

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period 9-22-08 to 9-21-09.

**1) Employment Unit: Beasley Broadcasting – Fort Myers**

**2) Unit Members (Stations and Communities of License):** WRXK-FM, Bonita Springs, Florida  
WXKB(FM), Cape Coral, Florida  
WJBX(FM), Fort Myers Beach, Florida  
WJPT(FM), Fort Myers, Florida  
WWCN(AM), North Fort Myers, Florida

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

Mailing Address: BEASLEY BROADCASTING – FORT MYERS C/O SHANE REILLY 20125 S TAMiami TRAIL ESTERO, FLORIDA 33928	Telephone Number: 239-495-2100
	Contact Person/Title: SHANE REILLY/BUSINESS MANAGER
	E-mail Address: SHANE@BBSWFL.COM

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. Account Executive	Station-Hosted Job Fair/Open House
2. Interactive Sales Manager	Station Posting
3. Account Executive	Station Websites
4. Account Executive	Internal Referral
5. Morning Co-Host	All Access.com
6. Account Executive	Station Websites
7. NTR Director	All Access.com
8. Account Executive	Craig's List

**5) Job Title: Account Executive (1)****Referral Source(s) of Hiree: Station-Hosted Job Fair/Open House**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Posting	R. Hallman	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Internal Company Posting	Margaret	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N
Station-Hosted Job Fair/Open House	R. Hallman	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	9	N
Station Websites	D. Beasley	<a href="http://www.961krock.com">www.961krock.com</a> <a href="http://www.99xwjb.com">www.99xwjb.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://www.sportsradio770.com">www.sportsradio770.com</a> <a href="http://www.wjpt.com">www.wjpt.com</a>	239-495-2100	1	N

**5) Job Title: Interactive Sales Manager (2)****Referral Source(s) of Hiree: Station Posting**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Websites	D. Beasley	<a href="http://www.961krock.com">www.961krock.com</a> <a href="http://www.99xwjb.com">www.99xwjb.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://www.sportsradio770.com">www.sportsradio770.com</a> <a href="http://www.wjpt.com">www.wjpt.com</a>	239-495-2100	5	N
Station Posting	R. Hallman	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	4	N
Internal Company Posting	Margaret	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N
All Access.com	J. Denver	<a href="http://www.allaccess.com">www.allaccess.com</a>	310-457-6616	0	N
Florida Gulf Coast University	L. Touchette	10501 FGCU Blvd, S. Fort Myers, FL 33965-6565	239-590-1000	0	N

**5) Job Title: Account Executive (3)****Referral Source(s) of Hiree: Station Websites**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Posting	R. Hallman	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Internal Company Posting	Margaret	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N
Station Websites	D. Beasley	<a href="http://www.961krock.com">www.961krock.com</a> <a href="http://www.99xwjb.com">www.99xwjb.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://www.sportsradio770.com">www.sportsradio770.com</a> <a href="http://www.wjpt.com">www.wjpt.com</a>	239-495-2100	5	N

**5) Job Title: Account Executive (4)****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)
Station Posting	R. Hallman	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Internal Company Posting	Margaret	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N
Radio Ads	R. Hallman	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	4	N
Station Websites	D. Beasley	<a href="http://www.961krock.com">www.961krock.com</a> <a href="http://www.99xwjbx.com">www.99xwjbx.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://www.sportsradio770.com">www.sportsradio770.com</a> <a href="http://www.wjpt.com">www.wjpt.com</a>	239-495-2100	2	N
Internal Referral	R. Hallman	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	1	N

**5) Job Title: Morning Co-Host (5)****Referral Source(s) of Hiree: All Access.com**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
All Access.com	J. Denver	www.allaccess.com	310-457-6616	2	N
Internal Company Posting	M. Johnson	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Internal Referral	M. Johnson	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	1	N
Station Posting	M. Johnson	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N

**5) Job Title: Account Executive (6)****Referral Source(s) of Hiree: Station Websites**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Posting	R. Hallman	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Internal Company Posting	Margaret	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N
Radio Ads	R. Hallman	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	4	N
Station Websites	D. Beasley	<a href="http://www.961krock.com">www.961krock.com</a> <a href="http://www.99xwjbx.com">www.99xwjbx.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://www.sportsradio770.com">www.sportsradio770.com</a> <a href="http://www.wjpt.com">www.wjpt.com</a>	239-495-2100	2	N
Internal Referral	R. Hallman	201250 S. Tamiami Trail Estero, FL 33928	239-495-2100	1	N

**5) Job Title: NTR Director (7)****Referral Source(s) of Hiree: All Access.com**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Websites	D. Beasley	<a href="http://www.961krock.com">www.961krock.com</a> <a href="http://www.99xwjbx.com">www.99xwjbx.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://www.sportsradio770.com">www.sportsradio770.com</a> <a href="http://www.wjpt.com">www.wjpt.com</a>	239-495-2100	5	N
Station Posting	R. Hallman	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	0	N
Internal Company Posting	Margaret	3033 Rivera Dr. #200 Naples, FL 34103	239-263-5000	0	N
All Access.com	J. Denver	<a href="http://www.allaccess.com">www.allaccess.com</a>	310-457-6616	8	N
Florida Gulf Coast University	L. Touchette	10501 FGCU Blvd, S. Fort Myers, FL 33965-6565	239-590-1000	0	N
Radio & Records	N/A	5055 Wilshire Blvd. Suite 600 Los Angeles, CA 90036	N/A	0	N
Connecticut School of Broadcasting	M. Beaver	3901 Coconut Point Drive Suite 105 Tampa, FL 33619	813-740-0990	0	N
Illinois Center for Broadcasting	J. Wassell	55 West 22 <sup>nd</sup> St. Suite 240 Lombard, IL 60148	630-916-1700	0	N
Southwest Florida College	C. Geinert	1685 Medical Lane Ft. Myers, FL 33907	239-939-4766	0	N

The Job Spider	N/A	www.thejobspider.com	N/A	0	N
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**5) Job Title: Account Executive (8)**

**Referral Source(s) of Hiree: Craig's List**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Websites	D. Beasley	<a href="http://www.961krock.com">www.961krock.com</a> <a href="http://www.99xwjbx.com">www.99xwjbx.com</a> <a href="http://www.b1039.com">www.b1039.com</a> <a href="http://www.sportsradio770.com">www.sportsradio770.com</a> <a href="http://www.wjpt.com">www.wjpt.com</a>	239-495-2100	2	N
Craig's List	R. Hallman	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	7	N
All Access.com	J. Denver	www.allaccess.com	310-457-6616	0	N
Florida Gulf Coast University	L. Touchette	10501 FGCU Blvd, S. Fort Myers, FL 33965-6565	239-590-1000	0	N
Radio Ads; WRXK, WXKB, WJBX, WJPT, WWCN	R. Hallman	20125 S. Tamiami Trail Estero, FL 33928	239-495-2100	2	N

**6) Total # of Interviewees Referred:** For the period from 9-22-08 to 9-21-09, this Employment Unit interviewed 65 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: HOSTING A JOB FAIR/OPEN HOUSE**

On Wednesday, August 26, 2009, Beasley Broadcast Group of Fort Myers hosted a Job Fair/Open House for employment at the Employment Unit. At the Job Fair/Open House, the Employment Unit advertised vacancies for specific positions including Account Executive positions and informed prospective applicants about careers in broadcasting. The Station personnel participating in the Job Fair/Open House had substantial responsibility in the making of hiring decisions and included the Director of Sales.

**(b) Initiative: PARTICIPATION IN JOB FAIRS**

The Beasley Corporate Executive Vice President of Sales (who has substantial responsibility in the making of hiring decisions) participated in the April 22, 2009, NAB Education Foundation (NABEF), Broadcast Education Association (BEA) and Radio-Television News Directors Association (RTNDA) Career Fair, held at the Las Vegas Hilton Hotel, Nevada. Beasley collected resumes, informed applicants of positions available at its stations including an Account Executive position at the Employment Unit, and described the qualifications needed for each position.

On February 11, 2009, the Employment Unit participated in the Florida Gulf Coast University job fair in Fort Myers, Florida. The Employment Unit's profile was displayed at the event, and the Employment Unit's Promotions Director, Web Master, and Assistant Business Manager (all of whom have substantial responsibility in the making of hiring decisions) manned a booth at the job fair, conducted screening interviews and accepted resumes from job seekers.

On September 9, 2009, the Employment Unit participated in the Florida Gulf Coast University job fair in Fort Myers, Florida. The Employment Unit's profile was displayed at the event, and the Employment Unit's Promotions Director, Web Master, and Assistant Business Manager (all of whom have substantial responsibility in the making of hiring decisions) manned a booth at the job fair, conducted screening interviews and accepted resumes from job seekers.

(c) **Initiative: INTERNSHIP PROGRAM**

The Employment Unit maintains an internship program designed to expose local college students to the skills necessary for employment in the broadcast industry. The Employment Unit partners with local and regional universities to distribute information about the internship program and recruit potential interns. Local institutions that currently are participating in the program include Florida Gulf Coast University, Edison Community College, the University of Miami, Flagler College and the University of Central Florida. Interns typically receive course credit in connection with their internships. Throughout the program, interns are encouraged to gain experience in every department at the Employment Unit, focusing on those departments of most interest to them. Interns are encouraged to gain experience in areas that will benefit them when seeking permanent employment. The Employment Unit's Regional Marketing Director is responsible for overseeing the Employment Unit's internship program. During this reporting period, the Employment Unit had 19 interns in various departments.

(d) **Initiative: TRAINING SESSION FOR MANAGEMENT PERSONNEL**

On July 22, 2009, management level personnel for the Employment Unit, including the General Manager, the Business Manager, the Assistant Business Manager, the Promotions Director, the NTR/Web Manager, and the Program Directors for each station participated in an EEO training session led by the Manager of the Lee County, Florida, Office of Equal Opportunity. The EEO training session addressed methods of ensuring equal employment opportunity and preventing discrimination.

(e) **Initiative: EDUCATIONAL ASSISTANCE PROGRAM**

For approximately the first 5 months of the reporting period, Beasley Broadcasting offered educational assistance to employees in the form of partial tuition reimbursement to enable station personnel to acquire skills that could qualify them for higher level positions.

(f) **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. The following are the positions that were cross trained during this reporting period:

The Internet Sales Manager trained with the Director of Sales to learn the approval process for rates and to learn about planning and running the weekly sales meetings.