

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: September 22, 2013 – September 21, 2014.

- 1) **Employment Unit: Beasley Broadcasting – Fort Myers, FL**
- 2) **Unit Members (Stations and Communities of License): WJBX(AM), Fort Myers Beach, FL
WJPT(FM), Fort Myers, FL
WRXK(FM), Bonita Springs, FL
WWCN(FM), North Fort Myers, FL
WXKB(FM), Cape Coral, FL**
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address: BEASLEY BROADCAST GROUP – 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) Traffic Manager/ Continuity Manager	Station Website Posting
(b) Traffic Manager/ Continuity Manger	Employee Referral
(c) Traffic Manager	Craigslist.com
(d) Account Executive	Station Posting
(e) Account Executive	Employee Referral
(f) Account Executive	Employee Referral
(g) Engineering Assistant	Employee Referral

**Stations WJBX(AM), WJPT(FM), WRXK-FM, WWCN(FM), and WXKB(FM)
are Equal Opportunity Employers.**

5) Job Title: **Traffic Manager/** Referral Source(s) of Hire: **Station Website Posting**
Continuity Manager

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Post/ Employee Referral	S. Reilly	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	2	N
Craigslist.com	A. Avila	n/a	n/a	3	N
All Station Website	D. Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	1	N
FGCU	Career Development	10501 FGCU Blvd Fort Myers, FL 33965	239-590-1000	0	N
Employ Florida	A. Soto	4150 Fort St. Ext Fort Myers, FL 33916	239-931-8200	0	N
All Access.com	A. Avila	n/a	n/a	1	N
Illinois Center for Broadcasting	J. Wassel	55 West 22 nd St. Suite 240 Lombard, IL 60148	630-916-1700	0	N
Fort Myers Tech	Career Center	4150 Ford St. Ext. Fort Myers, FL 33916	239-334-4544	0	N
SWFL Hispanic Chamber	V. Culbertson	1400 Colonial Blvd STE 250 Fort Myers, FL 33907	239-418-1441	0	N
Lee County NAACP	n/a	3903 Dr. Martin Luther King Blvd Fort Myers, FL 33916	239-936-2352	0	N
FAMU	n/a	1676 S. Martin Luther King Blvd Tallahassee, FL 32307	850-599-3353	0	N

5) Job Title: **Traffic Manager/** Referral Source(s) of Hire: **Employee Referral**
Continuity Manager

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Post/ Employee Referral	S. Reilly	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	3	N
Craigslist.com	S. Reilly	n/a	n/a	0	N
All Station Website	S. Reilly	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	0	N
FGCU	Career Development	10501 FGCU Blvd Fort Myers, FL 33965	239-590-1000	1	N
SWFL Hispanic Chamber	V. Culbertson	1400 Colonial Blvd STE 250 Fort Myers, FL 33907	239-418-1441	0	N
All Access.com	S. Reilly	n/a	n/a	0	N
Employ Florida	A. Soto	4150 Fort St. Ext Fort Myers, FL 33916	239-931-8200	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)
Fort Myers Tech	Career Center	4150 Ford St. Ext. Fort Myers, FL 33916	239-334-4544	0	N
Lee County NAACP	n/a	3903 Dr. Martin Luther King Blvd Fort Myers, FL 33916	239-936-2352	0	N
FAMU	n/a	1676 S. Martin Luther King Blvd Tallahassee, FL 32307	850-599-3353	0	N

5) Job Title: **Traffic Manager**

Referral Source(s) of Hire: **Craigslist.com**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Post	S. Reilly	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	0	N
Craigslist.com	S. Reilly	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	2	N
All Station Website	D. Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	0	N
FGCU	Career Development	10501 FGCU Blvd Fort Myers, FL 33965	239-590-1000	0	N
SWFL Hispanic Chamber	V. Culbertson	1400 Colonial Blvd STE 250 Fort Myers, FL 33907	239-418-1441	0	N
All Access.com	A.Lurie	n/a	n/a	0	N
Corporate office Posting	S. Reilly	3033 Riviera Drive STE 200 Naples, FL 33928	239-495-2100	1	N

5) Job Title: **Account Executive**

Referral Source(s) of Hire: **Station Positioning**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Craigslist.com	A.Lurie	Craigslist.com	239-495-2100	0	N
Station Post	A.Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	1	N
SWFL Hispanic Chamber	V. Culbertson	1400 Colonial Blvd STE 250 Fort Myers, FL 33907	239-418-1441	0	N
All Station Website	D. Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	0	N
Allaccess.com	A.Lurie	n/a	n/a	0	N
FGCU	Career Center	10501 FGCU Blvd Fort Myers, FL 33965	239-590-1000	0	N

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5) Job Title: Account Executive

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)
Station Post/ Employee Referral	A.Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	0	N
Craigslist.com	A.Lurie	n/a	n/a	2	N
All Station Website	D. Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	2	N
All Access.com	A.Lurie	n/a	n/a	0	N
SWFL Hispanic Chamber	V. Culbertson	1400 Colonial Blvd STE 250 Fort Myers, FL 33907	239-418-1441	0	N
Fort Myers Tech	Career Center	4150 Ford St. Ext. Fort Myers, FL 33916	239-334-4544	0	N
All Station On Air Ad	A.Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	2	N

5) Job Title: Account Executive

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)
Station Post/ Employee Referral	A.Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	3	N
Craigslist.com	A.Lurie	n/a	n/a	2	N
All Station Website	D. Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	0	N
Allaccess.com	A.Lurie	Allaccess.com	310-457-6616	0	N
Lee County Tech Schools	Career Center	3800 E. Michigan Ave Fort Myers, FL 33905	239-334-4544	0	N
SWFL Hispanic Chamber	V.Culbertson	10051 McGregor Blvd. Ft. Myers, FL 33901	239-418-1475	0	N
All Station On-Air Ad	A.Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	2	N

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5) Job Title: Engineering Assistant 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)
Station Post/ Employee Referral	R. Gallow	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	2	N
Allaccess.com	A. Avila	8099 College Parkway SW Ft. Myers, FL 33919	239-489-9300	1	N
All Station Website	D. Lurie	20125 S. Tamiami Trail Fort Myers, FL 33928	239-495-2100	1	N
Florida Gulf Coast University	Career Development	10501 FGCU Blvd S. Fort Myers, FL 33965	252-590-7946	0	N
SWFL Hispanic Chamber	V. Culbertson	1400 Colonial Blvd Ste #250 Fort Myers, FL 33907	630-418-1441	0	N
Craigslist.com	R. Hallman	Craigslist.com	239-495-2100	2	N
ITT Tech	A. Avila	13500 Powers Ct STE 100 Fort Myers, FL 33912	239-603-8100	1	N
Florida A & M	J. Sweet	Joan1.sweet@famuedu	850-599-3000	0	N
Fort Myers Technical Inst.	Career Center	3800 Michigan Ave Fort Myers, FL 33916	239-334-4544	0	N

6) Total # of Interviewees Referred: For the period from September 22, 2013, through September 21, 2014, this Employment Unit interviewed 35 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: PARTICIPATION IN JOB FAIRS

On November 21, 2014, the Employment Unit’s Regional Business Manager, who has substantial responsibility in the making of hiring decisions, participated in Florida Gulf Coast University’s “Prepare for the Fair” where they conducted mock interview to help better prepare graduating students for the workforce as well as accepted resumes from job seekers.

The Beasley Corporate Executive Vice President of Corporate Communications, who has substantial responsibility in the making of hiring decisions, participated in the April 9, 2014, NAB/RAB Radio Show Career Fair. Beasley collected resumes, informed applicants of positions available at its stations including an Account Executive position at the Employment Unit, and described the qualifications needed for each position.

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(b) **Initiative: 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. Institutions that currently are participating in the program include Florida Gulf Coast University and Edison Community College. 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 is responsible for overseeing the Employment Unit's internship program. During this reporting period, the Employment Unit had 7 interns in various 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 trained the Assistant Business Manager on various tasks including the weekly Hurd Report, EOM Closings, and Payroll.

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

The National sales manager, general sales manager, and director of sales all cross-trained on job functions and responsibilities.

(d) **Initiative: EVENTS SPONSORED BY/COORDINATED WITH EDUCATIONAL INSTITUTIONS**

On November 12, 2013, the Beasley Corporate Executive Vice President of Corporate Communications taught two classes at Florida Gulf Coast University, where she discussed the business of radio and entertained questions regarding our internship program.

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