

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2021– March 22, 2022

1) Employment Unit: Beasley Media Group – Philadelphia

- 2) Unit Members:** **WMGK (FM), Philadelphia, PA**
 WPEN (FM), Burlington, NJ
 WMMR (FM), Philadelphia, PA
 WBEN-FM, Philadelphia, PA
 WXTU (FM), Philadelphia, PA
 WWDB (AM) Philadelphia, PA
 WTEL (AM) Philadelphia, PA
 WTMR (AM) Camden, NJ

3) EEO Contact Information for Employment Unit:

Mailing Address: One Bala Plaza – Suite 401 Bala Cynwyd, PA 19004	Telephone Number: 610-667-8500
	Contact Person/Title: Joe Bell – Vice President/Market Manager
	E-mail Address: joe.bell@bbgi.com

4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit: 9

Full-time Vacancies Filled During Reporting Period

	<u>Title</u>	<u>Recruitment Source</u>
1	National Sales Assistant	www.bbgi.com
2	Digital Sales Account Executive	Industry Referral
3	Regional Director of Engineering	Internal Posting
4	Traffic/Continuity	www.bbgi.com
5	Sales Assistant	Internal Posting
6	Sports Update Afternoons	Internal Posting
7	Market Controller	www.indeed.com
8	Sales Assistant	Industry Referral
9	Digital Sales Marketing Coordinator	www.indeed.com

Stations WMGK (FM), WPEN (FM), WMMR (FM), WBEN-FM, WXTU (FM), WWDB (AM), WTEL (AM), and WTMR (AM) are Equal Opportunity Employers.

None of the recruitment sources listed below requested notification of job openings

1. National Sales Assistant – www.bbgi.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# Of Interviewees Referred
All Access	Joel Denver	28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265	310-457-6616	0
bbgi.com	Heidi Raphael	3033 Riviera Drive, Suite 200, Naples, FL 34103	239-263-5000	2
INDEED	www.indeed.com	177 Broad Street, Stamford, Connecticut, 06901	800-462-5842	1
Industry Referral				0
Internal Posting: Beasley Media LLC		3033 Riviera Drive, Suite 200 Naples, Florida 34103	239.263.5000	0
Pennsylvania Association of Broadcasters	Gail Ponti	www.pab.org	717-482-4820	0
Pennsylvania Career Link	Adina Tayar	http://www.pacareerlink.state.pa.us	(267) 703-0901	0

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2. Digital Sales Account Executive – Industry Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# Of Interviewees Referred
All Access	Joel Denver	28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265	310-457-6616	0
bbgi.com	Heidi Raphael	3033 Riviera Drive, Suite 200, Naples, FL 34103	239-263-5000	0
INDEED	www.indeed.com	177 Broad Street, Stamford, Connecticut, 06901	800-462-5842	0
Industry Referral				1
Internal Posting: Beasley Media LLC		3033 Riviera Drive, Suite 200 Naples, Florida 34103		0
Pennsylvania Association of Broadcasters	Gail Ponti	www.pab.org	717-482-4820	0
Pennsylvania Career Link	Adina Tayar	http://www.pacareerlink.state.pa.us	(267) 703-0901	0

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3. Regional Director of Engineering – Internal Posting

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# Of Interviewees Referred
All Access	Joel Denver	28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265	310-457-6616	0
bbgi.com	Heidi Raphael	3033 Riviera Drive, Suite 200, Naples, FL 34103	239-263-5000	2
INDEED	www.indeed.com	177 Broad Street, Stamford, Connecticut, 06901	800-462-5842	0
Industry Referral				0
Internal Posting: Beasley Media LLC			717-482-4820	2
Pennsylvania Association of Broadcasters	Gail Ponti	www.pab.org	717-482-4820	0
Pennsylvania Career Link	Adina Tayar	http://www.pacareerlink.state.pa.us	(267) 703-0901	0

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4. Traffic/Continuity – www.bbgi.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# Of Interviewees Referred
All Access	Joel Denver	28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265	310-457-6616	0
bbgi.com	Heidi Raphael	3033 Riviera Drive, Suite 200, Naples, FL 34103	239-263-5000	2
INDEED	www.indeed.com	177 Broad Street, Stamford, Connecticut, 06901	800-462-5842	0
Industry Referral				0
Internal Posting: Beasley Media LLC			717-482-4820	1
Pennsylvania Association of Broadcasters	Gail Ponti	www.pab.org		0
Pennsylvania Career Link	Adina Tayar	http://www.pacareerlink.state.pa.us	267-703-0901	0

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5. Sales Assistant – Internal Posting

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# Of Interviewees Referred
All Access	Joel Denver	28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265	310-457-6616	0
bbgi.com	Heidi Raphael	3033 Riviera Drive, Suite 200, Naples, FL 34103	239-263-5000	2
INDEED	www.indeed.com	177 Broad Street, Stamford, Connecticut, 06901	800-462-5842	1
Industry Referral				0
Internal Posting: Beasley Media LLC			717-482-4820	1
Pennsylvania Association of Broadcasters	Gail Ponti	www.pab.org		0
Pennsylvania Career Link	Adina Tayar	http://www.pacareerlink.state.pa.us	267-703-0901	1

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6. Sports Update Afternoons – Internal Posting

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# Of Interviewees Referred
All Access	Joel Denver	28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265	310-457-6616	0
bbgi.com	Heidi Raphael	3033 Riviera Drive, Suite 200, Naples, FL 34103	239-263-5000	3
INDEED	www.indeed.com	177 Broad Street, Stamford, Connecticut, 06901	800-462-5842	2
Industry Referral				0
Internal Posting: Beasley Media LLC			717-482-4820	1
Pennsylvania Association of Broadcasters	Gail Ponti	www.pab.org		0
Pennsylvania Career Link	Adina Tayar	http://www.pacareerlink.state.pa.us	267-703-0901	0

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7. Market Controller – www.indeed.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# Of Interviewees Referred
All Access	Joel Denver	28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265	310-457-6616	0
bbgi.com	Heidi Raphael	3033 Riviera Drive, Suite 200, Naples, FL 34103	239-263-5000	0
INDEED	www.indeed.com	177 Broad Street, Stamford, Connecticut, 06901	800-462-5842	1
Industry Referral				0
Internal Posting: Beasley Media LLC			717-482-4820	0
Pennsylvania Association of Broadcasters	Gail Ponti	www.pab.org		0
Pennsylvania Career Link	Adina Tayar	http://www.pacareerlink.state.pa.us	267-703-0901	0

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8. Sales Assistant - Industry Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# Of Interviewees Referred
All Access	Joel Denver	28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265	310-457-6616	0
bbgi.com	Heidi Raphael	3033 Riviera Drive, Suite 200, Naples, FL 34103	239-263-5000	0
INDEED	www.indeed.com	177 Broad Street, Stamford, Connecticut, 06901	800-462-5842	6
Industry Referral				4
Internal Posting: Beasley Media LLC			717-482-4820	0
Pennsylvania Association of Broadcasters	Gail Ponti	www.pab.org		0
Pennsylvania Career Link	Adina Tayar	http://www.pacareerlink.state.pa.us	267-703-0901	0

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9. Digital Sales Marketing Coordinator – www.indeed.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# Of Interviewees Referred
All Access	Joel Denver	28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265	310-457-6616	0
bbgi.com	Heidi Raphael	3033 Riviera Drive, Suite 200, Naples, FL 34103	239-263-5000	0
INDEED	www.indeed.com	177 Broad Street, Stamford, Connecticut, 06901	800-462-5842	3
Industry Referral				2
Internal Posting: Beasley Media LLC			717-482-4820	0
Pennsylvania Association of Broadcasters	Gail Ponti	www.pab.org		0
Pennsylvania Career Link	Adina Tayar	http://www.pacareerlink.state.pa.us	267-703-0901	0

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5) Total # of Interviewees Referred: For the period from **March 23, 2021, through March 22, 2022,** this Employment Unit interviewed **38** interviewees for full-time job vacancies.

6) Supplemental Recruitment Initiatives

- a. **Internship Program**
Date: Ongoing
Participants: WMMR

The Employment Unit conducted a virtual internship program designed to assist members of the community in acquiring skills necessary for broadcast employment. Interns came from various universities in the Philadelphia area. A typical day had the students log-in as the Morning Show began their workday. They were instructed on how to log show notes, pull airchecks for the Sales Department and create research sheets on upcoming show guest. The program hosted 8 students during the reporting period.

During the reporting period, the Employment Unit hosted students/interns from the following universities: Neumann University, West Chester University, Rowan University, Temple University, and the Pennsylvania State University.

- b. **Participation in Job Fairs**

National Career Fair

Date: 08/17/21

Location: Four Points by Sheraton Philadelphia Northeast

Personnel involved: Promotions Director and the Digital Sales Manager for Beasley Media Group Philadelphia participated in the Philadelphia National Career Fair on August 17, 2021. While on-site the Promotions Director and the Digital Sales Manager answered questions and accepted resumes for open positions at Beasley Media's Philadelphia cluster.

- c. **Participation in events sponsored by educational institutions**

Neumann University Presentation

Date: 03/25/2021

Location: Virtual

On March 25, 2021, the Employment Unit's Director, Digital & Account Development facilitated a Zoom presentation with a media class at Neumann University. Students were lectured on innovative technologies and digital advertising. Employment/careers in broadcasting were discussed.

Rowan University – Student Interview

Date: 03/29/2021

Location: WMMR Studios

On March 29, 2021, the Employment Unit's Program Director and On-Air talent/Producer hosted a journalism student from Rowan University. Employment/careers in broadcasting were discussed.

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York College of Pennsylvania**Date: 04/06/2021****Location: Via Zoom**

On April 6, 2021, the Employment Units Executive Producer was interviewed by a York College of Pennsylvania Mass Communications student as part of a radio project. The interview was followed by a question & answer session. Employment/careers in broadcasting were discussed.

Institute for Excellence in Sales**Date: 08/17/2021****Location: Online Seminar**

On August 17, 2021, the Employment Unit's General Sales Manager participated in an online seminar for the Institute for Excellence in Sales. Topics discussed included: winning sales techniques and strategies to achieve sales goals.

St. Joseph's University Speaking Engagement**Date: 10/06/2021****Location: St. Joseph's University (virtual)**

On October 6, 2021, the Employment Unit's Program Director spoke to a Marketing Class at St. Joseph's University. Topics discussed included radio, music, and the advertising business. The discussion also included radio's strengths and weaknesses, along with management techniques, how radio can remain viable into the future, and employment/careers in broadcasting.

Neumann University**Date: 01/06/2022****Location: Virtual**

On January 6, 2022, the Employment Unit's IT Support Engineer met with a class of 20 to 25 Communications students to discuss broadcast and podcast programming employment opportunities.

Ursinus College Student Externship**Dates: 01/10/2022 – 01/14/2022****Location: Beasley Media Group Philadelphia**

From January 10, 2022 through January 14, 2022, the Employment Unit's Vice President of National Sales took part in a 4-day externship which included sharing information about broadcast radio, digital programs, promotions, events, creative and E-sports. The Ursinus College Externship was created to provide students with access to different fields of employment and real-world experiences.

Rosemont University**Date: 01/24/2022****Location: Rosemont College**

On January 24, 2022, the Employment Unit's General Sales Manager spoke to a Sports Marketing class at Rowen University. Students were lectured on the unique aspects that go into selling Sports Marketing advertising. A Q & A session followed, and employment/careers in broadcasting were discussed.

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Neumann University

Date: 02/26/2022

Location: Virtual from Neumann University

The Employment Unit's IT Support Engineer met with 10 groups of 10 students each to review production and engineering skills and to discuss production job opportunities in broadcasting over a period of 10 sessions.

St. Joseph's University Speaking Engagement

Date: 03/08/2022

Location: St. Joseph's University

On March 8, 2022, the Employment Unit's Vice President, Director of Sales spoke to a Communications Class at St. Joseph's University. Topics discussed included radio, on-air and digital advertising, and employment/careers in broadcasting.

Bishop Carroll High School

Date: 03/18/2022

Location: Bishop Carroll High School

On March 18, 2022, the Employment Units General Sales Manager spoke to a Communications class at Bishop Carroll High School. Topics discussed included media careers, influencers, leadership in the workplace, and employment/careers in broadcasting.

- d. **Organization and participation in events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting**

Broadcast Pioneers Student Symposium

Date: March 23, 2021

The Employment Unit's Programming Operations Manager collaborated with other local broadcasters to host a virtual panel discussion for broadcast and communications students from area universities to discuss employment opportunities in radio and television broadcasting.

Broadcast Pioneers Student Symposium

Date: October 12, 2021

Employment Unit Participants: Local Market Manager, Programming Operations Manager, Chief Engineer, Program Director, Regional Digital Sales Manager, Production Director, Morning Show Announcer. The station representatives organized and participated on a virtual panel discussion for broadcast and communications students from area universities to discuss employment opportunities in radio broadcasting.

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