

**EEO PUBLIC FILE REPORT**

This Report covers full-time vacancy recruitment data for the period: **July 23, 2022 – July 22, 2023.**

- 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: <a href="mailto:donna.parkman@bbgi.com">donna.parkman@bbgi.com</a>

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

JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1. Digital Content Coordinator	Linked-In
2. Account Executive	Industry Referral

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

**5) Job Title: Digital Content Coordinator Referral Source of Hiree: Linked-In**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Beasley Corporate Office/bbgi.com	Human Resources Legal	3033 Riviera Dr., Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	NO
Beasley Broadcasting Clusters	Market Controller	Job Posts are uploaded through Beasley Sharepoint	Various	0	NO
Handshake	College Recruitment site	Handshake.com		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		4	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 Corporate Office/bbgi.com	Human Resources Legal	3033 Riviera Dr., Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	NO
Beasley Broadcasting Clusters	Market Controller	Job Posts are uploaded through Beasley Sharepoint	Various	0	NO
Handshake	College Recruitment site	Handshake.com		0	NO
Beasley Station Websites	Website Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	2	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

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6) **Total # of Interviewees Referred:** For the period from July 23, 2022 through July 22, 2023, this Employment Unit interviewed 10 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

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

March 9, 2023 – Participated in Columbia County Chamber (Find Your Future) Career and College Expo. Beasley Augusta was represented by its Digital Sales Manager, an Account Executive, Marketing Director, and member of the Promotions Road Crew.

(b) **Initiative: Management EEO Training**

Management Personnel (Employment Unit Market Controller) reviewed the FCC’s EEO FAQ at <https://www.fcc.gov/eo-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. June 30, 2023.

(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 position. During this reporting period, the following employees cross-trained in other areas: 1) Administrative Assistant trained as backup for traffic; 2) board operators trained as part-time on air announcers; 3) Digital Program Director trained as morning show host; 4) Digital Coordinator also serves as backup to the Administrative Assistant for entering streaming orders.

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

1. The Employment Unit conducted a tour and informational session for The Columbia County Youth Leadership Program in February 2023. 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.
2. May 24, 2023 – Beasley Augusta’s GM/VP participated in the 2023 Georgia Association of Broadcasters Radio Talent Institute speaking to and engaging with young people aspiring to launch their careers.

(e) **Initiative: Management-level personnel EEO Training**

Employment Unit managerial staff participated in Diversity, Equity, and Inclusion (DEI) training during October and November 2022. 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, and 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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