

**EEO PUBLIC FILE REPORT - AMENDED**

**This Report covers full-time vacancy recruitment data for the period: July 23, 2020 – July 22, 2021**

- 1) Employment Unit: Beasley Media Group – 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: Bill Schoening, Market Manager
	E-mail Address: Bill.schoening@bbgi.com

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
(a) Senior Account Executive	Internal Referral
(b) Sales Coordinator	LinkedIn
(c) Senior Account Executive	LinkedIn via BBGI.com
(d) Digital Sales Specialist	Indeed.com via BBGI.com
(e) Digital Sales Executive	Indeed.com
(f) Digital Sales Manager	Internal Promotion
(g) Sales Coordinator	BBGI.com
(h) Digital Sales Executive	Internal Referral

**5a) Job Title: Senior Account Executive****Referral Source(s) of Hiree: 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	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., Suite 300 Charlotte, NC 28212	704-556-2870	0	No
Carolina School of Broadcasting	Melissa Fox	3435 Performance Rd Charlotte, NC 28214	704-395-9272	0	No
All Access	Leah Brungardt	All.access.com	310-457-6616	0	No
CPCC	Mc Cho	P. O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
Gaston Community College	Collegcentral.com	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
Beasley Media Group	<a href="mailto:Charlotte.jobs@bbgi.com">Charlotte.jobs@bbgi.com</a>	1520 South Blvd., Suite 300 Charlotte, NC 28203	704-319-3925	6	No
Indeed.com	<a href="http://www.indeed.com">www.indeed.com</a>	n/a	n/a	0	No
Internal Referral				1	No

**5b) Job Title: Sales Coordinator****Referral Source(s) of Hiree: 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	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., Suite 300 Charlotte, NC 28212	704-556-2870	0	No
Carolina School of Broadcasting	Jimmeke Anderson	3435 Performance Rd Charlotte, NC 28214	704-395-9272	0	No
All Access	Leah Brungardt	All.access.com	310-457-6616	0	No
CPCC	Mr. Cho	P. O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
Gaston Community College	Collegcentral.com	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
Beasley Media Group	<a href="mailto:Charlotte.jobs@bbgi.com">Charlotte.jobs@bbgi.com</a>	1520 South Blvd., Suite 300 Charlotte, NC 28203	704-319-3925	4	No
Linked In	<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	n/a	3	No
Charlotte Agenda		<a href="http://www.charlotteagenda.com">www.charlotteagenda.com</a>	n/a	4	No
Internal Candidate				1	No

**5c) Job Title: Senior Account Executive Referral Source(s) of Hiree: LinkedIn via 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		150 Fayetteville St., Ste 1270 Raleigh NC 27061	919-821-7300	0	No
NC Security Employment NC Works	n/a	5601 Executive Center Dr., Suite 300 Charlotte, NC 28212	704-556-2870	0	No
Carolina School of Broadcasting	Jimmeka Anderson	3435 Performance Rd Charlotte, NC 28214	704-395-9272	0	No
All Access	Leah Brungardt	All.access.com	310-457-6616	0	No
CPCC	Mr. Cho	P. O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
Gaston Community College	Collegecentral.com	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	Collegecentral.com/queens	1900 Selwyn Ave., Charlotte, NC 28274	704-337-2200	0	No
Beasley Media Group	<a href="mailto:Charlotte.jobs@bbgi.com">Charlotte.jobs@bbgi.com</a>	1520 South Blvd., Suite 300 Charlotte, NC 28203	704-319-4988	3	No
Linked In via bbgi.com	<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	n/a	3	No

**5d) Job Title: Digital Sales Specialist Referral Source(s) of Hiree: Indeed via 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="https://www.networks.gov">https://www.networks.gov</a>	5601 Executive Center Dr., Suite 300 Charlotte, NC 28212	704-556-2870	0	No
Carolina School of Broadcasting	Kyle Ritchie	3435 Performance Rd Charlotte, NC 28214	704-395-9272	0	No
All Access	Leah Brungardt	All.access.com	310-457-6616	0	No
CPCC	Mr. 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	Collegecentral.com	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	Collegecentral.com/queens	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, SC 29733	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

**WBAV-FM, 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)
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
Indeed.com via bbg.com	n/a	<a href="http://www.indeed.com">www.indeed.com</a>	n/a	1	No
Beasley Media Group	<a href="mailto:Charlotte.jobs@bbg.com">Charlotte.jobs@bbg.com</a>	1520 South Blvd., Suite 300 Charlotte, NC 28203	704-319-4988	3	No
Linked In	<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	n/a	0	No

**5e) Digital Sales Executive Referral Source(s) of Hiree: 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="https://www.ncworks.gov">https://www.ncworks.gov</a>	5601 Executive Center Dr., Suite 300 Charlotte, NC 28212	704-556-2870	0	No
Carolina School of Broadcasting	Jimmeke Anderson	3435 Performance Rd Charlotte, NC 28214	704-395-9272	0	No
All Access	Leah Brungardt	All.access.com	310-457-6616	0	No
CPCC	Mr. Cho	P. O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
Gaston Community College	Collegcentral.com	201 Highway 321 S. Dallas, NC 28034	704-922-6252	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
Queens College	Collegcentral.com/queens	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, SC 29733	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
Indeed.com	n/a	<a href="http://www.indeed.com">www.indeed.com</a>	n/a	4	No
Beasley Media Group	<a href="mailto:Charlotte.jobs@bbg.com">Charlotte.jobs@bbg.com</a>	1520 South Blvd., Suite 300 Charlotte, NC 28203	704-319-4988	0	No
Linked In	<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	n/a	2	No

**5f) Job Title: Digital Sales Manager**

**Referral Source(s) of Hire: Internal Promotion**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Name of Organization Notified of Job Vacancy
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="https://www.networks.gov">https://www.networks.gov</a>	5601 Executive Center Dr., Suite 300 Charlotte, NC 28212	704-556-2870	0	No
Carolina School of Broadcasting	Kyle Ritchie	3435 Performance Rd Charlotte, NC 28214	704-395-9272	0	No
All Access	Leah Brungardt	Allaccess.com	310-457-6616	0	No
CPCC	Mr. 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://collegecentral.com">collegecentral.com</a>	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	<a href="http://Collegecentral.com/queens">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, SC 29733	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
LinkedIn		<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	0	No
Charlotte Agenda		<a href="http://www.charlotteagenda.com">www.charlotteagenda.com</a>	n/a	1	
Beasley Media Group	<a href="mailto:Charlotte.jobs@bbgi.com">Charlotte.jobs@bbgi.com</a>	1520 South Blvd., Suite 300 Charlotte, NC 28203	704-319-4988	3	No
Corporate referral				1	No
Internal promotion				1	No

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**5g) Job Title: Sales Coordinator****Referral Source(s) of Hiree: BBGI.com**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Name of Organization Notified of Job Vacancy
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="https://www.networks.gov">https://www.networks.gov</a>	5601 Executive Center Dr., Suite 300 Charlotte, NC 28212	704-556-2870	0	No
Carolina School of Broadcasting	Kyle Ritchie	3435 Performance Rd Charlotte, NC 28214	704-395-9272	0	No
All Access	Leah Brungardt	Allaccess.com	310-457-6616	0	No
CPCC	Mr. 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	1	No
Gaston Community College	Collegcentral.com	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
Winthrop University	<a href="mailto:careerdev@winthrop.edu">careerdev@winthrop.edu</a>	824 Oakland Ave Rock Hill, SC 29733	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
LinkedIn		<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	3	No
Beasley Media Group (bghi.com)	<a href="mailto:Charlotte.jobs@bghi.com">Charlotte.jobs@bghi.com</a>	1520 South Blvd., Suite 300 Charlotte, NC 28203	704-319-4988	6	No

**5h) Job Title: Digital Sales Executive****Referral Source(s) of Hiree: Internal referral**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Name of Organization Notified of Job Vacancy
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="https://www.networks.gov">https://www.networks.gov</a>	5601 Executive Center Dr., Suite 300 Charlotte, NC 28212	704-556-2870	0	No
Carolina School of Broadcasting	Kyle Ritchie	3435 Performance Rd Charlotte, NC 28214	704-395-9272	0	No
All Access	Leah Brungardt	Allaccess.com	310-457-6616	0	No
CPCC	Mr. 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	Collegcentral.com	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Name of Organization Notified of Job Vacancy
Queens College	Collegcentral.com/queens	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, SC 29733	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
LinkedIn		<a href="http://www.linkedin.com">www.linkedin.com</a>	n/a	3	No
Indeed.com		<a href="http://www.indeed.com">www.indeed.com</a>		4	
Beasley Media Group	<a href="mailto:Charlotte.jobs@bbgi.com">Charlotte.jobs@bbgi.com</a>	1520 South Blvd., Suite 300 Charlotte, NC 28203	704-319-4988	0	No
Internal Referral				1	No

6) **Total # of Interviewees Referred:** For the period from **July 22, 2020 – July 21, 2021** this Employment Unit interviewed 59 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

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

(i) Beasley Media Group Website

The Employment Unit has made significant contributions to the Beasley Media Group career website ([www.bbgi.com/category/job-openings/](http://www.bbgi.com/category/job-openings/)), which contains information designed to inform the general public of 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, WKQC-FM, WNKS-FM, WPEG-FM, WSOC-FM, WSOC-HD3 FOX Sports is an equal opportunity employer, 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 Brenda Yelton at WBAV-FM, WKQC-FM, WNKS-FM, WPEG-FM, WSOC-FM, WSOC-HD3 FOX Sports by calling (704) 319-3925. In addition, all listeners are encouraged to visit [www.bbgi.com](http://www.bbgi.com) for an online listing of job openings at all Beasley Media Group stations.”

Personnel Involved: Market Controller

(b) **Initiative: Broadcasting Mentor Program, Carolina School of Broadcasting**

Employment Unit Personnel served as a broadcasting mentors for the Carolina School of Broadcasting in Charlotte, NC. This mentoring program is designed to offer a birds-eye view in the ever-changing world of radio for students with a concentration in attaining a Communications degree. Students accumulate hours to graduate from their perspective colleges, universities and trade schools, and during the process, are exposed to writing relevant content for blogs, and also the craft of audio editing which enhances their

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listening and public speaking skills. They are introduced to the FCC, and our duties as a broadcast licensee following rules and regulations to maintain our licenses and position in the marketplace.

Personnel Involved: Charlotte Market, Public Affairs Director

**(c) Initiative: Internship Program**

The Employment Unit has an ongoing internship program designed to assist members of the community to acquire the skills necessary for broadcast employment and 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.

Personnel Involved: Public Affairs Director

**(d) Management EEO Training**

Management Personnel (Employment Unit Market Controller) reviewed the FCC's EEO FAQ ("FAQs About Equal Employment Opportunity Rules") at <https://www.fcc.gov/general/eeo-frequently-asked-questions>. The FAQ provides a wide-ranging guide to the FCC's EEO rules and policies.

**(e) Job Fairs and Educational Activities**

The Employment Unit's participation in job fairs and educational activities was limited during this reporting period because of the health and safety restrictions imposed due to the COVID-19 pandemic.

**(f) Initiative: Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.**

The Employment Unit conducts a Radio Market Professional Development program for all new account executives and existing staff. 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. Nine employees participated in the training program with course work and a final exam between 1/27/2021 – 12/22/2021.

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: General Sales Manager

**(g) Initiative: Job opportunities listed in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.**

The Employment Unit posts all job opportunities with the North Carolina Association of Broadcasters (NCAB) – an organization that is recognized as one of the top associations for broadcasters [North Carolina Association of Broadcasters \(ncbroadcast.com\)](http://ncbroadcast.com). NCAB broadcast members are encouraged to submit employment opportunities that NCAB will post directly to its website with full access to its members and the general public.

**(h) Initiative: Participation in other programs designed to promote outreach generally**

The Employment Unit's National Sales Manager is a member of the non-profit organization "Mentoring & Inspiring Women in Radio, Inc." ("MIW"). The National Manager currently volunteers with the group writing social posts with other previous mentees of the program. MIW promotes female leadership in the

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broadcast industry and networking amongst all ownership groups. The organization manages several mentoring programs, underwrites scholarships for women in management, on-air and in programming, and hosts several networking luncheons and dinners throughout the year.

Personnel Involved: National Sales Manager