

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: September 22, 2019-September 21, 2020

**1) Employment Unit: Beasley Media Group - 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 - FT MYERS C/O SHANE REILLY 20125 S TAMIAMI TRAIL ESTERO, FLORIDA 33928	Telephone Number: 239-495-2100
	Contact Person/Title: SHANE REILLY MARKET CONTROLLER
	E-mail Address: SHANE.REILLY@BBGI.COM

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
(a) Digital Program Director	Internal Posting
(b) On Air Co-Host	AllAccess.com
(c) Account Executive	Indeed.com
(d) Promotions Coordinator	Internal Posting
(e) Digital Content Manager	Internal Posting
(f) Account Executive	Employee referral
(g) National Sales Manager	Internal Posting
(h) Sales Manager	Internal Posting
(i) Traffic Continuity Manager	Estero stations website
(j) On Air/Program Director	AllAccess.com
(k) Account Executive	Linkedin

**5) Job Title: (a) Digital Program Director Referral Source(s) of Hire: Internal Posting**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Posting	S. Pergamo	3033 Riviera Dr, Naples, FL	239-263-5000	1	N
Indeed.com	S. Reilly	Website post	Website post	5	N
BBGI.com	S. Pergamo	3033 Riviera Dr, Naples, FL	239-263-5000	2	N
AllAccess.com	D.Mutchler	Website post	Website post	0	N
Estero FL cluster stations	S.Pergamo	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Beasley Mkt postings	S. Reilly	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
FGCU College Central	S. Reilly	20125 S. Tamiami Trail, Estero, FL		0	N

**(b) On Air Co-Host Referral Source(s) of Hire: AllAccess.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 Posting	S. Reilly	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	1	N
Indeed.com	S. Reilly	Website post	Website post	0	N
BBGI.com	C. Hazelton	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Connecticut School of Broadcasting	S. King	Tampa/Orlando campuses	Via email	0	N
Estero Cluster stations	M. Vigo	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	S. Reilly	Website post	Website post	5	N
FGCU College Central	S. Reilly	20125 S. Tamiami Trail, Estero, FL		0	N

**(c) Account Executive 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)
Internal Posting	S. Pergamo	3033 Riviera Dr, Naples, FL	239-263-5000	1	N
Indeed.com	S. Reilly	Website post	Website post	2	N
BBGI.com	C. Hazelton	3033 Riviera Dr, Naples, FL	239-263-5000	3	N
Estero Cluster stations	M. Vigo	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	S. Reilly	Website post	Website post	0	N
FGCU College Central	S. Reilly	Website post		0	N
Connecticut School of Broadcasting	S. King	Tampa/Orlando campuses	Via email	0	N
Beasley Mkt postings	S. Reilly	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
Employee referral		Internal post	239-495-2100	1	N

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

**(d) Promotions Coordinator Referral Source(s) of Hire: Internal posting**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Posting	S. Reilly	20125 S. Tamiami Trail, Estero, FL 33928	239-263-5000	1	N
Indeed.com	S. Reilly	Website post	Website post	0	N
College central FGCU	S. Reilly	20125 S. Tamiami Trail, Estero, FL		0	N
AllAccess.com	S. Reilly	Website post	Website post	0	N
Connecticut School of Broadcasting	S. King	Tampa and Orlando Campuses	Via email	0	N
BBGI.com	C. Hazelton	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Ft Myers Cluster stations	M. Vigo	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N

**(e) Digital Content Manager Referral Source(s) of Hire: Internal posting**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Posting	S. Reilly	20125 S. Tamiami Trail, Estero, FL 33928	239-263-5000	1	N
Indeed.com	S. Reilly	Website post	Website post	1	N
BBGI.com	C. Hazelton	3033 Riviera Dr, Naples, FL	239-263-5000	2	N
Ft Myers Cluster stations	M. Vigo	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	S. Reilly	Website post	Website post	0	N
FGCU Campus PR & mktg Job fair	S. Reilly	20125 S. Tamiami Trail, Estero, FL		0	N
Full Sail University	M. Vigo	Via Facebook posts	Website post	0	N
Connecticut School of Broadcasting	S. King	Tampa and Orlando Campuses	Via email	0	N

**(f) 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)
Internal posting	S. Reilly	20125 S. Tamiami Trail, Estero, FL 33928	239-263-5000	0	N
Indeed.com	S. Reilly	Website post	Website post	0	N
BBGI.com	C. Hazelton	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Estero Cluster stations	M. Vigo	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	S. Reilly	Website post	Website post	0	N
FGCU Campus PR & mktg Job fair	S. Reilly	20125 S. Tamiami Trail, Estero, FL		0	N
Employee referral		Internal post	239-495-2100	1	N

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**(g) National Sales Manager Referral Source(s) of Hire: Internal Posting**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Posting	S. Pergamo	3033 Riviera Dr, Naples, FL	239-263-5000	1	N
Indeed.com	S. Reilly	Website post	Website post	2	N
BBGI.com	C. Hazelton	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Estero Cluster stations	M. Vigo	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	S. Reilly	Website post	Website post	0	N
FGCU Campus PR & mktg Job fair	S. Reilly	Website post	Website post	0	N
Employee referral	Mkt GM	20125 S. Tamiami Trail, Estero, FL	_239-495-2100	1	N

**(h) Sales Manager Referral Source(s) of Hire: Internal Posting**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Posting	S. Pergamo	3033 Riviera Dr, Naples, FL	239-263-5000	1	N
Indeed.com	S. Reilly	Website post	Website post	0	N
BBGI.com	C. Hazelton	3033 Riviera Dr, Naples, FL	239-263-5000	2	N
Estero Cluster stations	M. Vigo	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	S. Reilly	Website post	Website post	0	N
FGCU Campus PR & mktg Job fair	S. Reilly	20125 S. Tamiami Trail, Estero, FL		0	N
Employee referral	Mkt GM	20125 S. Tamiami Trail, Estero, FL	_239-495-2100	2	N

**(i) Traffic/Continuity Manager Referral Source(s) of Hire: Estero stations website**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Posting	S. Reilly	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Indeed.com	S. Reilly	Website post	Website post	1	N
BBGI.com	C. Hazelton	3033 Riviera Dr, Naples, FL	239-263-5000	1	N
Estero stations websites	M. Vigo	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	2	N
AllAccess.com	S. Reilly	Website post	Website post	1	N
FGCU College Central	T. Pardue	Website post		0	N

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**(j) On Air/Program Director Referral Source(s) of Hiree: AllAccess.com**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	J. Chase/A. Starns	Website post	Website post	34	N

**(k) Account Executive Referral Source(s) of Hiree: LinkedIn**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LinkedIn	E. Puckett	Website post	Website post	37	N
INDEED	M. Vigo	Website post	Website post	2	N
BBGI.com	C. Hazelton	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
FGCU	T. Pardue	20125 S. Tamiami Trail, Estero, FL		0	N
Estero Cluster stations	. Vigo	Website post	239-495-2100	0	N

**6) Total # of Interviewees Referred:** For the period from **September 22, 2019-September 21, 2020** this Employment Unit interviewed 114 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Career and Job Fairs**

On November 6, 2019, the Beasley Media Assistant Business Manager & Director of Sales (each of whom has substantial responsibility in the making of hiring decisions) participated in the Florida Gulf Coast University PR & Marketing Career Fair, held in Ft Myers FL. 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.

The Employment Unit usually attends several career and/or job fairs during each reporting cycle. The fairs were cancelled or postponed indefinitely this year due to health and safety restrictions related to the COVID-19 pandemic.

**(b) 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. 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

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Director/Program Director is responsible for overseeing the Employment Unit's internship program. During this reporting period, the Employment Unit had 1 intern 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 NTR Director trained the On-Air/Promotions Assistant in the details of ADP payroll responsibilities.

The Traffic/Continuity Manager trained the Assistant Business Manager in the processing of the cluster's network affidavits entry and reconciliation processes.

The Traffic Manager trained a sales assistant & Traffic/Continuity Manager in the Network affidavit entry & reconciliation processes.

The Director of Sales trained the Sales Manager & Digital Sales manager on order approval processes in the Marketron system, along with bi-monthly projection forecasting.

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