

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: July 23, 2015 – July 22, 2016.

- 1) Employment Unit: Beasley Broadcasting – Fayetteville, NC**
- 2) Unit Members (Stations and Communities of License): WKML(FM), Lumberton, NC
WAZZ(AM), Fayetteville, NC
WFLB(FM), Laurinburg, NC
WUKS(FM), St. Pauls, NC
WZFX(FM), Whiteville, NC**

3) EEO Contact Information for Employment Unit:

Mailing Address: 508 Person Street Fayetteville, NC 28301	Telephone Number: 910-486-4114
	Contact Person/Title: Mandy Pittman/Station Services Coordinator
	E-mail Address: Mandy.pittman@bbgi.com

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

Job Title	Recruitment Source Referring Hiree
(a) Digital Sales Manager	Inter Company Posting
(b) On Air Personality - WZFX	Appalachian State University
(c) Sales Assistant	March to Work Job Fair

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5) Job Title: **Digital Sales Manager**

Referral Source(s) of Hiree: **Inter-Company Posting**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Fayetteville Technical Community College	Career Services	PO Box 35326 Fayetteville, NC 28303	910-678-8268	0	Yes
ESC of Lumberton	Job Placement	116 W. 5 th St., Lumberton, NC 28358	910-618-5500	0	Yes
Methodist University	Kim Genova, Director of Career Services	5400 Ramsey St., Fayetteville, NC 28311	910-630-7000	0	Yes
Central Carolina Community College	Holly Mohan	1105 Kelly Dr., Sanford, NC 27330	1-800-682-8353	0	Yes
ESC of Fayetteville	Job Placement	414 Ray Ave., Fayetteville, NC 28301	910-486-1010	0	Yes
University of North Carolina – Chapel Hill	Jay Eubank	CB 3365, Chapel Hill, NC 27599	919-962-4518	0	Yes
National Organization of Women	Robert Waddle	PO Box 53816, Fayetteville, NC 28305	910-484-7936	0	Yes
University of North Carolina – Pembroke	Brenda Jacobs	PO Box 1510, Pembroke, NC 27372-1510	910-521-6270	0	Yes
Winston Salem State University	Career Services	601 Martin Luther King Dr. Winston Salem, NC 27110	336-750-2000	0	Yes
Campbell University	Carl R. Broadhurst	Associate Dean for Student Relations PO Box 218, Buies Creek, NC 27506	910-893-1411	0	Yes
Fayetteville State University	Daisy Osborn	1200 Murchison Rd., Fayetteville, NC 28301	910-672-1205	0	Yes
Appalachian State University Communications Department	Dan Hill	Walker Hall, Boone, NC 28608	828-262-7621	1	Yes
Western Carolina University	Don Connelly	233 Stillwell, Cullowhee, NC 28723	828-227-7211	0	Yes
Elon College	Ashley J. Pinney	Assoc. Director of Corp. & Employer Relations 2020 Campus Box, Elon, NC 27244	336-278-5661	0	Yes
East Carolina University	Dr. Linda Kean	102 Joyner East., Greenville, NC 27858-4353	252-328-1511	0	Yes
Ohio/Illinois Centers for Broadcasting	Gary James	9885 Rockside Rd., Suite 160 Valley View, OH 44125	216-447-9117	0	Yes
SC Works	Susan Crutchfield	2704 Highmarket St., Georgetown, SC 29440	843-546-8581	0	Yes
St. Augustine University	Career Services	1315 Oakwood Ave., Raleigh, NC 27610	919-516-4000	0	Yes
Johnson C. Smith University	Career Services	100 Beatties Ford Rd., Charlotte, NC 28216	704-378-1000	0	Yes
Campbell University Department of Mass Communication	J. Dean Farmer, PhD	165 Dr. McKoy Rd., Buies Creek, NC 27506	910-893-1521	0	Yes
NC Association of Broadcasters	Executive Manager	PO Box 627, Raleigh, NC 27602	919-821-7300	1	Yes
UNC School of Journalism & Mass Communication	Dr. Dean Folkerts	CB 3365, Carroll Hall, Chapel Hill, NC 27599-3365	919-962-1204	0	Yes
ESC of Moore County	Job Placement	245 Sheperd Trail, Aberdeen, NC 28315	910-944-7697	0	Yes
Beasley Media Group, Inc. Inter-Company Posting	Mandy Pittman	508 Person St., Fayetteville, NC 28301	910-486-2012	1	No
ESC of Harnett County	Job Placement	101 Hunt Valley Dr., Dunn, NC 28334	910-891-2915	0	Yes
Heroes to Hired (H2H)	Donald Harket	1340 Seven Lakes North, West End, NC 27376	910-690-3698	0	Yes
Employee Referral	NA	NA	NA	2	No
Client Referral	NA	NA	NA	1	No

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5) Job Title: On Air Personality

Referral Source(s) of Hiree: Appalachian State University

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
North Carolina State University	University Career Services	2100 Pullen Hall Box 7303 Raleigh, NC 27695	919-515-2396	0	No
Fayetteville Technical Community College	Career Services	PO Box 35326 Fayetteville, NC 28303	910-678-8268	0	Yes
Employment Security Commission of Lumberton	Job Placement	116 W. 5 th St., Lumberton, NC 28358	910-618-5500	0	Yes
Methodist University	Kim Genova, Director of Career Services	5400 Ramsey St., Fayetteville, NC 28311	910-630-7000	0	Yes
Central Carolina Community College	Holly Mohan	1105 Kelly Dr., Sanford, NC 27330	1-800-682-8353	0	Yes
Employment Security Commission of Fayetteville	Job Placement	414 Ray Ave., Fayetteville, NC 28301	910-486-1010	0	Yes
Duke University	Career Services	PO Box 9950, 100 Page Building Durham, NC 27708	919-684-8111	0	No
University of North Carolina – Chapel Hill	Jay Eubank	CB 3365, Chapel Hill, NC 27599	919-962-4518	0	Yes
National Organization of Women	Robert Waddle	PO Box 53816, Fayetteville, NC 28305	910-484-7936	0	Yes
University of North Carolina – Pembroke	Brenda Jacobs	PO Box 1510, Pembroke, NC 27372-1510	910-521-6270	0	Yes
Winston Salem State University	Career Services	601 Martin Luther King Dr. Winston Salem, NC 27110	336-750-2000	0	Yes
Campbell University	Carl R. Broadhurst	Associate Dean for Student Relations PO Box 218, Buies Creek, NC 27506	910-893-1411	0	Yes
Fayetteville State University	Daisy Osborn	1200 Murchison Rd., Fayetteville, NC 28301	910-672-1205	0	Yes
Appalachian State University Communications Department	Dan Hill	Walker Hall, Boone, NC 28608	828-262-7621	1	Yes
Western Carolina University	Don Connelly	233 Stillwell, Cullowhee, NC 28723	828-227-7211	0	Yes
Elon College	Ashley J. Pinney	Assoc. Director of Corp. & Employer Relations 2020 Campus Box, Elon, NC 27244	336-278-5661	0	Yes
Campbell University – Fort Bragg	Career Services	PO Box 70659 Fort Bragg, NC 28307	910-436-3242	0	No
Lumbee Regional Development Association	Job Placement	PO Box 68 Pembroke, NC 28372	910-521-1312	0	No
Robeson Community College	Career Services	Highway 301 N Lumberton, NC 28359	910-272-3700	0	No
Bennett College	Career Services	900 E. Washington St. Greensboro, NC 27401	336-517-2100	0	No
North Carolina Central University	Brenda Sexton	PO Box 19585 Durham, NC 27707	919-530-6100	0	No
East Carolina University	Dr. Linda Kean	102 Joyner East., Greenville, NC 27858-4353	252-328-1511	0	Yes
Fayetteville NAACP	Job Placement	PO Box 364 Fayetteville, NC 28302	910-484-6166	0	No
Ohio/Illinois Centers for Broadcasting	Gary James	9885 Rockside Rd., Suite 160 Valley View, OH 44125	216-447-9117	0	Yes
Wake Forest University	Career Services	Reynolda Hall Rm 8, PO Box 7427 Winston Salem, NC 27109	336-758-5902	0	No
Employment Security Commission of Columbus County	Job Placement	913 Jefferson St. Whiteville, NC 28472	910-642-0146	0	No

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SC Works	Susan Crutchfield	2704 Highmarket St., Georgetown, SC 29440	843-546-8581	0	Yes
St. Augustine University	Career Services	1315 Oakwood Ave., Raleigh, NC 27610	919-516-4000	0	Yes
Employment Security Commission of Scotland County	Job Placement	303 N. Main St. Laurinburg, NC 28352	910-276-4260	0	No
Cumberland County Association for Indian People	Job Placement	2173 Downing Rd. Fayetteville, NC 28312	910-483-8442	0	No
Johnson C. Smith University	Career Services	100 Beatties Ford Rd., Charlotte, NC 28216	704-378-1000	0	Yes
Campbell University Department of Mass Communication	J. Dean Farmer, PhD	165 Dr. McKoy Rd., Buies Creek, NC 27506	910-893-1521	0	Yes
NC Association of Broadcasters	Executive Manager	PO Box 627, Raleigh, NC 27602	919-821-7300	0	Yes
Shaw University	Career Services	118 E. South St. Raleigh, NC 27611	919-546-8200	0	No
A & T University	Career Services	1601 Market St., Murphy Hall Rm 101 Greensboro, NC 28741	336-334-7500	0	No
UNC School of Journalism & Mass Communication	Dr. Dean Folkerts	CB 3365, Carroll Hall, Chapel Hill, NC 27599-3365	919-962-1204	0	Yes
ESC of Moore County	Job Placement	245 Sheperd Trail, Aberdeen, NC 28315	910-944-7697	0	Yes
Beasley Media Group, Inc. Inter-Company Posting	Mandy Pittman	508 Person St., Fayetteville, NC 28301	910-486-2012	2	No
ESC of Harnett County	Job Placement	101 Hunt Valley Dr., Dunn, NC 28334	910-891-2915	0	Yes
Heros to Hired (H2H)	Donald Harkey	1340 Seven Lakes North West End, NC 27376	910-690-3698	0	NO
Fayetteville Observer	Iris Mitchell	458 Whitfield St., Fayetteville, NC 28306	910-609-0668	0	No
beasleyfajobs.com	Chatham McTindal	508 Person St., Fayetteville, NC 28301	910-486-2062	0	No
Employee Referral	NA	NA	NA	2	No
March to Work Job Fair	Robert Relyea	1960 Coliseum Dr., Fayetteville, NC 28306	910-677-2222	1	No

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5) Job Title: Sales Assistant

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Methodist University	Kim Genova, Director of Career Services	5400 Ramsey St., Fayetteville, NC 28311	910-630-7000	0	Yes
Central Carolina Community College	Holly Mohan	1105 Kelly Dr., Sanford, NC 27330	1-800-682-8353	0	Yes
Employment Security Commission of Fayetteville	Job Placement	414 Ray Ave., Fayetteville, NC 28301	910-486-1010	0	Yes
Duke University	Career Services	PO Box 9950, 100 Page Building Durham, NC 27708	919-684-8111	0	No
University of North Carolina – Chapel Hill	Jay Eubank	CB 3365, Chapel Hill, NC 27599	919-962-4518	0	Yes
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beasleyfajobs.com	Chatham McTindal	508 Person St., Fayetteville, NC 28301	910-486-2062	1	No
March to Work Job Fair	Robert Relyea	1960 Coliseum Dr., Fayetteville, NC 28306	910-677-2222	3	No

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6) Total # of Interviewees Referred: For the period from July 23, 2015 through July 22, 2016 this Employment Unit interviewed 17 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Participation in Job Fairs

On September 29, 2015, the Beasley Vice President of Corporate Communications attended the NABEF Career Fair in Atlanta, Ga. Resumes were accepted and applications were distributed.

On April 20, 2016, the Beasley Vice President of Corporate Communications attended the NABEF Career Day in Las Vegas, NV. Resumes were accepted and applications were distributed.

On April 27, 2016, the Vice President/Fayetteville Market Manager, the Director of Sales and several On-Air Personalities attended an Office of Career Services Job Fair at Fayetteville State University. Resumes were accepted and applications were distributed.

(b) Initiative: Co-Sponsorship of Job Fairs

On March 17, 2016, the Employment Unit co-sponsored the Cumberland County Department of Social Services "March to Work" Job Fair in Fayetteville, NC. The Employment Unit aired announcements for the job fair and assisted with planning and executing the event. The VP/Market Manager, Regional Vice President, Station Services Coordinator, Director of Sales, General Sales Manager, Regional Business Manager, the WUKS Director of Operations, and the WZFX Program Director attended on the behalf of the Employment Unit. Resumes were accepted and applications were distributed.

(c) Initiative: Participation in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting

On April 20, 2016, an Employment Unit Station Services Coordinator hosted the business and communications students from Seventy First High School in Fayetteville, NC. The Employment Unit Station Services Coordinator and Regional Vice President explained the various career opportunities in each department. Students then were given the opportunity to ask questions. Following the question and answer session, the students were given a tour of our facility.

On April 27, 2016, an Employment Unit On-Air Personality participated in a College and Career Fair hosted by South Campus Community School in Smithfield, NC. Middle School students attended and were given examples of the various career opportunities available in radio broadcasting and how he transitioned from school into his broadcasting career. Students were also able to ask questions.

On May 31, 2016, the Beasley Executive Vice President/CFO and the President/COO made a presentation at the 10th Annual Kellar Radio Talent Institute at Appalachian State University in Boone, NC. Students from Appalachian State University and East Carolina University were in attendance. The presentation was titled "Now is the Time to Start Thinking Like a Pro." The presentation also touched on career opportunities in broadcasting.

On June 3, 2016, the Employment Unit Market Manager and an Employment Unit Air Talent/Music Director made a presentation at the 10th Annual Kellar Radio Talent Institute at Appalachian State University in Boone, NC. Students from Appalachian State University and East Carolina University were in attendance. The presentation covered how to find alternative revenue resources and time management and goal setting. An Employment Unit Account Executive also made a presentation that covered addressing objections and closing along with more sales through buyer style identification. The presentation also touched on career opportunities in broadcasting.

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Throughout the year, the Station Services Coordinator for the Employment Unit hosts local Boy Scout and Girl Scout troops, providing tours of the stations in order to help the scouts obtain their broadcasting badges. The scouts are able to learn about broadcasting as well as the kinds of career opportunities available in broadcasting. Tours are also held during the summer months for children ranging in age from 12-18 years old attending summer camps. These camps are held in an effort to keep “kids off the streets” and develop our future leaders.

(d) Initiative: Intern Program

The Employment Unit has established an internship program designed to assist members of the community to acquire skills needed for broadcast employment. Interns must be juniors or seniors at an accredited institution and must be eligible to receive college class credits for the course. Internships last the length of the college semester and adhere to the requirements of the institution granting course credits with regards to the total hours worked. The Employment Unit offers internships in a variety of departments, including but not limited to: sales, promotions, programming and production. During this reporting period the Employment Unit had 8 interns.

(e) Initiative: Participation in Other Activities Designed to Disseminate Information to Candidates Who Might Otherwise Be Unaware of Such Opportunities

University Outreach

Throughout the year, our Regional Vice President reaches out to University representatives to establish relationships for placing interns and interviewing/hiring their graduates, which serves to help disseminate information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

The following are the institutions contacted during this reporting period:

Appalachian State University, Department of Communications
Methodist University, Director of University Relations