

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: September 22, 2022 – September 21, 2023

1) Employment Unit: Beasley Media Group Licenses - Fort Myers

2) Unit Members (Stations and Communities of License):

WBCN(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 - FT MYERS RITA JONES 20215 S TAMIAMI TRAIL ESTERO, FLORIDA 33928	Telephone Number:239-495-2100
	Contact Person/Title: RITA JONES ASSISTANT BUSINESS MANAGER
	E-mail Address: rita.jones@bbgi.com

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

Job Title

Digital Sales Coordinator

Recruitment Source Referring Hiree

Indeed

5) Job Title: DIGITAL SALES COORDINATOR Referral Source(s) of Hiree: INDEED

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
INDEED	Online source	Indeed.com/hire	Online source	4	N
BBGL.COM	RITA JONES	ESTERO, FL	239-495-2100	0	N
CAREER SOURCE	ONLINE	CAREERLINK.COM	ONLINE SOURCE	0	N

6) Total # of Interviewees Referred: For the period from September 22, 2022 – September 21, 2023, this Employment Unit interviewed 4 interviewees for 1 full-time job vacancy.

7) Supplemental Recruitment Initiatives

(a) Initiative: ATTENDANCE AT CAREER & JOB FAIRS

11-30-2022 FGCU Recruitment Fair. Assistant Business Manager attended, informed students about employment and job openings, and answered questions regarding station operations.

03-23-2023 FGCU Spring Recruiting Event Fair. Assistant Business Manager attended, informed students about employment and job openings, and answered questions regarding station operations while seeking part-time and full-time interns.

4/15 through 4/19/2023, the Director of Corporate Communications attended the National Association of Broadcasters Career Fair, presenting information about cluster openings and station information.

4-15-2023 Bonita Springs, FL YMCA Job Fair. Assistant Business Manager attended, informed attendees about employment and job openings, and answered questions regarding station operations while seeking part-time and full-time interns.

(b) Initiative: SPONSORSHIP OF CAREER FAIR

From 4/26 - 4/28-2023, our Employment Unit co-sponsored the JA Achievement Career Exploration Fair at Alico Arena in Fort Myers. Those attending included: VP/General Manager, Promotions Director NTR, Operations Manager, and Assistant Business Manager.

Thousands of students from Lee and Collier County School Districts were offered insight into the company and careers through a booth representing our stations.

Designed to meet the workforce demands of the Southwest Florida region’s fast-growing industries, JA Inspire is an interactive, highly engaging career expo for 8th grade students in Collier and Lee Counties. Following an eight-lesson curriculum taught in classrooms, students attend the JA Inspire career expo to have meaningful conversations with real Southwest Florida employers and learn what it takes to earn credentials, gain real-world work experience, and ultimately become employed.

(c) Initiative: STATION INTERN PROGRAM

The Employment Unit maintains an internship designed to help local college students develop skills necessary for employment in the broadcast industry. Local and regional universities such as Florida Gulf Coast University distribute information about the Internship Program. Interns typically receive course credit. They are encouraged to gain experience in every department of their employment unit, focusing on

the departments that interest them. Interns are encouraged to gain experience in all areas that will benefit them seeking employment. During this reporting period, the employment unit hosted two interns.

(d) Initiative: CROSS-TRAINING 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 other positions. During this reporting period, program directors were cross-trained on content writing for digital.

(e) INITIATIVE: MANAGEMENT LEVEL TRAINING

Employment Unit managerial staff participated in Diversity, Equity, and Inclusion (DEI) training between September 2022 and April 2023. 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, Leading Through Change, and Sensitivity Training.

Personnel involved included the VP/General Manager, Operations Manager, Regional Business Manager, and Promotions Director.