

EEO PUBLIC FILE REPORT

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

- 1) Employment Unit: Beasley Media Group, LLC – Augusta, GA**
- 2) Unit Members (Stations and Communities of License):** WCHZ-FM, Warrenton, GA
 WDRR(FM), Martinez, GA
 WGAC(AM), Augusta, GA
 WGAC-FM, Harlem, GA
 WGUS-FM, New Ellenton, SC
 WHHD(FM), Clearwater, SC
 WKXC-FM, Aiken, SC

3) EEO Contact Information for Employment Unit:

Mailing Address: Beasley Media Group, Inc. 4051 Jimmie Dyess Pkwy Augusta, GA 30909	Telephone Number: 706-396-7000
	Contact Person/Title: Donna Parkman, Market Controller
	E-mail Address: donna.parkman@bbgi.com

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

JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1. Account Executive	Employee Referral
2. Account Executive	Industry Referral
3. Account Executive	Industry Referral
4. Program Director	Facebook
5. Administrative Assistant	Indeed.com

Stations WCHZ-FM, WDRR-FM, WGAC-AM, WGAC-FM, WGUS-FM, WHHD-FM, and WKXC-FM are Equal Opportunity Employers.

5) Job Title: Account Executive Referral Source of Hiree: 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)
Beasley Broadcasting Clusters	Market Controller	Job Posts are uploaded through Beasley Sharepoint	Various	0	NO
Beasley Station Websites	Website Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	0	NO
Indeed	Recruitment Website	Indeed.com		0	NO
Industry Referral	Market Controller	4051 Jimmie Dyess Pkwy	706-396-7000	0	NO
Employee Referrals	Market Controller	4051 Jimmie Dyess Pkwy	706-396-7000	3	NO
Linked In	Market Controller	Linkedin.com		0	NO

5) Job Title: Account Executive Referral Source of Hiree: 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)
Beasley Broadcasting Clusters	Market Controller	Job Posts are uploaded through Beasley Sharepoint	Various	0	NO
Beasley Station Websites	Website Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	0	NO
Indeed	Recruitment Website	Indeed.com		0	NO
Industry Referral	Market Controller	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	3	NO
Linked In	Market Controller	LinkedIn.com		0	NO
Employee Referrals	Market Controller	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	7	NO

5) Job Title: Account Executive Referral Source of Hiree: 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)
Beasley Broadcasting Clusters	Market Controller	Job Posts are uploaded through Beasley Sharepoint	Various	0	NO
Beasley Station Websites	Website Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	0	NO

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Indeed	Recruitment Website	Indeed.com		0	NO
Industry Referral	Market Controller	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	3	NO
Linked In	Market Controller	LinkedIn.com		2	NO

5) Job Title: Program Director Referral Source of Hiree: Facebook

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Beasley Broadcasting Clusters	Market Controller	Job Posts are uploaded through Beasley Sharepoint	Various	0	NO
Beasley Station Websites	Website Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	0	NO
Indeed	Recruitment Website	Indeed.com		0	NO
Industry Referral	Market Controller	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	1	NO
Linked In	Market Controller	LinkedIn.com		0	NO
Facebook Postings	Market Controller		706-396-7000	2	NO

5) Job Title: Administrative Assistant Referral Source of Hiree: 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)
Beasley Broadcasting Clusters	Market Controller	Job Posts are uploaded through Beasley Sharepoint	Various	0	NO
Beasley Station Websites	Website Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	0	NO
Indeed	Recruitment Website	Indeed.com		10	NO
Industry Referral	Market Controller	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	0	NO
Linked In	Market Controller	LinkedIn.com		0	NO

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6) Total # of Interviewees Referred: For the period from July 23, 2023 through July 22, 2024, this Employment Unit interviewed 31 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Participation in job fairs/career days by personnel who have substantial responsibility in the making of hiring decisions

1. January 26, 2024 – WKXC Morning Crew, Blaine Jackson & Bryan Axelson attended a Career Day event at Stevens Creek Elementary School.
2. March 8, 2024 – WKXC Morning Crew, Blaine Jackson & Bryan Axelson attended a Career Day event at Merriweather Elementary School.
3. May 2024 – Kent Dunn, GM/VP Beasley Augusta Market participated in the 2024 GAB Radio Talent Institute speaking to and engaging with young people aspiring to launch their careers.

(b) Initiative: Management EEO Training

Management Personnel (Employment Unit Market Controller) reviewed the FCC’s EEO FAQ at <https://www.fcc.gov/eeo-frequently-asked-questions>. The FAQ provides a wide-ranging guide to the FCC’s EEO rules and policies, including recruitment, supplemental recruitment initiatives, recordkeeping, and audits.

(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, including higher-level positions. During this reporting period, the following employees cross-trained in other areas: 1) Administrative Assistant trained as backup for Traffic; 2) Board Operators also served as part-time on-air announcers and assisted in coordinating breaking news reports for WGAC; 3) Digital Program Director also served as WKXC Morning Show Host; 4) WGAC Morning Show Host also served as a Producer.

(d) Initiative: Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting

The Employment Unit conducted a tour and informational session for The Columbia County Youth Leadership Program in February 2024. The group toured the WKXC and WGAC Studios, meeting our morning teams, and went on air live on each station. Following the tour was a meeting with the Program Director and Sales Manager to discuss job opportunities in the radio business.

(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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