

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: July 22, 2023 – July 21, 2024

- 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:	Telephone Number: 704.522.1103
1520 South Blvd., Suite 300 Charlotte, NC 28203	Contact Person/Title: Leslie Norman, Executive Assistant/Office Mgr
	E-mail Address: Leslie.Norman@bbgi.com

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

Job Title	Recruitment Source Referring Hiree
(a) Digital Sales Executive	Internal Referral
(b) Digital Sales Executive	Former Employee
(c) Morning Show Producer	Beasley Media Group/bbgi.com
(d) Traffic Manager	Internal Candidate
(e) Sales Coordinator	Linked In
(f) Sales Coordinator	Linked In ¹

¹ Positions (e) and (f) 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: 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	Did Recruitment Source Request Notification? (Yes or No)
North Carolina Broadcasters Assoc-NCAB Job Fair	Elizabeth Parker Harris	150 Fayetteville St. Ste. 1270 Raleigh, NC 27061	919-821-7300	1	No
NC Security Employment NC Works	www.ncworks.gov	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
All Access	Leah Brungardt	www.all.access.com	310-457-6616	0	No
CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC Hire a Niner	recruit@uncc.edu	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	0	No
Gaston Community College	www.collegecentral.com/Gaston	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	www.collegecentral.com/queens	1900 Selwyn Ave Charlotte, NC 28274	704-337-2200	0	No
Winthrop University	careerdev@winthrop.edu	824 Oakland Ave. Rock Hill, S.C. 29733-Crawford Building	803-323-2141	0	No
Appalachian State University	careercenter@appstate.edu	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	careerpostings.pvd@jwu.edu	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	ucs@unc.edu	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	careers@davidson.edu	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	careercenter@wofford.edu	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	handshake@wfu.edu	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	careerservices@uscb.edu	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
LinkedIn	www.linkedin.com	1000 W Maude Ave, Sunnyvale, CA 94085	650-687-3600	0	No
Beasley Media Group	www.bbgi.com	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	0	No
Indeed.com	www.indeed.com	6433 Champion Grandview Way Building 1, Austin TX 78750	800-475-4361	0	No
Internal Referral	Suzanne Carroll	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-227-8028	1	No
Beasley Recruitment Commercial	Charlotte.Jobs@bbgi.com	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-522-1103	3	No

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5b) Job Title: Digital Sales Executive Referral Source(s) of Hire: Former Employee

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	www.ncworks.gov	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
All Access	Leah Brungardt	www.all.access.com	310-457-6616	0	No
CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC Hire a Niner	recruit@uncc.edu	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	0	No
Gaston Community College	www.collegecentral.com/Gaston	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	www.collegecentral.com/queens	1900 Selwyn Ave Charlotte, NC 28274	704-337-2200	0	No
Winthrop University	careerdev@winthrop.edu	824 Oakland Ave. Rock Hill, S.C. 29733-Crawford Building	803-323-2141	0	No
Appalachian State University	careercenter@appstate.edu	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	careerpostings.pvd@jwu.edu	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	ucs@unc.edu	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	careers@davidson.edu	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	careercenter@wofford.edu	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	handshake@wfu.edu	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	careerservices@uscb.edu	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
Inside Radio	ads@insideradio.com	PO Box 742263 Atlanta, GA 30374	800-248-4242	0	No
LinkedIn	www.linkedin.com	1000 W Maude Ave, Sunnyvale, CA 94085	650-687-3600	0	No
Beasley Media Group	www.bbgi.com	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	3	No
Beasley Recruitment Commercial	Charlotte.Jobs@bbgi.com	1520 South Blvd, Suite 300Charlotte, NC 28203	704-522-1103	0	No
Indeed.com	www.indeed.com	6433 Champion Grandview Way Building 1, Austin TX 78750	800-475-4361	0	No
Client Referral				1	No
Former Employee				1	No

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5c) Job Title: Morning Show Producer 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	www.ncworks.gov	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
Radio Online	Jobs.radio-online.com	3500 Tripp Ave Amarillo, TX 79121	806-352-7503	0	No
NAACP Charlotte	Harriet Mendinghall	P.O. Box 560768 Charlotte, NC 28256	704-977-7382	0	No
CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC Hire a Niner	recruit@uncc.edu	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	0	No
Gaston Community College	www.collegecentral.com/Gaston	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	www.collegecentral.com/queens	1900 Selwyn Ave Charlotte, NC 28274	704-337-2200	0	No
Winthrop University	careerdev@winthrop.edu	824 Oakland Ave. Rock Hill, S.C. 29733-Crawford Building	803-323-2141	0	No
Appalachian State University	careercenter@appstate.edu	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	careerpostings.pvd@jwu.edu	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	ucs@unc.edu	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	careers@davidson.edu	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	careercenter@wofford.edu	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	handshake@wfu.edu	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	careerservices@uscb.edu	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
LinkedIn	www.linkedin.com	1000 W Maude Ave, Sunnyvale, CA 94085	650-687-3600	0	No
Beasley Media Group	www.bbgi.com	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	2	No
Internal referral	John Reynolds	1520 South Blvd., Suite 300 Charlotte, NC 28203	704-227-8646	1	No
Former employee				1	No
Indeed.com	www.indeed.com	6433 Champion Grandview Way Building 1, Austin TX 78750	800-475-4361	0	No

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5d) Job Title: Traffic 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	Elizabeth Parker Harris	150 Fayetteville St. Ste. 1270 Raleigh, NC 27061	919-821-7300	0	No
NC Security Employment NC Works	www.ncworks.gov	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
Radio Online	Jobs.radio-online.com	3500 Tripp Ave Amarillo, TX 79121	806-352-7503	0	No
NAACP Charlotte	Harriet Mendinghall	P.O. Box 560768 Charlotte, NC 28256	704-977-7382	0	No
United Latino Job Bank	https://hirelatinos.org/	1133 19 th St. NW Washington, DC 20036	202-833-6130	0	No
NABOB	Kathy Nickens	1250 Connecticut Ave NW. Ste 700 Washington, NC 20336	202-463-8970	0	No
CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC Hire a Niner	recruit@uncc.edu	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	0	No
Gaston Community College	www.collegecentral.com/Gaston	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	www.collegecentral.com/queens	1900 Selwyn Ave Charlotte, NC 28274	704-337-2200	0	No
Winthrop University	careerdev@winthrop.edu	824 Oakland Ave. Rock Hill, S.C. 29733-Crawford Building	803-323-2141	0	No
Appalachian State University	careercenter@appstate.edu	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	careerpostings.pvd@jwu.edu	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	ucs@unc.edu	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	careers@davidson.edu	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	careercenter@wofford.edu	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	handshake@wfu.edu	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	careerservices@usc.edu	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
LinkedIn	www.linkedin.com	1000 W Maude Ave, Sunnyvale, CA 94085	650-687-3600	1	No
Beasley Media Group	www.bbgi.com	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	0	No
Internal Candidate	Beasley Fayetteville			1	No
Vendor Referral	Marketron			1	No

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5e) Job Title Sales Coordinator Referral Source(s) of Hire: Linked In

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	www.ncworks.gov	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
Radio Online	Jobs.radio-online.com	3500 Tripp Ave Amarillo, TX 79121	806-352-7503	0	No
NAACP Charlotte	Harriet Mendinghall	P.O. Box 560768 Charlotte, NC 28256	704-977-7382	0	No
United Latino Job Bank	https://hirelatinos.org/	1133 19 th St. NW Washington, DC 20036	202-833-6130	0	No
NABOB	Kathy Nickens	1250 Connecticut Ave NW Ste 700; Washington, DC 20336	202-463-8970	0	No
CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC Hire a Niner	recruit@uncc.edu	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	3	No
Gaston Community College	www.collegecentral.com/Gaston	201 Highway 321 S. Dallas, NC 28034	704-922-6252	0	No
Queens College	www.collegecentral.com/queens	1900 Selwyn Ave Charlotte, NC 28274	704-337-2200	0	No
Winthrop University	careerdev@winthrop.edu	824 Oakland Ave. Rock Hill, S.C. 29733-Crawford Building	803-323-2141	0	No
Appalachian State University	careercenter@appstate.edu	287 Rivers St. Boone, NC 28608	828-262-2180	1	No
Johnson C. Smith University	Sonia Youngblood	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1041	0	No
Johnson & Wales University	careerpostings.pvd@jwu.edu	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	ucs@unc.edu	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	careers@ davidson.edu	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	careercenter@wofford.edu	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	handshake@wfu.edu	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	careerservices@uscb.edu	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
LinkedIn	www.linkedin.com	1000 W Maude Ave, Sunnyvale, CA 94085	650-687-3600	2	No
Beasley Media Group	www.bbgi.com	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	3	No
Former Employee				1	No

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5f) Job Title Sales Coordinator Referral Source(s) of Hire: Linked In

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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	www.ncworks.gov	5601 Executive Center Dr. Ste 300 Charlotte, NC 28212	704-556-2870	0	No
Radio Online	Jobs.radio-online.com	3500 Tripp Ave Amarillo, TX 79121	806-352-7503	0	No
NAACP Charlotte	Harriet Mendinghall	P.O. Box 560768 Charlotte, NC 28256	704-977-7382	0	No
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CPCC	MC Cho	P.O. Box 35009 Charlotte, NC 28235	704-330-4662	0	No
UNCC Hire a Niner	recruit@uncc.edu	9201 University City Blvd, Charlotte, NC 28223	704-687-0795	3	No
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Appalachian State University	careercenter@appstate.edu	287 Rivers St. Boone, NC 28608	828-262-2180	1	No
Johnson C. Smith University	Sonia Youngblood	100 Beatties Ford Rd Charlotte, NC 28216	704-378-1041	0	No
Johnson & Wales University	careerpostings.pvd@jwu.edu	801 W Trade St Charlotte, NC 28202	980-598-1000	0	No
UNC Chapel Hill	ucs@unc.edu	1807 Fordham Blvd., Chapel Hill, NC 27514	919-962-6507	0	No
Davidson College	careers@ davidson.edu	405 N. Main St, Davidson, NC 28036	704-894-2132	0	No
Wofford College	careercenter@wofford.edu	429 N. Church St, Spartanburg, SC 29303	864-597-4794	0	No
Wake Forest University	handshake@wfu.edu	1834 Wake Forest Rd Winston Salem, NC 27109	336-758-5902	0	No
University of South Carolina	careerservices@uscb.edu	1 University Pkwy Bluffton, SC 29909	843-208-8263	0	No
LinkedIn	www.linkedin.com	1000 W Maude Ave, Sunnyvale, CA 94085	650-687-3600	2	No
Beasley Media Group	www.bbgi.com	1520 South Blvd, Suite 300 Charlotte, NC 28203	704-319-4988	3	No
Former Employee				1	No

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6) **Total # of Interviewees Referred:** For the period from July 22, 2023 – July 21, 2024 this Employment Unit interviewed 27 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

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

i. Charlotte Hornets HBCU Panel and College Fair: January 19, 2024

The Employment Unit participated in the Charlotte Hornets Historically Black College and University (HBCU) Panel and College Fair with college bound high school juniors and seniors at the Spectrum Center. As HBCU alumni, they answered questions about their college experience, particularly at an HBCU school, discussed types of courses they took that lead them to their career in radio and the importance of internships and hands-on experience. They also emphasized the need to network and how to make connections, the challenges of college and goal setting for a successful career.

Personnel Involved: WBAV On-Air Talent, WPEG On-Air Talent

ii. South Charlotte Middle School Assembly: January 24, 2024

The Employment Unit spoke to approximately 700 students at an assembly as part of “Kindness Week” at the school. They talked about the importance of kindness and inclusion with students; expanding on ways to be kind to one another, paying it forward and fostering an inclusive environment now and as they get older. They also spoke about their journey leading them to the radio industry and what it takes to succeed.

Personnel Involved: Two WNKS Morning Show Hosts/On-Air Talents

iii. Myers Park High School Black History Showcase: February 16, 2024

WPEG Morning Show Co-Host and Afternoon On-Air Talent was the emcee for the Black History Showcase sponsored by the Myers Park Black Student Union at Myers Park High School (MPHS). The theme of the event was Black Excellence. The showcase featured musical performances and poetry from students at MPHS and members of the community, as well as a performance for the members of Omega Psi Phi fraternity from Johnson C. Smith University (HBCU), her alma mater. She shared her journey from college student to internship to part time on-air and now full time WPEG Morning Show Co-Host and Afternoon Talent. Students were invited to join the WPEG Morning Show on-air as their feature for their Teen Talk segment.

Personnel Involved: WPEG Morning Show Co-Host, Afternoon On-Air Talent

iv. Lancaster High School Student Lunch Outreach: February 29, 2024

The Employment Unit had lunch with and spoke to approximately 150 students. They encouraged them to be more proactive with community outreach, providing insight on their day-to-day lives in the radio world, and tasks as it relates to radio and media. They answered multiple questions about the radio industry and discussed various career paths in the industry.

Personnel Involved: WPEG Morning Show Co-Host, WPEG Morning Show Co-Host and Afternoon On-Air Talent, Promotions/Marketing Assistant

v. Women’s History Month Girls Talk at Johnson C. Smith University: March 27, 2024

WBAV On-Air Talent spoke to approximately 40 female college students about career goals, women in the work force and broadcast industry, issues they face, leadership skills, and her 30-year radio career journey

Personnel Involved: WBAV On-Air Talent

vi. iMeck Academy Career Development Program: January 31, 2024 – March 28, 2024

The Employment Unit visited iMeck Academy in Charlotte, NC to discuss the different career opportunities in radio. Members from the Sales, Digital, Graphic Design, On-Air, and Promotions departments talked to high school-level students about their experiences and career in radio. iMeck Academy is a multimedia magnet school that is the leading Digital Marketing Multimedia Design program in Charlotte Mecklenburg School system. iMeck's goal is to connect students with the passions that will drive their future careers; student performance thrives through creativity and unique experiences.

- January 31, 2024: Promotions Coordinator/Mix Show DJ visited the school to give students the experience to witness a DJ up close and personal. Students were allowed to enjoy music during their lunch period but also see his setup and how a DJ can create a unique mix and ask questions.
- February 21, 2024: The Employment Unit hosted a panel with members from the Sales, Digital, Graphic Design, On-Air, and Promotions departments to talk to high school students about their journey and their positions in radio. Each panelist answered questions about their background, their day-to-day duties in radio, and advised students on how to break into the industry. Students were also able to ask each panelist questions at the end during a Q&A segment.
- February 29, 2024: The Employment Unit who participated in the February 21st panel visited individual classes with smaller groups to work with each class in discussing their jobs more in-depth. Each class participated in activities with their panelist such as helping plan a mock event with promotions, discussing sales opportunities and how to close a deal, brainstorming local topic ideas for online content, discussing the importance of social media, how to interview a celebrity, and seeing the process of graphic designing in the radio industry.
- April 25, 2024: The program concluded with a tour of the radio station for 30 students.

Personnel Involved: Digital Program Director, Director of Marketing, Promotions Coordinator/Mix Show DJ, Digital Sales Executive, Multimedia Designer, WPEG Morning Show Co-Host/On-Air Talent, WPEG Morning Show Host/Afternoon On-Air Talent

vii. Johnson C. Smith University Health Fair and Career Extravaganza: March 7, 2024

The Employment Unit promoted and attended the Johnson C. Smith University (JCSU) Health and Career Fair. The Public Affairs Director also interviewed a representative from JCSU about the event on her weekly Public Affairs on-air program that ran on all stations on March 2nd and 3rd encouraging listeners to attend. JCSU is Charlotte's only Historically Black College and University (HBCU).

Personnel Involved: Public Affairs Director, Director of Marketing, Promotions/Marketing Assistant, Account Executive, Digital Sales Executive, Director of Sales, Imaging/Production Director

viii. York County Amateur Radio Society & Pleasant Knoll Middle School - April 22, 2024

The Director of Engineering participated in a special Amateur Radio on the International Space Station (ARISS) program with the students from Pleasant Knoll Middle School. The program, which was sponsored by York County Amateur Radio Society (YCARS), gave students the unique and exciting opportunity to speak with astronauts live on the International Space Station via Amateur Radio using radio and antennas which they had been studying in their class as part of the STEM Program (Science, Math, Engineering and Math). The ARISS provides educational opportunities for students, teachers, and the general public to learn about wireless technology and radio science through Amateur Radio, as well as space exploration, space technologies, and satellite communications.

Personnel Involved: Director of Engineering

ix. Broadcast Journalism Instructor/Student Mentoring- Ongoing

Employment Unit teaches classes and mentors students in the Broadcast Journalism and Communications Departments at Johnson C. Smith University (JCSU) and Central Piedmont Community College (CPCC). They also have spoken on various panels, events, and schools about careers in the broadcasting industry including the following:

- 10th Annual Black History Bowl at the Charlotte Museum of History- February 24, 2024
- HBCU Panel at the African American Heritage Festival- February 24, 2024
- Greater Enrichment Afterschool Program Award's Ceremony- May 22, 2024

Personnel Involved: WBAV On-Air Talent, Digital Sales Executive

x. Station Tours

The Employment Unit has given 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.

- University of North Carolina Charlotte (UNCC)- September 13, 2023: a visually impaired listener and broadcasting student was invited to spend the day at the WKQC studio. WKQC Program Director/On-Air Talent walked the student through a typical day at a radio station. He sat in the studio during the Program Director's radio show, asked questions, and was interviewed on the air about his love of music. The inner workings of the various station departments were explained, and the student's questions were answered. The student was introduced to other station management personnel during the 5-hour visit. The student left with a renewed enthusiasm for pursuing his dream to be a broadcaster.
- Boys & Girls Club of Monroe - January 25, 2024: 25 students ranging from 2nd – 6th grade
- Corriher-Lipe Middle School- January 31, 2024: 20 Middle School students, the Media Education & Social Studies Director, and teacher from a "Popular Music Through the Decades" class
- Johnson C. Smith University- April 11, 2024: 9 students from a JCSU Broadcast Sales class
- iMeck Academy- April 25, 2024: 30 High School students who had participated in the Beasley Career Development Program.
- AT&T University/Diversity in Sports Conference- recent graduate interested in Sports Radio - July 17, 2024 The Digital Program Director and WKQC and Fox Sports Program Director gave a tour of the radio stations and discussed ways the recent grad might enter broadcasting. She also met with the WNKS Program Director, Director of Marketing, and Promotions Coordinator about how they got into their radio careers.

Personnel Involved: Digital Program Director, WKQC/Fox Sports Program Director, WNKS Program Director, Various On-Air Talent, Promotions Coordinator, Digital Sales Executives, Account Executives, Media Production Specialist, and various staff in the office the days of the tours.

(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 6 interns.

Personnel Involved: Morning Show Producer, Director of Marketing, On-Air Talent, Digital Media Specialist, Executive Assistant/Office Manager

(c) Co-Sponsoring at Least One Job Fair with Organizations in the Business and Professional Community Whose Membership Includes Substantial Participation of Women and Minorities

i. NCAB Virtual Job Fair: September 18 – 22, 2023

The Employment Unit co-sponsored the NCAB Virtual Job Fair, ran on-air promotional spots on all radio stations and promoted the job fair on all station websites from September 13 – 22nd. The Employment Unit connected with all applicants who applied for our open positions, and the General Sales Manager formerly interviewed one applicant. North Carolina Association of Broadcasters (NCAB) is recognized as one of the top associations for broadcasters with a substantial participation of women and minorities.

Personnel Involved: Executive Assistant/Office Manager, General Sales Manager, Program Directors, Sales Coordinator, Continuity Director, Imaging/Production Director, Digital Program Director

ii. Charlotte Pride Job Fair: February 13, 2024

The Employment Unit co-sponsored the Charlotte Pride Job Fair held at Central Piedmont Community College, ran on-air promotional liners on WNKS-FM, promoted the event on the WNKS/KISS 951 website, and were on-site at the job fair. Charlotte Pride is one of the largest LGBTQ Pride organizations in the American Southeast.

Personnel Involved: Director of Marketing, Digital Program Director, Promotions Assistant, WNKS Program Director, Imaging/Production Director, Account Executive

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

i. Beasley Media Group Recruitment Commercials on all radio stations: July - Dec 2023

Listeners of 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 script #1: “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. That’s charlotte.jobs@bbgi.com. Beasley Media Group is an Equal Opportunity Employer.”

Commercial script #2: “If you’re a pro at closing deals and have a passion for creating digital advertising solutions, we want YOU to join our team at Beasley Media – Charlotte. We’re looking for a dynamic individual who thrives in a fast-paced environment! You’ll have access to our full arsenal of digital tools that can make a real impact for clients. Your drive, creativity, and strategic thinking will be key to opening new doors, unlocking fresh opportunities, and driving revenue growth. Your success is our success, and we’ll support you every step of the way. If you’re ready to take your digital sales career to new heights, we want to hear from you! Join our innovative and thriving sales team. Apply now at charlotte.jobs@bbgi.com. That’s charlotte.jobs@bbgi.com. Beasley Media Group is an Equal Opportunity Employer.”

Personnel Involved: VP/Market Manager, Executive Assistant/Office Manager, Imaging & Production Director, On-Air Talent, General Sales Manager, Digital Sales Manager, Sales Coordinator, Continuity Director

ii. 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, Director of Web Services

(e) Initiative: Listing of Each Upper Level Category Opening 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) that is recognized as one of the top associations for broadcasters with a substantial participation of women and minorities. The Employment Unit sends job opportunities to the Charlotte Branch of the NAACP, United Latino Job Bank, Johnson C. Smith University (Charlotte's only Historically Black College and University), and the National Association of Black Owned Broadcasters Foundation.

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

i. Radio Market Professional Development Program: Ongoing

The Employment Unit conducts a Radio Market Professional Development program through the Radio Advertising Bureau (RAB). This online program is designed for the Employment Unit's Account Executives and Digital Sales 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 12-week 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: Director of Sales, General Sales Manager, Account Executives, Digital Sales Executives

ii. Center for Sales Strategy Training Program: March 2024-May 2024

The Employment Unit participated in a 13 week in person and online Professional Development program called the Center for Sales Strategy (CSS). This program is designed for the Employment Unit's Account Executives and Digital Sales Executives to improve their knowledge and skills that could qualify them for advancement and higher-level positions. The program covers topics such as creating customer focused proposals, effective digital campaigns, target driven sales, negotiation tactics, and business growth and development.

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

iii. Sales Coordinator Training Program: July 1, 2024 - present

Sales Coordinator training program is 12 weeks of in person and online product and platform training. This training and development will improve their knowledge of the radio sales industry and qualify them for advancement and higher level positions within the company. The training includes introductory and advance training in Marketron, Topline, Nielson, and Arbitron, as well as preparing marketing and promotional proposals, and general aspects of the broadcast and digital sales industry.

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

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

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

i. National Association of Black Journalists: Ongoing

WBAV On-Air Talent is an advocate for 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 advocate on their behalf. He also actively collaborates with a local TV station reporter to bring journalism opportunities to black males.

Personnel Involved: WBAV On-Air Talent

ii. Ms Jessica's Ice Cream Pop Ups/YMCA Youth: Ongoing

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

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

(h) 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. The Society of Broadcast Engineers (SBE)

The Director of Engineering is the Charlotte Chapter Chair of the Society of Broadcast Engineers (SBE) and also serves on the National Board of Directors. SBE is 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 field of broadcast engineering and technology.

Personnel Involved: Director of Engineering

ii. National Association of Black Owned Broadcasters (NABOB) Media Sales Institute: June 11 & 12, 2024

The Employment Unit attended the NABOB Media Sales Institute (MSI) at Florida A&M University. The Media Sales institute (MSI) is an intense 10-day sales training program for recent college graduates who are passionately interested in pursuing a career in media sales. The curriculum is designed to prepare talented individuals with diverse backgrounds for positions in radio, television, cable, print, digital and interactive sales, operations and marketing. The Employment Unit spent 2 days with the candidates as they presented case study sales presentations and interviewed candidates for entry level media sales positions. There were approximately 50 attendees.

Personnel Involved: Market Manager- Beasley Tampa and HR Consultant- on behalf of all Beasley Media Group stations

United Negro College Fund (UNCF)-Women Who Lead January 2023-present

iii. 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. Each year, they award more than \$100 million in scholarships to students attending more than 1,100 schools across the country. 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. The Employment Unit attended the UNCF's 23rd Annual Maya Angelou Women Who Lead Luncheon at the Charlotte Convention Center on September 23, 2023.

Personnel Involved: Digital Sales Executive

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

iii. Country Radio Seminar: February 28-29, 2024 Nashville, TN

The Employment Unit attended the Country Radio Seminar February 28-29, 2024 in Nashville, TN. This annual seminar consists of education panels, featured speakers, workshops, programming mentoring sessions, daily networking events with industry leaders, etc. Employment Unit participated in a variety of sessions and workshops.

The VP of Music and Entertainment/Operations Manager attended a workshop called *Passing the Torch: Why Mentors Matter*. This was an important seminar about networking in the radio industry and learning the skills and knowledge to successful programming from experienced programmers who can pass on the wisdom they have gained in their radio careers through mentoring.

The WNKS Program Director/On-Air Talent/WSOC Music Director/Assistant Program Director attended a session called *The Artist Interview: A Conversation Between Trisha Yearwood and Lainey Wilson*. This session was an open discussion about women in the music and broadcast industry and what it takes to succeed. They talked about their own experiences, advice, and things they've learned that will help the next generation of women. At the end of the presentation, they took questions from the audience (other radio and record industry attendees).

Personnel Involved: VP of Music and Entertainment/Operations Manager and WNKS Program Director/On-Air Talent/WSOC Music Director and Assistant Program Director