

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: 9-22-14 to 9-21-15.

- 1) **Employment Unit: Beasley Media Group – 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 BROADCAST GROUP – FORT MYERS C/O SHANE REILLY 20125 S TAMAMIAMI 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	Employee Referral
b) Promotions/NTR Director	Station Website
c) Account Executive	Employee Referral
d) Receptionist	Internal Posting
e) Account Executive	Internal Posting
f) Continuity Manager	Internal Posting
g) Executive Morning Show Producer	Station Website
h) Assistant Business Manager	Craigslist.org
i) Sales Manager	Employee Referral
j) Promotions/NTR Director	Station Website
k) Program Director	Exigent Circumstances

**Stations WJBX (AM), WJPT (FM), WRXK-FM, WRXK-HD2 (FM), WWCN (FM), and WXKB (FM) are Equal Opportunity Employers.**

**5) Job Title: Account Executive (a)****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)
SWFL Station Websites	A. Avila	<a href="http://www.96krock.com">www.96krock.com</a> <a href="http://www.993espn.com">www.993espn.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://770deportes.com/">http://770deportes.com/</a> <a href="http://www.sunny1063.com">www.sunny1063.com</a> <a href="http://thelinkfm.com">thelinkfm.com</a>	239-495-2100	0	N
Internal Station Posting Job Board	A. Avila	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	2	N
Company-wide Posting (53 stations in 8 states)	S. Pergamo	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	2	N
Employee Referral	N/A	20125 S Tamiami Trail Estero, FL 33928	239-495-2100	1	N
Craigslist SWFL	A. Avila	<a href="http://www.craigslist.org">www.craigslist.org</a>	-	2	N
Hispanic Chamber of SWFL	V. Culbertson	1400 Colonial Blvd. Ste. 250 Fort Myers, FL 33907	239-418-1441	0	N
All Access	A. Avila	www.allaccess	310-457-6616	0	N
Lee County Tech Schools	-	3800 E Michigan Ave Fort Myers, FL 33905	239-334-4544	0	N

**5) Job Title: Promotions/NTR Director (b)****Referral Source(s) of Hire: Station Website**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
SWFL Station Websites	B. Beasley	<a href="http://www.96krock.com">www.96krock.com</a> <a href="http://www.993espn.com">www.993espn.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://770deportes.com/">http://770deportes.com/</a> <a href="http://www.sunny1063.com">www.sunny1063.com</a> <a href="http://thelinkfm.com">thelinkfm.com</a>	239-495-2100	1	N
Internal Station Posting Job Board	B. Beasley	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	1	N
Company-wide Posting (53 stations in 8 states)	D. McDonald	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N

**Stations WJBX (AM), WJPT (FM), WRXK-FM, WRXK-HD2 (FM), WWCN (FM), and WXKB (FM) are Equal Opportunity Employers.**

Craigslist SWFL	A. Avila	<a href="http://www.craigslist.org">www.craigslist.org</a>	-	3	N
Hispanic Chamber of SWFL	V. Culbertson	1400 Colonial Blvd. Ste. 250 Fort Myers, FL 33907	239-418-1441	1	N
All Access	A. Avila	www.allaccess	310-457-6616	0	N
FGCU College Central	M. Weiss	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7946	0	N
SWFC	Career Center	<a href="http://www.SWFC.edu">www.SWFC.edu</a>	23-498-9300	0	N
Indeed.com	A. Avila	<a href="http://www.indeed.com">www.indeed.com</a>	-	0	N

**5) Job Title: Account Executive (c)**

**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)
Craigslist	A. Avila	<a href="http://www.craigslist.org">www.craigslist.org</a>		0	N
Internal Station Posting Job Board	R. Hallman	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	1	N
Employee Referral	N/A	20125 S Tamiami Trail Estero, FL 33928	239-495-2100	1	N
All Access	A. Avila	<a href="http://www.allaccess.com">www.allaccess.com</a>	310-457-6616	0	N
Southwest Florida Hispanic Chamber of Commerce	V. Culbertson	1400 Colonial Blvd. Fort Myers, FL 33907	239-418-1441	0	N
SWFL College	C. Geinert	cginert@swfl.edu	877-493-5147	0	N
SWFL Station Websites	A. Avila	<a href="http://www.96krock.com">www.96krock.com</a> <a href="http://www.993espn.com">www.993espn.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://770deportes.com/">http://770deportes.com/</a> <a href="http://www.sunny1063.com">www.sunny1063.com</a> <a href="http://thelinkfm.com">thelinkfm.com</a>	239-495-2100	2	N

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**5) Job Title: Receptionist (d)****Referral Source(s) of Hiree: 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)
SWFL Station Website	D. Lurie	<a href="http://www.b1039.com">www.b1039.com</a>	239-495-2100	0	N
Internal Station Posting Job Board	B. Beasley	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	2	N
FGCU	M. Weiss	10501 FGCU Blvd Fort Myers, FL	239590-7946	0	N
All Access	A. Avila	<a href="http://www.allaccess.com">www.allaccess.com</a>	310-457-6616	0	N
NABEF Career Fair	J. Fitch	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N
Southwest Florida Hispanic Chamber of Commerce	V. Culbertson	1400 Colonial Blvd, Ste. 250 Fort Myers, FL 33907	239-418-1141	0	N
Spider.com	A. Avila	<a href="http://www.Spider.com">www.Spider.com</a>	-	0	N

**5) Job Title: Account Executive (e)****Referral Source(s) of Hiree: 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)
SWFL Station Websites	D. Lurie	<a href="http://www.993espn.com">www.993espn.com</a> <a href="http://www.96krock.com">www.96krock.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://770deportes.com/">http://770deportes.com/</a> <a href="http://www.sunny1063.com">www.sunny1063.com</a> <a href="http://thelinkfm.com">thelinkfm.com</a>	239-495-2100	2	N
Internal Station Posting Job Board	B. Beasley	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	1	N
FGCU - College Central	M. Weiss	10501 FGCU Blvd Fort Myers, FL 33965	239-590-7946	0	N

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NABEF Career Fair	D. Mesnik	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N
Southwest Florida Hispanic Chamber of Commerce	L. Garcia	10051 McGregor Blvd. Ft. Myers, FL 33901	239-418-1475	0	N
All Access	A. Avila	www.allaccess	310-457-6616	0	N
Spider.com	A. Avila	<a href="http://www.spider.com">www.spider.com</a>		0	N

**5) Job Title: Continuity Manager (f)**

**Referral Source(s) of Hiree: 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)
SWFL Station Websites	D. Lurie	www.993espn.com www.96krock.com www.b1039.com http://770deportes.com/ www.sunny1063.com thelinkfm.com	239-495-2100	1	N
Internal Station Posting Job Board	A. Avila	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	1	N
FGCU – College Central	M. Weiss	10501 FGCU Blvd Fort Myers, FL 33965	239-590-7946	0	N
Spider.com	A. Avila	<a href="http://www.spider.com">www.spider.com</a>	-	0	N
All Access	A. Avila	<a href="http://www.allaccess.com">www.allaccess.com</a>	310-457-6616	1	N
NABEF Career Fair	J. Fitch	3033 Riviera Dr., Ste. 200 Naples, FL 34103	239-263-3000	0	N

**5) Job Title: Executive Morning Show Producer (g)**

**Referral Source(s) of Hiree: Station Website**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
SWFL Station Websites	A. Avila	www.993espn.com www.b1039.com http://770deportes.com/ www.sunny1063.com <a href="http://www.96krock.com">www.96krock.com</a> thelinkfm.com	239-495-2100	1	N

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FGCU – College Central	M. Weiss	10501 FGCU Blvd. Fort Myers, FL 33965	239-590-7946	0	N
Internal Station Posting Job Board	D. Lurie	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Southwest Florida Hispanic Chamber of Commerce	V. Culbertson	1400 Colonial Blvd. Fort Myers, FL 33907	239-418-1441	0	N
All Access	A. Avila	<a href="http://www.allaccess.com">www.allaccess.com</a>	310-457-6616	4	N
Miami Media School	A. Serrate	901 S. Miami Ave, Ste 303 Miami, FL 331330	305-728-1120	1	N

**5) Job Title: Assistant Business Manager (h)**

**Referral Source(s) of Hiree: Craigslist.org**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
SWFL Station Websites	D. Lurie	www.993espn.com www.b1039.com http://770deportes.com/ www.sunny1063.com <a href="http://www.96krock.com">www.96krock.com</a> thelinkfm.com	239-495-2100	0	N
Internal Station Posting Job Board	A. Avila	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Craigslist SWFL	A. Avila	<a href="http://www.craigslist.org">www.craigslist.org</a>	-	6	N
Indeed. com	A. Avila	<a href="http://www.indeed.com">www.indeed.com</a>	-	1	N
All Access	A. Avila	<a href="http://www.allaccess.com">www.allaccess.com</a>	310-457-6616	0	N
FGCU – College Central	M. Weiss	10501 FGCU Blvd	239-590-7946	0	N

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**5) Job Title: Sales Manager (i)**

**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)
SWFL Station Websites	D. Lurie	www.993espn.com www.b1039.com http://770deportes.com/ www.sunny1063.com <a href="http://www.96krock.com">www.96krock.com</a> thelinkfm.com	239-495-2100	0	N
Internal Station Posting Job Board	A. Avila	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Employee Referral	N/A	20125 S Tamiami Trail Estero, FL 33928	239-495-2100	1	N
All Access	A. Lurie	<a href="http://www.allaccess.com">www.allaccess.com</a>	310-457-6616	3	N
Indeed.com	A. Lurie	<a href="http://www.indeed.com">www.indeed.com</a>	-	2	N
BMG Radio Ads	A. Lurie	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
NAACP	-	NAACPCollierCounty.com	239-455-2886	0	N
FM Greater Chamber of Commerce	-	2310 Edwards Drive Fort Myers, FL 33902	239-332-3624	0	N

**5) Job Title: Promotions/NTR Director (j)**

**Referral Source(s) of Hiree: Station Website**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
SWFL Station Websites	D. Lurie	www.993espn.com www.b1039.com http://770deportes.com/ www.sunny1063.com <a href="http://www.96krock.com">www.96krock.com</a> thelinkfm.com	239-495-2100	2	N
Company-wide Station Posting (53 stations in 8 states)	S. Pergamo	3033 Riviera Dr., Ste. 200 Naples, FL 34103	239-263-5000	0	N

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Indeed.com	A. Avila	<a href="http://www.indeed.com">www.indeed.com</a>	-	2	N
All Access	A. Avila	<a href="http://www.allaccess.com">www.allaccess.com</a>	-	2	N
FGCU – College Central	M. Weiss	10501 FGCU Blvd Fort Myers, FL 33965	239-590-7946	0	N
NAACP	-	NAACP Collier County.com Collier Co, FL	239-455-2886	0	N
FM Greater Chamber of Commerce	-	2310 Edwards Drive Fort Myers, FL 33902	239-332-3624	0	N

**5) Job Title: Program Director (k)**

**Referral Source(s) of Hire: Exigent Circumstance**

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	B. Beasley	20125 S Tamiami Trail Estero, FL 33928	239-495-2100	0	N

**6) Total # of Interviewees Referred:** For the period from 9-22-14 to 9-21-15, this Employment Unit interviewed 50 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: PARTICIPATION IN JOB FAIRS**

On October 7, 2014, the Employment Unit participated in the FGCU Florida Public Relations Association (FPRA)'s 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) manned a booth at the job fair, conducted screening interviews and accepted resumes from job seekers.

On April 15, 2015, the Beasley Broadcasting Corporate Executive VP of Corporate Communication, the Executive VP of Sales, and a representative of the corporate engineering 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 in Las Vegas, NV. The Beasley Broadcasting personnel at the fair collected resumes on behalf of the Employment Unit, informed applicants of positions available at the Employment Unit, and described the qualifications needed for each position.

On September 9<sup>th</sup>, 2015, the Employment Unit participated in the Florida Gulf Coast University job fair in Fort Myers, Florida. The Employment Unit's profile was displayed at the event, and the Employment

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Unit's 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 from job seekers.

**(b) Initiative: 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 8 interns in various departments.

**(c) Initiative: TRAINING OF MANAGEMENT-LEVEL PERSONNEL**

On January 12, 2015, the Employment Unit Business Manager reviewed the EEO Compliance rules from Corporate General Council with the department heads within the SWFL station cluster.

**(d) Initiative: PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS**

On July 16<sup>th</sup>, 2015, the Employment Unit's Program Director/On Air Personality hosted the Estero Recreation Center summer camp teens for a tour of our studios and discussed the variety of job opportunities in the broadcast industry.

**(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 Business Manager trained the Assistant Business Manager on various tasks including the weekly Hurd Reports, EOM closings, and payroll.

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

The Director of Sales cross-trained the local Sales Manager and National Sales Manager regarding inventory control and budgeting.

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