

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: July 23, 2018 - July 22, 2019

1) **Employment Unit:** Beasley Media Group – Charlotte, NC

2) **Unit Members (Stations and Communities of License):** WBAV-FM, Gastonia, NC; WBCN-AM, Charlotte, NC; WKQC-FM, Charlotte, NC; WNKS-FM, Charlotte, NC; WPEG-FM, Concord, NC; WSOC-FM, Charlotte, NC

3) **EEO Contact Information for Employment Unit:**

Mailing Address: 1520 South Boulevard, Suite 300 Charlotte, NC 28203	Telephone Number: 704.522.1103
	Contact Person/Title: Bill Schoening
	E-mail Address: Bill.schoening@bbgi.com

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

Job Title	Recruitment Source Referring Hiree
(a) Account Executive	Kellar Radio Institute
(b) Account Executive	Beasley Media Group Website (www.bbgi.com)
(c) Account Executive	Beasley Media Group Website (www.bbgi.com)
(d) Account Executive (2 positions)	Beasley Media Group Website (www.bbgi.com); RAB Radio Show
(e) Account Executive	Employee Referral
(f) Account Executive	Employee Referral
(g) Co-op Account Executive	Beasley Media Group Website (www.bbgi.com)
(h) Digital Sales Specialist	www.indeed.com
(i) Sales Assistant (3 positions)	www.indeed.com ; Beasley Media Group Website (www.bbgi.com); Beasley Media Group Website (www.bbgi.com)

Job Title	Recruitment Source Referring Hiree
(j) Account Executive	Employee Referral
(n) Promotions Coordinator	Internal Candidate
(o) On-Air Announcer	Internal Candidate
(p) Digital Sales Manager	Internal Candidate
(q) On-Air Announcer	Internal Candidate
(r) Program Director	Internal Candidate

5) Job Title: Account Executive Referral Source(s) of Hiree: Kellar Radio Institute

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
Queens College	collegecentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	1	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	2	No
Kellar Radio Institute at Appalachian State University	Dan Vallie	287 Rivers Street, Boone NC 28608	(828) 262-2180	2	No

5) Job Title: Account Executive Referral Source(s) of Hiree: Beasley Media Group Website www.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)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	5	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No

Stations WBAV-FM, WBCN-AM, WKQC-FM, WNKS-FM, WPEG-FM and WSOC-FM are Equal Opportunity Employers.

Central Piedmont Community College	Employe NC	1201 Elizabeth Ave, Charlotte NC 28235	(704) 330-2722	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	0	No

5) Job Title: Account Executive

Referral Source(s) of Hiree: Beasley Media Group

Website www.bbg.com

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Beasley Media Group Website	Charlotte.jobs@bbg.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	3	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Central Piedmont Community College	Employe NC	1201 Elizabeth Ave, Charlotte NC 28235	(704) 330-2722	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	2	No

5) Job Title: Account Executive (2 positions)

Referral Source(s) of Hiree: Beasley Media Group

Website www.bbg.com, RAB Radio Show

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Beasley Media Group Website	Charlotte.jobs@bbg.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	2	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Central Piedmont Community College	Employe NC	1201 Elizabeth Ave, Charlotte NC 28235	(704) 330-2722	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	0	No
RAB Radio Show	Elizabeth Nifong	Austin, TX	n/a	1	No
Industry Referral (Former Employee)	Casey Castro	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8810	1	No

Stations WBAV-FM, WBCN-AM, WKQC-FM, WNKS-FM, WPEG-FM and WSOC-FM are Equal Opportunity Employers.

5) Job Title: Account Executive

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)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	1	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	3	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Employee/Client Referral	Rob Whitehead/USTN	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8718	2	No

5) Job Title: Account Executive

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)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	2	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	1	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Employee Referral	Larry Atwell	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	1	No

5) Job Title: Co-op Account Executive

Referral Source(s) of Hire: Beasley Media Group Website www.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)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	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)
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	2	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	1	No
Employee Referral	Rob Whitehead	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8718	1	No

5) Job Title: Digital Sales Specialist

Referral Source(s) of Hire: www.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)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	0	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	7	No
Central Piedmont Community College	Employme NC	1201 Elizabeth Ave, Charlotte NC 28235	(704) 330-2722	0	No

5) Job Title: Sales Assistant (3 positions)

Referral Source(s) of Hire: www.indeed.com, Beasley Media Group Website www.bbgi.com, Beasley Media Group Website www.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)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	6	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No

Stations WBAV-FM, WBCN-AM, WKQC-FM, WNKS-FM, WPEG-FM and WSOC-FM are Equal Opportunity Employers.

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	1	No

5) Job Title: Account Executive

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)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	3	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Employee Referral	Chuck Powell	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8823	1	No

5) Job Title: Promotions Coordinator

Referral Source(s) of Hire: Internal Candidate

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	4	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Central Piedmont Community College	Employe NC	1201 Elizabeth Ave, Charlotte NC 28235	(704) 330-2722	0	No
Internal Candidate	Torienne Reed	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	1	No

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5) Job Title: On-Air Announcer

Referral Source(s) of Hiree: Internal Candidate

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	1	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	1	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Internal Candidate	Torienne Reed	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	2	No

5) Job Title: Digital Sales Manager

Referral Source(s) of Hiree: Internal Candidate

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	2	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	1	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Internal Candidate	Torienne Reed	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	2	No

5) Job Title: On-Air Announcer

Referral Source(s) of Hiree: Internal Candidate

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	4	No

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Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Internal Candidate	Torienne Reed	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	1	No
Employee Referral (Former Employee)	Jeff Anderson	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	1	No

5) Job Title: Program Director

Referral Source(s) of Hire: Internal Candidate

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
North Carolina Broadcasters Assoc.	n/a	150 Fayetteville St., Ste 1270, Raleigh NC 27061	(919) 821-7300	0	No
Beasley Media Group Website	Charlotte.jobs@bbgi.com	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	1	No
Queens College	collegcentral.com/queens	1900 Selwyn Ave, Charlotte NC 28274	(704) 337-2200	0	No
Gaston Community College	Melissa Fox	201 Highway 321 S. Dallas NC 28034	(704) 922-6252	0	No
Indeed.com	Torienne Reed	www.indeed.com	(704) 227-8115	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr, Ste 300, Charlotte NC 28212	(704) 556-2870	0	No
Internal Candidate	Torienne Reed	1520 South Blvd, Ste 300, Charlotte NC 28203	(704) 227-8115	3	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Road, Charlotte NC 28214	(704) 395-9272	0	No
AllAccess.com	Sam Weaver	www.allaccess.com	(972) 672-4812	1	No

6) Total # of Interviewees Referred: For the period from **July 23, 2018 - July 22, 2019** this Employment Unit interviewed 76 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Training Program/Mentoring Program

Sales Associate Training/Mentoring Program (Ongoing)

The Employment Unit has implemented a sales training/mentoring program to assist with the growth, development, and support of junior account executives and other entry level personnel who have interest in career in sales. The Sales Associate Training Program is designed to enable Employment Unit personnel in sales in acquiring skills that could qualify them for higher level positions. Participants participate in a 10-12 month training program to establish a position within radio that will provide real world industry training as well as a perspective on interdepartmental procedures. Additionally, one senior account executive at each station is a designated mentor, who works on a one-on-one daily basis with designated mentees. At the

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same time, the senior account executive mentors develop supervisory and instructional skills necessary for careers in sales management. During this reporting period, the Employment Unit had 5 participants in the training/mentoring program.

Personnel Involved: General Sales Manager, Sales Department, Digital Sales Manager

(b) Initiative: Internship Program

The Employment Unit has an ongoing internship program designed to assist members of the community in acquiring skills needed for broadcast employment and designed to promote and foster the professional development of participating students. Interns are assigned to work in all departments at the stations, including digital, promotions, programming, and sales. Interns come from various colleges and universities in the Greater Charlotte/surrounding areas. The program hosted 18 students during the reporting period.

Personnel Involved: WPEG-FM, WBAV-FM Program Director, WPEG-FM, WBAV-FM Promotions Manager, WPEG-FM Morning Show Producer, WKQC-FM, WNKS-FM Program Director, WKQC-FM, WNKS-FM Morning Show Producer, Charlotte Market Director of Sales, Charlotte Digital Department, Digital Content Director, Charlotte Market Public Affairs Director

(c) Initiative: Kellar Radio Talent Institute, Appalachian State University (June 6-11, 2019)

Employment Unit personnel served as Professional Guests at the Kellar Radio Talent Institute at Appalachian State University, in Boone, North Carolina. Opportunities at Beasley Media Group-Charlotte were discussed along with various radio/industry related questions from students. Charlotte management participated in an open panel discussion with Communication Studies students and later held a meet and greet for the students. This Institute brings industry professionals from around the state, region and the country to teach during this program in an effort to find bright, talented young broadcasters entering the industry.

Personnel Involved: Charlotte Vice President/Market Manager, Corporate Creative Director, Local Sales Manager, WKQC/WNKS Operations Manager/Program Director, WSOC/WBCN Program Director, Charlotte Market Imaging & Production Director, WPEG/WBAV Promotions Director, Charlotte Market Digital Program Director, WNKS Music Director/On-Air Personality

(d) Initiative: Participation in General Outreach Efforts using Job Banks or Internet Programs

Beasley Media Group Website (Ongoing)

The Employment Unit has made significant contributions to the Beasley Media Group career website (<https://bbgi.com/job-board/>) which contains information designed to inform the general public of the numerous and varied career opportunities available in the broadcasting industry and of the job skills necessary to compete for them. Listeners to the stations are regularly directed to visit BBGI.com to view all available job opportunities with Beasley Media Group Charlotte. Recruitment spots run regularly on each station, stating that “Station WBAV-FM, WBCN-FM, WFNZ-AM, WKQC-FM, WNKS-FM, WPEG-FM, WSOC-FM, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at the station. We seek the help of local Community Organizations in referring qualified applicants to our station. Community organizations that wish to receive our vacancy information should contact Torienne Reed at WBAV-FM, WBCN-FM, WFNZ-AM, WKQC-FM, WNKS-FM, WPEG-FM, WSOC-FM by calling (704) 227-8115. In addition, all listeners are encouraged to visit www.bbgi.com for an online listing of job openings at all Beasley Media Group stations.”

Personnel Involved: Human Resources/Payroll Manager

(e) Initiative: United Community School Career Day (April 12th, 2019)

Stations WBAV-FM, WBCN-AM, WKQC-FM, WNKS-FM, WPEG-FM and WSOC-FM are Equal Opportunity Employers.

Beasley Media Group participated in a career fair hosted by the USC Career Day in Charlotte, NC. Personnel in attendance discussed the available opportunities at the Employment Unit and careers in broadcasting generally. Job postings for Beasley Media stations were available along with the most current sales kits for each market for attendees to review.

Personnel Involved: WSOC/WBCN Program Director, WPEG Digital Content Manager

(f) Initiative: Appalachian State University Sales Mentor Program (September 28, 2018 – November 12, 2018)

Employment Unit Personnel served as a sales mentor for the Progressive Sales Project/Fall 2018 at Appalachian State University, in Boone, North Carolina. This mentoring program is designed, among other things, to allow communication students to learn about and acquire skills in the broadcast industry.

Personnel Involved: Charlotte Market, Director of Sales

(g) Initiative: Participation in Job Fairs

- i. On September 27, 2018, the Beasley Vice President of Digital Operations attended the NABEF Career Fair in Orlando, FL. Resumes were accepted and applications were distributed.
- ii. On April 9, 2019, the Beasley Vice President of Digital Operations and the Director of Interactive Marketing attended the NABEF Career Day in Las Vegas, NV. Resumes were accepted and applications were distributed.

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