of absences in either position.

The Director of Sales cross-trained the General Sales Manager and National Sales Manager regarding inventory control, budgeting, and approval of sales orders.

The Promotions Director trained the NTR Director in the details of planning and completing large events, and our process with contractual obligations.

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