

**EEO PUBLIC FILE REPORT**

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

- 1) **Employment Unit: Beasley Media Group Licenses, LLC – Charlotte, NC**
- 2) **Unit Members (Stations and Communities of License): WBAV-FM, Gastonia, 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 Blvd., Suite 300 Charlotte, NC 28203	Telephone Number: 704.522.1103
	Contact Person/Title: Leslie Norman, Executive Assistant/Office Mgr
	E-mail Address: <a href="mailto:Leslie.Norman@bbgi.com">Leslie.Norman@bbgi.com</a>

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
(a) Sales Coordinator	Beasley Media Group/bbgi.com
(b) Market Controller	Beasley Media Group/bbgi.com
(c) General Sales Manager	LinkedIn
(d) Account Executive	Indeed.com
(e) Account Executive	Internal Referral*

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\*Positions (d) and (e) were filled from the same set of recruitment announcements.

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

5a) Job Title: Sales Coordinator

Referral Source(s) of Hire: Beasley Media Group/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	Elizabeth Parker Harris	150 Fayetteville St. Ste. 1270 Raleigh, NC 27061	919-821-7300	0	No
NC Security Employment NC Works	<a href="http://www.ncworks.gov">www.ncworks.gov</a>	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
All Access	Leah Brungardt	<a href="http://www.all.access.com">www.all.access.com</a>	310-457-6616	0	No
CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC	<a href="mailto:recruit@uncc.edu">recruit@uncc.edu</a>	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	0	No
Gaston Community College	<a href="http://www.collegecentral.com/Gaston">www.collegecentral.com/Gaston</a>	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	<a href="http://www.collegecentral.com/queens">www.collegecentral.com/queens</a>	1900 Selwyn Ave Charlotte, NC 28274	704-337-2200	0	No
Winthrop University	<a href="mailto:careerdev@winthrop.edu">careerdev@winthrop.edu</a>	824 Oakland Ave. Rock Hill, S.C. 29733-Crawford Building	803-323-2141	0	No
Appalachian State University	<a href="mailto:careercenter@appstate.edu">careercenter@appstate.edu</a>	287 Rivers St. Boone, NC 28608	828-262-2180	0	No
Johnson C. Smith University	Sonia Youngblood	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1041	0	No
Johnson & Wales University	<a href="mailto:careerpostings.pvd@jwu.edu">careerpostings.pvd@jwu.edu</a>	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	<a href="mailto:ucs@unc.edu">ucs@unc.edu</a>	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	<a href="mailto:careers@davidson.edu">careers@davidson.edu</a>	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	<a href="mailto:careercenter@wofford.edu">careercenter@wofford.edu</a>	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	<a href="mailto:handshake@wfu.edu">handshake@wfu.edu</a>	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	<a href="mailto:careerservices@uscb.edu">careerservices@uscb.edu</a>	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	n/a	0	No
Beasley Media Group/bbgi.com	<a href="http://www.bbgi.com">www.bbgi.com</a>	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	2	No
Indeed.com	<a href="http://www.indeed.com">www.indeed.com</a>	n/a	n/a	2	No

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

**5b) Job Title: Market Controller****Referral Source(s) of Hire:****Beasley Media Group/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	Elizabeth Parker Harris	150 Fayetteville St. Ste. 1270 Raleigh, NC 27061	919-821-7300	0	No
NC Security Employment NC Works	<a href="http://www.ncworks.gov">www.ncworks.gov</a>	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
All Access	Leah Brungardt	<a href="http://www.all.access.com">www.all.access.com</a>	310-457-6616	0	No
CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC	<a href="mailto:recruit@uncc@edu.com">recruit@uncc@edu.com</a>	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	0	No
Gaston Community College	<a href="http://www.collegecentral.com/Gaston">www.collegecentral.com/Gaston</a>	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	<a href="http://www.collegecentral.com/queens">www.collegecentral.com/queens</a>	1900 Selwyn Ave Charlotte, NC 28274	704-337-2200	0	No
Winthrop University	<a href="mailto:careerdev@winthrop.edu">careerdev@winthrop.edu</a>	824 Oakland Ave. Rock Hill, S.C. 29733-Crawford Building	803-323-2141	0	No
Appalachian State University	<a href="mailto:careercenter@appstate.edu">careercenter@appstate.edu</a>	287 Rivers St. Boone, NC 28608	828-262-2180	0	No
Johnson C. Smith University	Sonia Youngblood	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1041	0	No
Johnson & Wales University	<a href="mailto:careerpostings.pvd@jwu.edu">careerpostings.pvd@jwu.edu</a>	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	<a href="mailto:ucs@unc.edu">ucs@unc.edu</a>	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	<a href="mailto:careers@davidson.edu">careers@davidson.edu</a>	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	<a href="mailto:careercenter@wofford.edu">careercenter@wofford.edu</a>	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	<a href="mailto:handshake@wfu.edu">handshake@wfu.edu</a>	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	<a href="mailto:careerservices@uscb.edu">careerservices@uscb.edu</a>	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
Inside Radio	<a href="mailto:ads@insideradio.com">ads@insideradio.com</a>	PO Box 742263 Atlanta, GA 30374	800-248-4242	0	No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	n/a	0	No
Beasley Media Group/bbgi.com	<a href="http://www.bbgi.com">www.bbgi.com</a>	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	1	No
JBA Recruiting (found job through bbgi.com)	Rachel Stines	1192 N Lake Ave Charlotte, NC 28208	704-665-0486	1	No
Indeed.com	<a href="http://www.indeed.com">www.indeed.com</a>	n/a	n/a	0	No

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**5c) Job Title: General Sales Manager Referral Source(s) of Hire: LinkedIn**

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	Elizabeth Parker Harris	150 Fayetteville St. Ste. 1270 Raleigh, NC 27061	919-821-7300	0	No
NC Security Employment NC Works	<a href="http://www.ncworks.gov">www.ncworks.gov</a>	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
All Access	Leah Brungardt	<a href="http://www.all.access.com">www.all.access.com</a>	310-457-6616	0	No
CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC	<a href="mailto:recruit@uncc@edu.com">recruit@uncc@edu.com</a>	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	0	No
Gaston Community College	<a href="http://www.collegecentral.com/Gaston">www.collegecentral.com/Gaston</a>	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	<a href="http://www.collegecentral.com/queens">www.collegecentral.com/queens</a>	1900 Selwyn Ave Charlotte, NC 28274	704-337-2200	0	No
Winthrop University	<a href="mailto:careerdev@winthrop.edu">careerdev@winthrop.edu</a>	824 Oakland Ave. Rock Hill, S.C. 29733-Crawford Building	803-323-2141	0	No
Appalachian State University	<a href="mailto:careercenter@appstate.edu">careercenter@appstate.edu</a>	287 Rivers St. Boone, NC 28608	828-262-2180	0	No
Johnson C. Smith University	Sonia Youngblood	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1041	0	No
Johnson & Wales University	<a href="mailto:careerpostings.pvd@jwu.edu">careerpostings.pvd@jwu.edu</a>	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	<a href="mailto:ucs@unc.edu">ucs@unc.edu</a>	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	<a href="mailto:careers@davidson.edu">careers@davidson.edu</a>	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	<a href="mailto:careercenter@wofford.edu">careercenter@wofford.edu</a>	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	<a href="mailto:handshake@wfu.edu">handshake@wfu.edu</a>	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	<a href="mailto:careerservices@uscb.edu">careerservices@uscb.edu</a>	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	n/a	1	No
Beasley Media Group/bbgi.com	<a href="http://www.bbgi.com">www.bbgi.com</a>	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	1	No
Internal- employee				1	Yes
Hawthorne Search- Recruiter	Robert Hawthorne	1319 Military Cutoff Rd Wilmington, NC 28405	910-798-1800	2	No
Indeed.com	<a href="http://www.indeed.com">www.indeed.com</a>	n/a	n/a	0	No

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**5d) Job Title: Account Executive**

**Referral Source(s) of Hire: 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	Elizabeth Parker Harris	150 Fayetteville St. Ste. 1270 Raleigh, NC 27061	919-821-7300	0	No
NC Security Employment NC Works	<a href="http://www.ncworks.gov">www.ncworks.gov</a>	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
All Access	Leah Brungardt	<a href="http://www.all.access.com">www.all.access.com</a>	310-457-6616	0	No
CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC	<a href="mailto:recruit@uncc@edu.com">recruit@uncc@edu.com</a>	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	0	No
Gaston Community College	<a href="http://www.collegecentral.com/Gaston">www.collegecentral.com/Gaston</a>	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	<a href="http://www.collegecentral.com/queens">www.collegecentral.com/queens</a>	1900 Selwyn Ave Charlotte, NC 28274	704-337-2200	0	No
Winthrop University	<a href="mailto:careerdev@winthrop.edu">careerdev@winthrop.edu</a>	824 Oakland Ave. Rock Hill, S.C. 29733-Crawford Building	803-323-2141	0	No
Appalachian State University	<a href="mailto:careercenter@appstate.edu">careercenter@appstate.edu</a>	287 Rivers St. Boone, NC 28608	828-262-2180	0	No
Johnson C. Smith University	Sonia Youngblood	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1041	0	No
Johnson & Wales University	<a href="mailto:careerpostings.pvd@jwu.edu">careerpostings.pvd@jwu.edu</a>	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	<a href="mailto:ucs@unc.edu">ucs@unc.edu</a>	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	<a href="mailto:careers@davidson.edu">careers@davidson.edu</a>	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	<a href="mailto:careercenter@wofford.edu">careercenter@wofford.edu</a>	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	<a href="mailto:handshake@wfu.edu">handshake@wfu.edu</a>	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	<a href="mailto:careerservices@uscb.edu">careerservices@uscb.edu</a>	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	n/a	0	No
Beasley Media Group/bbgi.com	<a href="http://www.bbgi.com">www.bbgi.com</a>	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	6	No
Client Referral				1	No
Internal Referral				2	No
Indeed.com	<a href="http://www.indeed.com">www.indeed.com</a>	n/a	n/a	3	No

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**5e) Job Title: Account Executive Referral Source(s) of Hire: Internal 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	Elizabeth Parker Harris	150 Fayetteville St. Ste. 1270 Raleigh, NC 27061	919-821-7300	0	No
NC Security Employment NC Works	<a href="http://www.ncworks.gov">www.ncworks.gov</a>	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
All Access	Leah Brungardt	<a href="http://www.all.access.com">www.all.access.com</a>	310-457-6616	0	No
CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC	<a href="mailto:recruit@uncc@edu.com">recruit@uncc@edu.com</a>	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	0	No
Gaston Community College	<a href="http://www.collegecentral.com/Gaston">www.collegecentral.com/Gaston</a>	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	<a href="http://www.collegecentral.com/queens">www.collegecentral.com/queens</a>	1900 Selwyn Ave Charlotte, NC 28274	704-337-2200	0	No
Winthrop University	<a href="mailto:careerdev@winthrop.edu">careerdev@winthrop.edu</a>	824 Oakland Ave. Rock Hill, S.C. 29733-Crawford Building	803-323-2141	0	No
Appalachian State University	<a href="mailto:careercenter@appstate.edu">careercenter@appstate.edu</a>	287 Rivers St. Boone, NC 28608	828-262-2180	0	No
Johnson C. Smith University	Sonia Youngblood	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1041	0	No
Johnson & Wales University	<a href="mailto:careerpostings.pvd@jwu.edu">careerpostings.pvd@jwu.edu</a>	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	<a href="mailto:ucs@unc.edu">ucs@unc.edu</a>	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	<a href="mailto:careers@davidson.edu">careers@davidson.edu</a>	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	<a href="mailto:careercenter@wofford.edu">careercenter@wofford.edu</a>	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	<a href="mailto:handshake@wfu.edu">handshake@wfu.edu</a>	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	<a href="mailto:careerservices@uscb.edu">careerservices@uscb.edu</a>	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	n/a	0	No
Beasley Media Group/bbgi.com	<a href="http://www.bbgi.com">www.bbgi.com</a>	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	6	No
Client Referral				1	No
Internal Referral				2	No
Indeed.com	<a href="http://www.indeed.com">www.indeed.com</a>	n/a	n/a	3	No

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

6) **Total # of Interviews Referred:** For the period from July 22, 2022 – July 21, 2023 this Employment Unit interviewed 23 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

(a) **Initiative: Participation in Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting**

i. **Kellar Radio Talent Institute, “Digital Content & Social Media”- Appalachian State University: June 5, 2023**

The Digital Program Director and Digital Content Creator/Promotions Coordinator taught a session called “The Digital Program Director, Digital Content & Social Media” to 25 students at the Keller Radio Talent Institute program at Appalachian State University in Boone, North Carolina. There was a Q&A opportunity at the end of the session. The Institute brings broadcast industry professionals from around the country to teach students in the program, providing support, insight and expertise as well as an effort to find bright, talented young people entering the industry.

Personnel Involved: Digital Program Director and Digital Content Creator/Promotions Coordinator

ii. **Kellar Radio Talent Institute, “Radio Video” - Appalachian State University: June 8, 2023**

The Creative Director taught a session called “Radio Video” to 25 students at the Keller Radio Talent Institute at Appalachian State University in Boone, North Carolina. There was a Q&A opportunity at the end of the session. The Institute brings broadcast industry professionals from around the country to teach students in the program, providing support, insight and expertise as well as an effort to find bright, talented young people entering the industry.

Personnel Involved: Creative Director

iii. **Kellar Radio Talent Institute, “Engineering: RF & IT”- Appalachian State University: June 8, 2023**

The Director of Engineering and VP of Information Technology taught a session called “Engineering: RF & IT” to 25 students at the Keller Radio Talent Institute at Appalachian State University in Boone, North Carolina. There was a Q&A opportunity at the end of the session. The Institute brings broadcast industry professionals from around the country to teach students in the program, providing support, insight and expertise as well as an effort to find bright, talented young people entering the industry.

Personnel Involved: Director of Engineering and VP of Information Technology

iv. **Kellar Radio Talent Institute, “Student to Superstar” - Appalachian State University: June 8, 2023**

Employment Unit personnel served as professional guests at the Keller 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. Employment Unit management participated in an open panel discussion called “Student to Superstar” with Communication Studies students and later held a meet and greet for the students. The Institute brings broadcast industry professionals from around the country to teach students in the program, providing support, insight and expertise as well as an effort to find bright, talented young people entering the industry.

Personnel Involved: VP/Market Manager, VP of Music & Entertainment/Operations Manager, General Sales Manager, Digital Sales Manager, WNKS Program Director/On-Air /WSOC Music Director/Assistant Program Director, Director of Marketing, Imaging/Production Director, WBAV/WPEG Program Director

**v. Kellar Radio Talent Institute, “Music Scheduling- How & Why”- Appalachian State University: June 9, 2023**

The WNKS Program Director/On-Air Talent/WSOC Music Director/Assistant Program Director taught a session called “Music Scheduling- How & Why” to 25 students at the Keller Radio Talent Institute at Appalachian State University in Boone, North Carolina. There was a Q&A opportunity at the end of the session. The Institute brings broadcast industry professionals from around the country to teach students in the program, providing support, insight and expertise as well as an effort to find bright, talented young people entering the industry.

Personnel Involved: WNKS Program Director/On-Air Talent/WSOC Music Director/Assistant Program Director

**vi. Kellar Radio Talent Institute, “On-Air Delivery, Inflection, Pacing, and Communicating”- Appalachian State University: June 12, 2023**

The WKQC/WSOC-HD3 Program Director/On-Air Talent taught a session called “On-Air Delivery, Inflection, Pacing, and Communicating” to 25 students at the Keller Radio Talent Institute at Appalachian State University in Boone, North Carolina. There was Q&A opportunity at the end of the session. The Institute brings broadcast industry professionals from around the country to teach students in the program, providing support, insight and expertise as well as an effort to find bright, talented young people entering the industry.

Personnel Involved: WKQC/WSOC-HD3 Program Director/On-Air Talent

**viii. Queens University “Schmoozapalooza: Art, Design, Communication, and Media”:  
February 21, 2023**

A Digital Sales Executive and an Account Executive attended this annual employer/student/alumni networking event and spoke with students about the broadcast media industry, our radio stations, and employment opportunities at Beasley.

Personnel Involved: Digital Sales Executive and Account Executive

**ix. Southern Piedmont Community College: “Celebrating Women Who Tell Our Stories”- March 1, 2023**

The Public Affairs Director/On-Air Talent spoke to 50 students about women in media, how she got into broadcasting, the evolution of the radio industry, and shared some stories from her years in radio. She discussed her career motivation and how to empower women in the workplace.

Personnel Involved: Public Affairs Director/On-Air Talent

**x. Southern Piedmont Community College- March 20, 2023**

The Public Affairs Director/On-Air Talent spoke to 35 students in a college Communications class about the broadcasting industry, how she got into radio, and various career paths in radio.

Personnel Involved: Public Affairs Director/On-Air Talent

**xi. Winthrop University- Mass Communications Classes (2) Guest Speaker- April 17, 2023**

The Digital Program Director spoke to two Mass Communication classes (one senior level, one sophomore/junior level) with about 45 students about her journey from college internship with Beasley to her position as Digital Program Director (DPD). She explained her role as DPD, the different departments in the radio industry, internship opportunities, and our available job openings. A few of the students applied for Street Team Promotions positions and many connected with her on LinkedIn and sent resumes. She was asked to return for future semesters.

Personnel Involved: Digital Program Director



**xii .Broadcast Journalism Instructor/Student Mentoring- Ongoing**

Members of the Employment Unit teach classes and mentor students in the Broadcast Journalism and Communications Departments at Johnson C. Smith University (JCSU). They also speak on various panels about careers in the broadcasting industry:

- JCSU Alumni Association Panel- October 7, 2022
- Newberry High School Mentorship Panel- October 14, 2022
- Newberry Middle School Leadership Panel- January 11, 2023

Personnel Involved: On-Air Talent and Digital Sales Executive

**xiii. Station Tours**

The Employment Unit gave radio station tours to students from various schools. During the tours, students were informed of the different departments and positions in radio and had the opportunity to speak to staff about their particular positions and the day to day of what their job entails. Students toured the studios and got to see how they work while engaging with on-air talent.

- Johnson C. Smith University- Audio & Reporting Class (college students)- March 29, 2023
- A.C.E Academy's Young Mogul's Club- June 15, 2023
- Union County Public School- Career Exploration camp (high school students)- June 22, 2023

Personnel Involved: Digital Program Director, On-Air Talent, Promotions Coordinator, various staff in the office that day.

**(b) Initiative: Establishment of an Internship Program Designed to Assist Members of the Community to Acquire Skills Needed for Broadcast Employment- Ongoing**

The Employment Unit has an ongoing internship program 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. These are semester long for-credit programs, and interns come from various colleges and universities in the Greater Charlotte/surrounding areas. During this reporting period, the Employment Unit hosted 2 interns.

Personnel Involved: WKQC/WSOC-HD3 Program Director, Director of Marketing, On-Air Talent

**(c) Initiative: Participation in Job Fairs by Station Personnel Who Have Substantial Responsibility in the Making of Hiring Decisions**

**i. C3 Career, College, and Community Job Fair at Harding University- March 3, 2023**

The Beasley Promotions team attended this job fair and informed students of available positions, collected resumes, and discussed what the radio promotions and marketing department does.

Personnel Involved: Director of Marketing and Promotions and 2 Promotions Assistants

**ii. The Charlotte Chamber Expo- March 30, 2023**

The Employment Unit participated in this recruitment event and met with candidates interested in positions at Beasley Charlotte and set up 5 interviews.

Personnel Involved: General Sales Manager, 2 Senior Account Executives

**iii. The Charlotte Job Fair- May 25, 2023**

The General Sales Manager participated in the Charlotte Job Fair at the Hilton Charlotte University Place and spoke with 20 potential candidates about open sales and digital positions: Account Executive, Digital Sales Executive, and Digital Sales Specialist.

Personnel Involved: General Sales Manager

**(d) Initiative: Participation in General Outreach Efforts Using Job Banks and/or Internet Programs**

**i. Beasley Media Group Website (Ongoing)**

The Employment Unit has made significant contributions to the Beasley Media Group career website (<https://bbgi.com/careers/>), which contains information designed to inform the general public of numerous and varied career opportunities available and of the job skills necessary to compete for them.

Personnel Involved: Executive Assistant/Office Manager

**ii. Beasley Media Group Recruitment Commercials on all radio stations (Ongoing)**

Listeners to BBGI- Charlotte stations are regularly directed to visit BBGI.com to view all available job opportunities with BBGI- Charlotte. Recruitment spots run regularly on the stations:

Commercial (1) 2022- “Come be a part of tomorrow’s media company TODAY! Are you ready to start a fun and exciting career in the multi-media broadcasting industry? Visit [bbgi.com](https://bbgi.com) for any available job opportunities with Beasley Media Group Charlotte and all Beasley Media Group stations. Community organizations that wish to receive our job availability information should email [charlotte.jobs@bbgi.com](mailto:charlotte.jobs@bbgi.com). Beasley Media Group is an equal opportunity employer.”

Commercial (2): 2023- “Under-appreciated AND under-paid in your current sales job? Looking for an exciting opportunity to showcase your drive, prospecting potential, and creativity while allowing you to decide how much you make? Then we’re looking for you at Beasley Media Group-Charlotte! Drop the blah-blah-blah-job-blues and join tomorrow’s media company TODAY! Use our full suite of digital, audio, and video marketing solutions! Help your clients grow their business and your income grows with it! If you have sales experience – ESPECIALLY media sales – apply today at [charlotte.jobs@bbgi.com](mailto:charlotte.jobs@bbgi.com). That’s [charlotte.jobs@bbgi.com](mailto:charlotte.jobs@bbgi.com). Beasley Media Group is an Equal Opportunity Employer.”

Personnel Involved: VP/Market Manager, Executive Assistant/Office Manager, Imaging & Production Director, Sales Coordinator, Continuity Director

**(e) Initiative: Job Opportunities Listed in a Job Bank or Newsletter of Media Trade Groups Whose Membership Includes Substantial Participation of Women and Minorities-Ongoing**

The Employment Unit posts all job opportunities with the North Carolina Association of Broadcasters (NCAB) whose membership includes substantial participation of women and minorities. NCAB broadcast members are encouraged to submit employment opportunities that NCAB will post directly to its website with full access to its members as well as the general public.

Personnel Involved: Executive Assistant/Office Manager

**(f) Initiative: Training Programs Designed to Enable Station Personnel to Acquire Skills that Could Qualify Them for Higher Level Positions- Ongoing**

The Employment Unit conducts a Radio Market Professional Development program through the Radio Advertising Bureau (RAB). This program is designed for the Employment Unit's Account Executives to acquire knowledge and skills that could qualify them for advancement and higher-level positions within the Employment Unit and the broadcast industry as a whole. The training program consists of 17 individual classes covering topics such as advertisement script writing, crafting customized schedules to accommodate clients' varied budgets, and drafting proposals. The program also covers how to effectively conduct a Client Needs Analysis to build relationships with clients, understand their business, and help them with long-term objectives.

Personnel Involved: VP of Sales, General Sales Manager, Account Executives, Digital Sales Executives

**(g) Initiative: Participation in Other Programs Designed to Promote Outreach Generally**

**ii. NC Breathe Conference-April 6, 2023, Charlotte NC**

The Public Affairs Director/On-Air Talent was a guest speaker at the NC Breathe Conference. She discussed various topics from her Public Affairs shows and shared her story about her career in radio, the various opportunities in broadcasting, and networked with attendees.

Personnel Involved: Public Affairs Director/On-Air Talent

**iii. Teen Health Connection Leadership Board- Station Tour- April 5, 2023**

The Employment Unit conducted a tour of the radio stations to a group of teens from the Teen Health Connection leadership board through Atrium. They discussed the day to day of radio, behind the scenes, what each department does, various career paths in radio, and toured the studios. They were excited to see where the music and shows they listen to every day are held and recorded.

Personnel Involved: Digital Sales Executive, Sports Show Host

**iv. National Association of Black Journalists - Ongoing**

On-Air Talent is member of the National Association of Black Journalists (NABJ), which is an organization of African American journalists, students, and media professionals that provides quality programs and services to black journalists and advocates on their behalf. He also actively collaborates with a local TV station reporter to bring journalism opportunities to black males.

Personnel Involved: On-Air Talent

**v. Ms Jessica's Ice Cream Pop Ups/YMCA Youth- Ongoing**

WPEG Morning Show Co-Host/Afternoon Talent surprises young listeners with an ice cream party at various local summer camps, schools, and communities to keep them motivated and shares her story of her journey from college student to internship to part time on-air and now full time Morning Show Co-Host and Afternoon Talent. She also mentors youth from the Stratford Richardson YMCA.

Personnel Involved: WPEG Morning Show Co-Host/Afternoon Drive Talent

**(h) Initiative: Provision of Training to Management Level Personnel as to Methods of Ensuring Equal Opportunity and Preventing Discrimination**

**i. DEI/EEO Management Training- July 2022 through April 2023**

Employment Unit managerial staff participated in Diversity, Equity, and Inclusion (DEI) training July 2022 through April 2023 of this reporting period. 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 an overview of DEI, Best Practices in DEI, Accountability/Commitment to DEI, and Addressing Unconscious Bias.

Personnel Involved: VP/Market Manager, Market Controller, VP of Sales, VP of Music & Entertainment/Operations Manager, General Sales Manager, National Sales Manager, Digital Sales Manager, Digital Program Director, Director of Marketing, Director of Engineering, WNKS Program Director, WPEG/WBAV Program Director, WKQC/WSOC-HD3- Fox Sports Program Director.

**ii. DEI Roundtable Discussion/Lunch & Learn- June 1, 2023**

Diversity, Equity, and Inclusion (DEI) Consultant conducted a DEI roundtable discussion/Lunch & Learn with the Employment Unit leadership team on June 1, 2023. It was an open discussion on various topics from the DEI training, exchange of ideas, and action plans for DEI.

Personnel Involved: VP/Market Manager, Market Controller, VP of Music & Entertainment/Operations Manager, General Sales Manager, Digital Sales Manager, Digital Program Director, Director of Marketing, Director of Engineering, WNKS Program Director/On-Air Talent/WSOC Music Director/Assistant Program Director, WPEG/WBAV Program Director, WKQC/WSOC-HD3 Program Director, Executive Assistant/Office Manager

**(i) Initiative: Participation in Scholarship Programs Designed to Assist Students Interested in Pursuing a Career in Broadcasting**

**i. National Radio Talent System/RAB- Kellar Radio Institute Scholarship**

The Employment Unit covered the significant registration fee for a Kellar Radio Institute participant, which allowed the student to participate in an institute brings in broadcast professionals from around the country to be the Guest Professional Faculty and to teach all the sessions during an intensive 10-day summer program. College students from universities throughout the state and region apply to be accepted into the Kellar Radio Talent Institute. Once they complete the Institute, they become part of the industry and are highlighted for their professional career development.

Personnel Involved: Vice President and Market Manager

**ii. United Negro College Fund (UNCF)-Women Who Lead, January 2023-present**

Digital Sales Executive is a board member of the UNCF Women Who Lead Luncheon. UNCF is the nation's largest private scholarship provider to minority group members. As a board member, she works with business leaders in the Charlotte area to curate a luncheon of over 1,500 guests to raise scholarship money for minority collegiate students in the Carolina region. Each year, UNCF awards more than \$100 million in scholarships to students attending more than 1,100 schools across the country.

Personnel Involved: Digital Sales Executive

**(j) Initiative: Participation in Events Sponsored by Organizations Representing Groups Present in the Community Interested in Broadcast Employment Issues, Including Conventions, Career Days, Workshops, and Similar Activities**

**i. Mentoring & Inspiring Women in Radio, Inc**

The Employment Unit's former National Sales Manager (through November 2022) was a member of the non-profit organization, "Mentoring & Inspiring Women in Radio, Inc." ("MIW"). She volunteered with the group, writing social posts with other previous mentees of the program. MIW promotes female leadership in broadcast industry and networking among all ownership groups. The organization manages several mentoring programs, underwrites scholarships for women in management, on-air and in programming, hosts several networking luncheons and dinners throughout the year, and creates multiple paths of recognition for women in management, on-air and in programming.

Personnel Involved: National Sales Manager

**ii. The Society of Broadcast Engineers (SBE)**

The Director of Engineering is the Charlotte Chapter Chair of the Society of Broadcast Engineers (SBE), a non-profit organization devoted to the advancement of all levels and types of broadcast engineering. The SBE offers webinars, seminars, workshops, and conventions featuring multiple topics and speakers that provide television and radio engineers with the latest information in broadcast and media technology. The SBE has a mentoring program to those new to the field, training programs, training and development programs. Scholarships are given on an annual basis to individuals who are interested in beginning or continuing their education in the broadcast engineering and technology.

Personnel Involved: Director of Engineering