

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: September 22, 2023 – September 23, 2024

- 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. – FORT 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:**

Job Title	Recruitment Source Referring Hiree
(a) Digital Account Executive	BBGI.COM
(b) Sales Assistant	Employee Referral

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

5) Job Title: Digital Account Executive Referral Source(s) of Hire: BBGI.COM (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	website	Allaccess.com	website	0	N
Employ Florida	website	EmplyFlorida.com	800-438-4128	1	N
Indeed	P. Tryon	Indeed.com	512-684-6222	5	N
College Central (FGCU)	M Larkin	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7946	0	N
Station websites	S. Reilly	20125 S Tamiami tr Estero FL 33928	239 495 2100	0	N
BBGI Company Website	K. Sonneborn	BBGI.com	239-263-5000	2	N

Job Title: Sales Assistant (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	3	N
Employee Referral	AJ Lurie	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	2	N
College Central (FGCU)	M. Larkin	10501 FGCU Blvd, Ft Myers FL 33965	239-495-2100	0	N
Station websites	J Winner	20125 S Tamiami Tr Estero FL 33928	239-495-2100	0	N

6) Total # of Interviewees Referred: For the period from September 22, 2023, through September 23, 2024 this Employment Unit interviewed 13 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Career and Job Fairs

From June 3rd through June 13th, 2024, the Beasley Media Group 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. 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 March 21, 2024, the Employment Unit participated in the Florida Gulf Coast University Communications Careers & 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 June 10, 2024, Market Manager Ron deCastro & Human Resources consultant Deb Barrett represented the stations during the 2024 National Association of Black Owned broadcasters NABOB Media Sales Institute, Washington DC. The 10-day event was designed to prepare individuals with diverse backgrounds for positions in radio, tv, cable, print, and digital sales, operations, & marketing.

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

On June 13, 2024, the station's Business Manager & Operations Manager participated in the Cape Coral High School Junior Achievement tour. During the tour, both managers discussed the variety of job opportunities in the broadcast/media industry. The overall functions of the stations were discussed with the students, with opportunities for questions.

(c) 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 (2) two interns working in various departments.

(d) 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. These positions 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.

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

The Business Manager crossed trained with the employment unit's NTR/Promotions Director regarding procurement responsibilities.

(e) Initiative: Management-level personnel EEO training

Employment Unit managerial staff participated in Diversity, Equity, and Inclusion (DEI) training during October and November of this reporting period. The goal of the training was to promote a culture of social responsibility and belonging that advocates for hiring and developing employees of every ethnicity, race, social-economic origin, culture, age, religion, gender and sexual orientation as well as individuals with differing abilities. Examples of session topics included Best Practices in DEI Recruiting & Insights into Race & Ethnicity. Participants included: Market Manager, Market Controller, Operations Manager, General Sales Managers, Digital Sales Manager and Program Directors.

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