

## EEO PUBLIC FILE REPORT

**This Report covers full-time vacancy recruitment data for the period: September 22, 2016-September 21, 2017**

**1) Employment Unit: Beasley Media Group, Inc. 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, INC. – FORT MYERS C/O SHANE REILLY 20125 S TAMiami TRAIL ESTERO, FLORIDA 33928	Telephone Number: 239-495-2100
	Contact Person/Title: SHANE REILLY BUSINESS MANAGER
	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) Account Executive	Internal Posting
(b) Account Executive	BBGI Corporate Website (BBGI.com)
(c) Digital Content Manager	Indeed.com
(d) Assistant Engineer	SBE.org
(e) On Air Co-Host	AllAccess.com
(f) Account Executive	BBGI Corporate Website (BBGI.com)
(g) On Air/Promotions Assistant	Internal Posting
(h) Sales Assistant	Internal Posting
(i) Sales Assistant	Indeed.com
(j) On Air/Program Director	Internal Posting
(k) Digital Sales Manager	Job News USA- Job Fair
(l) Director of Sales	Exigent Circumstances

**5) Job Title: (a) Account Executive 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	2	N
Indeed.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	3	N
BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	1	N
AllAccess.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
Naples Daily News	C. Rue	1100 Immokalee Rd, Naples, FL	239-435-3418	0	N
Inside Radio	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	2	N
Goodwill Jobs	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
FGCU College Central	D. Mutchler	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
Hodges University	M. Turner	4501 Colonial Blvd., Ft. Myers, FL	_	0	N

**(b) Account Executive Referral Source(s) of Hire: BBGI Corporate Website (BBGI.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	2	N
Indeed.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	3	N
BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	2	N
Inside Radio	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	2	N
Ft Myers Cluster stations	D. Lurie	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
Goodwill Jobs	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
Radio Online	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
Naples Daily News	C. Rue	1100 Immokalee Rd, Naples, FL	239-435-3418	0	N
FGCU College Central	D. Mutchler	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
Hodges University	M. Turner	4501 Colonial Blvd., Ft. Myers, FL	_	0	N
NAACP Collier Co	_	NAACPCollierCo.com	_	0	N
TVandRadioJobs.com	K. Barber	20125 S. Tamiami Trail	239-495-2100	0	N

**(c) Digital Content Manager 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	0	N

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

Indeed.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	2	N
BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Ft Myers Cluster stations	D. Lurie	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	1	N
AllAccess.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
FGCU College Central	D. Mutchler	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
NAACP Collier Co	_	NAACPCollierCo.com	_	0	N
Connecticut School of Broadcasting	S. King	Tampa and Orlando Campuses	_	0	N

**(d) Assistant Engineer**

**Referral Source(s) of Hire: SBE.org**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
SBE.org	M. Cooney	_	_	2	N
Indeed.com	D. Mutchler	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	D. Mutchler	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
Connecticut School of Broadcasting	S. King	Tampa and Orlando Campuses	_	0	N
BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Ft Myers Cluster stations	D. Lurie	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N

**(e) 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. Pergamo	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Indeed.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	4	N
BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Ft Myers Cluster stations	D. Lurie	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	1	N
AllAccess.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	2	N
FGCU College Central	D. Mutchler	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
NAACP Collier Co	_	NAACPCollierCo.com	_	0	N
Connecticut School of Broadcasting	S. King	Tampa and Orlando Campuses	_	0	N

**(f) Account Executive**

**Referral Source(s) of Hire: BBGI Corporate Website (BBGI.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	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	2	N

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BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	3	N
Ft Myers Cluster stations	D. Lurie	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
FGCU College Central	D. Mutchler	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
NAACP Collier Co	_	NAACPCollierCo.com	_	0	N
TVandRadioJobs.com	K. Barber	20125 S. Tamiami Trail	239-495-2100	0	N
Inside Radio	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	1	N
Radio Online	K. Barber	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
Goodwill Jobs	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
Hodges University	M. Turner	4501 Colonial Blvd., Ft. Myers, FL	_	0	N
Naples Daily News	C. Rue	1100 Immokalee Rd, Naples, FL	239-435-3418	0	N

**(g) On Air/Promotions Asst 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	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	4	N
BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	1	N
Ft Myers Cluster stations	D. Lurie	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	2	N
FGCU College Central	D. Mutchler	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
Connecticut School of Broadcasting	S. King	Tampa and Orlando Campuses	_	0	N
Naples Daily News	C. Rue	1100 Immokalee Rd, Naples, FL	239-435-3418	0	N
Internal Posting	S. Pergamo	3033 Riviera Dr, Naples, FL	239-263-5000	1	N

**(h) Sales Assistant 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	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	3	N
BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Ft Myers Cluster stations	D. Lurie	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
FGCU College Central	D. Mutchler	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
Connecticut School of Broadcasting	S. King	Tampa and Orlando Campuses	_	0	N
Naples Daily News	C. Rue	1100 Immokalee Rd, Naples, FL	239-435-3418	1	N

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**(i) Sales Assistant****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	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	4	N
BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Ft Myers Cluster stations	D. Lurie	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
FGCU College Central	D. Mutchler	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
Connecticut School of Broadcasting	S. King	Tampa and Orlando Campuses	_	0	N
Naples Daily News	C. Rue	1100 Immokalee Rd, Naples, FL	239-435-3418	1	N

**(j) On Air/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	2	N
Indeed.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	0	N
Ft Myers Cluster stations	D. Lurie	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
FGCU College Central	D. Mutchler	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
Connecticut School of Broadcasting	S. King	Tampa and Orlando Campuses	_	0	N
Hodges University College Central	D. Mutchler	Website post	_	0	N
FL Marketplace – Unemployment site	D. Mutchler	Website post	_	0	N

**(k) Digital Sales Manager****Referral Source(s) of Hire: Job News USA – Job Fair**

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	0	N
Indeed.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	2	N
BBGI.com	S. Dimond	3033 Riviera Dr, Naples, FL	239-263-5000	4	N
Ft Myers Cluster stations	D. Lurie	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N
AllAccess.com	K. Barber	20125 S. Tamiami Trail, Estero, FL 33928	239-495-2100	0	N

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FGCU College Central	D. Mutchler	20125 S. Tamiami Trail, Estero, FL	239-495-2100	0	N
Connecticut School of Broadcasting	S. King	Tampa and Orlando Campuses	-	0	N
Job News USA- Job Fair	T. Price	13051 Bell Tower Drive, Ft. Myers	-	3	N

**(I) Director of Sales Referral Source of Hire: Exigent Circumstances\***

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Exigent Circumstances				1	N

\*Station was replacing an incumbent employee.

**6) Total # of Interviewees Referred:** For the period from **September 22, 2016-September 21, 2017** this Employment Unit interviewed 68 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

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

On September 29, 2016, the Beasley Media Corporate 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, held Nashville, TN. 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 February 8, 2017, the Director of Promotions, who has substantial responsibility in the making of hiring decisions, participated in the Florida Gulf Coast University Spring 2017 Career and Internship Fair in Fort Myers, Florida. The station's profile was displayed at the event, and DOP and a promotions assistant manned a booth at the job fair, conducted screening interviews, and accepted resumes/applications from job seekers and potential interns.

On April 25, 2017, the Beasley Media Corporate Executive VP of Corporate Communications participated in the 2017 NAB Show, held Las Vegas, NV. The event attracted hundreds of individuals interested in careers in broadcasting.

**(b) Initiative: Co-Sponsor Career or Job Fairs**

On August 8, 2017, the Employment Unit's Director of Sales and 2 sales assistants presented Beasley Media of SWFL at the Mega Fort Myers Job Fair hosted by Job News USA. The station's profile and all current job opportunities were prominently displayed at a manned booth, where they conducted preliminary interviews, and accepted resumes/applications from job seekers and potential interns.

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**(c) Initiative: Participation in Events sponsored by Educational Institutions**

On October 17, 2016, the executive producer of the station's morning show hosted a tour of the station for a Girl Scout Troop during which she discussed the variety of job opportunities in the broadcast/media industry.

**(d) 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 3 interns in various departments.

**(e) 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 planning and completing large events, and our process with contractual obligations in her absence.

The Business Manager trained the assistant in the processing of the cluster's bi-monthly payroll.

The Traffic Manager trained a sales assistant in the continuity and copy processes.

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