#### **EEO PUBLIC FILE REPORT**

This Report covers full-time vacancy recruitment data for the period: July 23, 2024 – July 22, 2025.

1) Employment Unit: Beasley Media Group, LLC - Augusta, GA

2) Unit Members (Stations and Communities of License): WDRR(FM), Martinez, GA

WGAC(AM), Augusta, GA WGAC-FM, Harlem, GA

WGUS-FM, New Ellenton, SC (Tower lost 10/24;

station off-air)

WHHD(FM), Clearwater, SC

WKXC-FM, Aiken, SC

3) EEO Contact Information for Employment Unit:

Mailing Address:	Telephone Number: 706-396-7000	
Beasley Media Group, Inc. 4051 Jimmie Dyess Pkwy Augusta, GA 30909	Contact Person/Title: Donna Parkman, Market Controller	
	E-mail Address: donna.parkman@bbgi.com	

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

### **JOB TITLE**

#### RECRUITMENT SOURCE REFERRING HIREE

1. Account Executive Employee Referral

2. Account Executive Employee Referral

## 5) Job Title: Account Executive Referral Source 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)
Beasley Corporate Office (For Job Posting Approval)	Human Resources Legal	3033 Riviera Dr., Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	YES
Beasley Broadcasting Clusters	Market Controller	Job Posts are uploaded through Beasley Sharepoint	Various	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		0	NO

## 5) Job Title: Account Executive Referral Source 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)
Beasley Corporate Office (For Job Posting Approval)	Human Resources Legal	3033 Riviera Dr., Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	YES
Beasley Broadcasting Clusters	Market Controller	Job Posts are uploaded through Beasley Sharepoint	Various	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 Augusta, GA 30909	706-396-7000	0	NO
Linked In	Market Controller	LinkedIn.com		0	NO
Employee Referrals	Market Controller	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	3	NO

6) Total # of Interviewees Referred: For the period from July 23, 2024 through July 22, 2025, this Employment Unit interviewed 6 interviewees for full-time iob vacancies.

#### 7) Supplemental Recruitment Initiatives.

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

- February 12, 2025 Digital Sales Manager & General Sales Manager attended The Georgia
   Association of Broadcasters 2025 GAB/UGA Grady College of Journalism and Mass Communication
   Career Day
- 2. March 7, 2025 WKXC Morning Crew attended a Career Day event at Merriweather Elementary School
- 3. May 2025 GM/VP Beasley Augusta Market participated in the 2025 GAB Radio Talent Institute speaking to and engaging with young people aspiring to launch their careers.

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

Management Personnel (Employment Unit Market Controller) reviewed the FCC's EEO FAQ at <a href="https://www.fcc.gov/eeo-frequently-asked-questions">https://www.fcc.gov/eeo-frequently-asked-questions</a>. The FAQ provides a wide-ranging guide to the FCC's EEO rules and policies, including recruitment, supplemental recruitment initiatives, recordkeeping, and audits.

#### (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 serves as backup for Traffic; 2) Board Operators also serve as part time on air announcers and assist in coordinating breaking news reports for WGAC; 3) WKXC Morning Show Host also serves as Marketing Director; 4) WGAC Morning Show Host also serves as a Producer.

# (d) Initiative: <u>Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting</u>

The Employment Unit conducted a tour and informational session for The Columbia County Youth Leadership Program in February 2025. 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.