

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: July 22, 2020 – July 21, 2021.

- 1) **Employment Unit: Beasley Media Group – 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: 910-486-2005
	Contact Person/Title: Tracy Taylor / Business Manager
	E-mail Address: Tracy.Taylor@bbgi.com

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

Job Title	Recruitment Source Referring Hiree
(a) On-Air Talent WZFX FM	BBGI.com
(b) Account Executive	Employee Referral
(c) Account Executive*	BBGI.com (2)
(d) Project Manager	Employee Referral

*2 vacancies were filled using the same flight of recruitment announcements

**Stations WKML(FM), WAZZ(AM), WFLB(FM), WUKS(FM) & WZFX(FM)
are Equal Opportunity Employers.**

5) Job Title: On-Air Talent WZFX FM Referral Source(s) of Hiree: 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)
Fayetteville Technical Community College	JOBS Center	2201 Hul Rd, 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
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	Lisa Youngquist	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	0	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	0	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
Cumberland County Department of Social Services	Robert Relyea	1225 Ramsey St., PO Box 2429 Fayetteville, NC 28302	910-677-2222	0	Yes

Stations WKML(FM), WAZZ(AM), WFLB(FM), WUKS(FM) & WZFX(FM) are Equal Opportunity Employers.

Allaccess.com	NA	24995 Pacific Coast Hiway C303 Malibu, CA 90265	310-457-6616	0	No
BBGI.com	Tracy Taylor	508 Person St., Fayetteville, NC 28301	910-486-2000	4	No
Fort Bragg Transition Services	Bridgett M. Byrd	Bldg 4-2843 Normandy Dr., Fort Bragg, NC 28310	910-432-7516	0	Yes

5) Job Title: Account Executive Referral Source(s) 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)
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Fayetteville Technical Community College	JOBS Center	2201 Hul Rd, 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
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	Lisa Youngquist	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	0	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

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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
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
Cumberland County Department of Social Services	Robert Relyea	1225 Ramsey St., PO Box 2429 Fayetteville, NC 28302	910-677-2222	0	Yes
Allaccess.com		24995 Pacific Coast Hiway C303 Malibu, CA 90265	310-457-6616	0	No
BBGI.com	Tracy Taylor	508 Person St., Fayetteville, NC 28301	910-486-2000	1	No
Fort Bragg Transition Services	Bridgett M Byrd	Bldg 4-2843 Normandy Dr., Fort Bragg, NC 28310	910-432-7516	0	Yes
Employee Referral	NA	NA	NA	3	No

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5) Job Title: Account Executive

Referral Source(s) of Hiree: BBGI.com (2)

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	Lisa Youngquist	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	0	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	0	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	0	No
ESC of Harnett County	Job Placement	101 Hunt Valley Dr., Dunn, NC 28334	910-891-2915	0	Yes
Cumberland Cty Dept of Social Services	Robert Relyea	1225 Ramsey St., Fayetteville, NC 28301	910-677-2222	0	Yes
BBGI.com	Erika Beasley	508 Person St., Fayetteville, NC 28301	910-486-2000	5	No
Allaccess.com		24955 Pacific Coast Hiway C303 Malibu, CA 90265	310-457-6616	0	No
Fort Bragg Transition Services	Bridgett M Byrd	Bldg 4-2843 Normandy Dr.,	910-432-7516	0	Yes

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		Ft. Bragg, NC 28310			
Employee Referral	NA	NA	NA	0	No
Referral – Industry Professional	na	na	na	0	No

*2 vacancies were filled using the same flight of recruitment announcements

5) Job Title: Project Manager

Referral Source(s) 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)
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	Lisa Youngquist	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	0	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	0	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	0	No
ESC of Harnett County	Job Placement	101 Hunt Valley Dr., Dunn, NC 28334	910-891-2915	0	Yes
Cumberland Cty Dept of Social Services	Robert Relyea	1225 Ramsey St., Fayetteville, NC 28301	910-677-2222	0	Yes
Fort Bragg Transition Services	Bridgett M Byrd	Bldg 4-2843 Normandy Dr Fort Bragg, NC 28310	910-432-7516	0	Yes
Employee Referral	NA	NA	NA	1	No
Industry Referral	NA	NA	NA	1	No
BBGI.com	Katy Lollis	508 Person St., Fayetteville, NC 28301	910-486-2000	1	No

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6) Total # of Interviewees Referred: For the period from July 22, 2020 through July 21, 2021 this Employment Unit interviewed 18 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Hosting of Career Fair

The Employment Unit hosted the Community Back to Work Career Fair, April 15-16, 2021, held at the Ramada Plaza, Fayetteville. The Employment Unit spoke with potential candidates about positions available at our stations.

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

March 16, 2021, an Employment Unit Account Executive was a virtual guest lecturer for the Capstone class at the Kellar Radio Talent Institute at Appalachian State University in Boone, NC. During the class, the AE gave information on their background, specific job and how they got where they are, what positions are good entry level jobs after graduation, what makes an applicant stand out amid other applicants, salary ranges for entry level positions in our market, and how important it is having a variety of skills and/or work experiences as well as a good mix for references to the hiring process.

March 20, 2021, an Employment Unit representative spoke to the Rotary Club President-elects in our district regarding diversity initiatives in the radio industry, how it is necessary to reflect the racial makeup of the community and methods of attracting the best candidates to open employment opportunities.

April 12, 2021, an Employment Unit representative spoke to the Board of our local Rotary Club and shared information about diversity initiatives and methods of attracting the best candidates to open employment opportunities.

Due to Covid-19 health and safety restrictions, we were unable to provide station tours during this reporting period. We met with representatives from Fort Bragg in July 2021 and have scheduled smaller group tours for Fort Bragg soldiers that are studying radio for the fall of 2021.

(c) 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. Due to Covid-19 health and safety restrictions, the Employment Unit was unable to host interns during this reporting period.

(d) Initiative: Management EEO Training

Management Personnel (Employment Unit Business Manager) reviewed the FCC's EEO FAQ ("FAQs About Equal Employment Opportunity Rules") at <https://www.fcc.gov/general/eo-frequently-askedquestions>. The FAQ provides a wide-ranging guide to the FCC's EEO rules and policies.