

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: September 22, 2021 - September 21, 2022

1) Employment Unit: Beasley Media Group Licenses - Fort Myers

- 2) Unit Members (Stations and Communities of License):** WBCN (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 LICENSES – FT MYERS C/O SHANE REILLY 20125 S TAMiami TRAIL ESTERO, FLORIDA 33928 | Telephone Number: 239-495-2100 |
| | Contact Person/Title: SHANE REILLY MKT CONTROLLER |
| | 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 Hire |
|--------------------------------|--|
| (a) Account Executive | INDUSTRY REFERRAL |
| (b) Account Executive | INDUSTRY REFERRAL |
| (c) Account Executive | RADIO AD |
| (d) On Air Announcer | EMPLOYEE REFERRAL |
| (e) Assistant Business Manager | EMPLOYEE REFERRAL |
| (f) Director Engineering/IT | BBGI.COM WEBSITE POST |
| (g) Director of Sales | BBGI.COM WEBSITE POST |
| (h) Account Executive | INDUSTRY REFERRAL |
| (i) Program Director | ALLACCESS |

5) Job Title: (a) Account Executive Referral Source(s) of Hire: INDUSTRY REFERRAL

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|----------------|--------------------------------|------------------|----------------------------|--|
| LinkedIn | Online Source | Online source = LinkedIn.com | 650-687-3600 | 3 | N |
| Indeed.com | Online Source | Online source =Indeed.com/hire | Online Source | 0 | N |
| BBGI.com | C Hazelton | 3033 Riviera Dr, Naples FL | 239-263-5000 | 0 | N |
| FGCU | M. Larkin | 10501 FGCU Blvd S Ft Myers FL | 239-590-7926 | 0 | N |
| Estero FL cluster stations websites | D. Lurie | 20125 S Tamiami Tr Estero, FL | 239-495-2100 | 0 | N |
| Industry Referral | E Puckett | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 1 | N |
| Estero Cluster radio ads | S. Reilly | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 0 | N |

Job Title: (b) Account Executive Referral Source(s) of Hire: INDUSTRY REFERRAL

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|----------------|--------------------------------|------------------|----------------------------|--|
| LinkedIn | Online Source | Online source = LinkedIn.com | 650-687-3600 | 0 | N |
| Indeed.com | Online Source | Online source =Indeed.com/hire | Online Source | 0 | N |
| BBGI.com | C Hazelton | 3033 Riviera Dr, Naples FL | 239-263-5000 | 0 | N |
| FGCU | M Larkin | 10501 FGCU Blvd S Ft Myers, FL | 239-590-7926 | 0 | N |
| Estero FL cluster stations websites | D Lurie | 20125 S Tamiami Tr Estero, FL | 239-495-2100 | 3 | N |
| Estero Cluster radio ads | S Reilly | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 4 | N |
| Industry Referral | E Puckett | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 1 | N |

Job Title: (c) Account Executive Referral Source(s) of Hire: RADIO AD

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|----------------|--------------------------------|------------------|----------------------------|--|
| LinkedIn | Online Source | Online source = LinkedIn.com | 650-687-3600 | 0 | N |
| Indeed.com | Online Source | Online source =Indeed.com/hire | Online Source | 0 | N |
| BBGI.com | C Hazelton | 3033 Riviera Dr, Naples FL | 239-263-5000 | 0 | N |
| FGCU | M Larkin | 10501 FGCU Blvd S Ft Myers, FL | 239-590-7926 | 0 | N |
| Estero FL cluster stations | D Lurie | 20125 S Tamiami Tr Estero, FL | 239-495-2100 | 3 | N |
| Estero Cluster Radio Ads | S Reilly | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 4 | N |
| Industry Referral | E Puckett | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 1 | N |

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

Job Title: (d) On Air Announcer

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) |
|--|----------------|-----------------------------------|------------------|----------------------------|--|
| LinkedIn | Online Source | Online source = LinkedIn.com | 650-687-3600 | 1 | N |
| Indeed.com | Online Source | Online source =Indeed.com/hire | Online Source | 0 | N |
| BBGI.com | C Hazelton | 3033 Riviera Dr, Naples FL | 239-263-5000 | 1 | N |
| FGCU | M Larkin | 10501 FGCU Blvd S Ft Myers, FL | 239-590-7926 | 0 | N |
| Estero FL cluster stations | D Lurie | 20125 S Tamiami Tr Estero, FL | 239-495-2100 | 0 | N |
| All Access | Online Source | Online Source = Allaccess.com | 310-457-6616 | 8 | N |
| Employ Florida | Online source | Online Source = Employflorida.com | 800 438 4128 | 0 | N |
| Employee Referral | A Starns | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 1 | N |

Job Title: (e) Assistant Business Manager

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) |
|--|----------------|--------------------------------|------------------|----------------------------|--|
| Lorenzo Walker School | Online Source | 3702 Estey Ave Naples FL | 239-377-0900 | 1 | N |
| Cluster Websites | D Lurie | 20125 S Tamiami Tr, Estero, FL | 239-495-2100 | 0 | N |
| On Air Beasley Stations | S Reilly | 20125 S Tamiami Tr, Estero, FL | 239-495-2100 | 1 | N |
| Indeed | Online Source | Online source =Indeed.com/hire | Online Source | 2 | N |
| All Access | Online Source | Online Source = Allaccess.com | 310-457-6616 | 0 | N |
| LinkedIn | Online Source | Online source = LinkedIn.com | 650-687-3600 | 0 | N |
| FGCU | M Larkin | 10501 FGCU Blvd S Ft Myers | 239-590-7926 | 0 | N |
| Beasley Corp Website | C Hazelton | 3033 Riviera Dr Naples FL | 239 263 5000 | 0 | N |
| Employee Referral | S Reilly | 20125 S Tamiami Tr Estero FL | _239-495-2100 | 1 | N |

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Job Title: (f) Dir Engineering/IT

Referral Source(s) of Hire: BBGL.COM Website Post

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|----------------|--|------------------|----------------------------|--|
| BBGL.com | C Hazleton | 3033 Riviera Dr Naples, FL | 239-263-5000 | 1 | N |
| Cluster Websites | D Lurie | 20125 S Tamiami Tr, Estero, FL | 239-495-2100 | 0 | N |
| All Access | Online Source | Online Source = Allaccess.com | 310-457-6616 | 0 | N |
| FGCU | M Larkin | 10501 FGCU Blvd Ft Myers, FL | 239-590-7926 | 0 | N |
| Indeed | Online Source | Online source =Indeed.com/hire | Online Source | 0 | N |
| Employ Florida | Online Source | Online Source = Employflorida.com | 800 438 4128 | 0 | N |
| Beasley Radio ads | S Reilly | 20125 S Tamiami Tr Estero FL | 239 495 2100 | 0 | N |
| Lee County NAACP | Online Source | Leecountynaacp@theleecountyflnaacp.com | 239 936-2352 | 0 | N |
| Society Broadcast Engineers | Online Source | Online Source = SBE.ORG | 317-846-9000 | 0 | N |

Job Title: (g) Dir of Sales

Referral Source(s) of Hire: BBGL.COM Website post

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|----------------|-----------------------------------|------------------|----------------------------|--|
| BBGL.com | T Adams | 3033 Rivera Dr Naples FL | 239-263-5000 | 2 | N |
| Cluster Websites | J Winner | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 0 | N |
| All Access | Online Source | Online Source = Allaccess.com | 310-457-6616 | 0 | N |
| FGCU | T Pardue | 10501 FGCU Blvd S Ft Myers, FL | 239-590-7926 | 0 | N |
| Indeed | Online Source | Online source =Indeed.com/hire | Online Source | 3 | N |
| Employ Florida | Online source | Online Source = Employflorida.com | 800 438 4128 | 0 | N |

Job Title: (h) Account Executive

Referral Source(s) of Hire: INDUSTRY REFERRAL

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|----------------|-----------------------------------|------------------|----------------------------|--|
| BBGL.com | T Adams | 3033 Rivera Dr Naples FL | 239-263-5000 | 0 | N |
| Cluster Websites | J Winner | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 2 | N |
| All Access | Online Source | Online Source = Allaccess.com | 310-457-6616 | 0 | N |
| FGCU | T Pardue | 10501 FGCU Blvd S Ft Myers, FL | 239-590-7926 | 0 | N |
| Indeed | Online Source | Online source =Indeed.com/hire | Online Source | 0 | N |
| Employ Florida | Online source | Online Source = Employflorida.com | 800 438 4128 | 0 | N |

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| | | | | | |
|-------------------|----------|------------------------------|--------------|---|---|
| Beasley Radio Ads | S Reilly | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 2 | N |
| Industry Referral | AJ Lurie | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 1 | N |

Job Title: (i) Program Director Referral Source(s) of Hire: ALLACCESS

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|----------------|-----------------------------------|------------------|----------------------------|--|
| BBGI.com | T Adams | 3033 Rivera Dr Naples FL | 239-263-5000 | 1 | N |
| Cluster Websites | J Winner | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 0 | N |
| All Access | Online Source | Online Source = Allaccess.com | 310-457-6616 | 3 | N |
| FGCU | T Pardue | 10501 FGCU Blvd S Ft Myers, FL | 239-590-7926 | 0 | N |
| Indeed | Online Source | Online source =Indeed.com/hire | Online Source | 0 | N |
| Employ Florida | Online Source | Online Source = Employflorida.com | 800 438 4128 | 0 | N |
| Referral | A Starns | 20125 S Tamiami Tr Estero FL | 239-495-2100 | 1 | N |

6) Total # of Interviewees Referred: For the period from **September 22, 2021-September 21, 2022**, this Employment Unit interviewed 52 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Career and Job Fairs

On March 21, 2022, the Assistant Business Manager attended the Florida Gulf Coast University PR & Communications Fair. She informed students about employment unit job openings and answered questions regarding station operations.

On April 30, 2022, the Director of Corporate Communications attended the National Association of Broadcasters Career Fair. The Director of Corporate Communications presented information about cluster openings and information regarding our stations.

On September 21, 2022, the Assistant Business Manager attended Recruitment Wednesday at Florida Gulf Coast University in Ft Myers, and educated students on the departments and functions of the stations. The Assistant Business Manager also made internship opportunities available to students and displayed cluster, corporate, and company-wide openings.

(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 Operations Manager oversees the

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internship program. During this reporting period, the Employment Unit had two interns in our digital department, and one intern who gained experience in on-air operations.

(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 other positions. Positions that were cross trained during this reporting period:

- Sales Assistant cross-trained Traffic Manager on creative copy & continuity roles to share.
- The Traffic Manager cross-trained the Continuity Manager on calendar & broadcast billing procedure.

(d) Initiative: Management-Level Training

Throughout 2022, Beasley Media Group managers attended Diversity, Equity, and Inclusion meeting sessions. The focus of BELONG (see <https://bbgi.com/we-all-belong/>) was: When equity exists, people have equal access to opportunities. At the meetings, managers participated in teams to develop examples and experiences which were engaging. Discussions included but were not limited to: the Leveraging Differences Cycle, and how to drive accountability.

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