

EEO PUBLIC FILE REPORT

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

1) Employment Unit: Beasley Media Group – Philadelphia

2) Unit Members: **WMGK (FM), Philadelphia, PA**
 WPEN (FM), Burlington, NJ
 WMMR (FM), Philadelphia, PA
 WBEN-FM, Philadelphia, PA
 WXTU-FM, Philadelphia, PA
 WWDB (AM) Philadelphia, PA
 WTEL (AM) Philadelphia, PA
 WTMR (AM) Camden, NJ

3) EEO Contact Information for Employment Unit:

| | |
|---|--|
| Mailing Address: One Bala Plaza – Suite 429 Bala Cynwyd, PA 19004 | Telephone Number: 610-667-8500 |
| | Contact Person/Title: Joe Bell – Vice President/Market Manager |
| | E-mail Address: joe.bell@bbgi.com |

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

Full-time Vacancies Filled During Reporting Period

| | <u>Title</u> | <u>Recruitment Source</u> |
|---|-------------------------------|----------------------------------|
| 1 | Digital Sales Specialist | Industry Referral |
| 2 | On-Air Morning Show Host | www.bbgi.com |
| 3 | Digital Marketing Coordinator | Industry Referral |
| 4 | National Sales Assistant | www.bbgi.com |

Stations WMGK (FM), WPEN (FM), WMMR (FM), WBEN-FM,
WWDB (AM), WTEL (AM), and WTMR (AM) are Equal Opportunity Employers.

None of the recruitment sources listed below requested notification of job openings

1. Digital Sales Specialist – Industry Referral

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred |
|---|----------------|--|------------------|----------------------------|
| All Access | Joel Denver | 28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265 | 310-457-6616 | 0 |
| bbgi.com | Heidi Raphael | 3033 Riviera Drive, Suite 200, Naples, FL 34103 | 239-263-5000 | 1 |
| INDEED | www.indeed.com | 177 Broad Street, Stamford, Connecticut, 06901 | 800-462-5842 | 0 |
| Industry Referral | | | | 3 |
| Internal Posting: Beasley Media Group Philadelphia | | | 717-482-4820 | 0 |
| Pennsylvania Association of Broadcasters | Gail Ponti | www.pab.org | | 0 |
| Pennsylvania Career Link | Adina Tayar | http://www.pacareerlink.state.pa.us | (267) 703-0901 | 0 |

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2. On-Air Morning Show Host – www.bbgi.com

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred |
|--|----------------|--|------------------|----------------------------|
| bbgi.com | Heidi Raphael | 3033 Riviera Drive, Suite 200, Naples, FL 34103 | 239-263-5000 | 1 |
| INDEED | www.indeed.com | 177 Broad Street, Stamford, Connecticut, 06901 | 800-462-5842 | 1 |
| Industry Referral | | | | 2 |
| LinkedIn | Teresa Beckta | www.linkedin.com | 239-263-5000 | 0 |

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3. Digital Marketing Coordinator – Industry Referral

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred |
|---|----------------|--|------------------|----------------------------|
| All Access | Joel Denver | 28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265 | 310-457-6616 | 0 |
| bbgi.com | Heidi Raphael | 3033 Riviera Drive, Suite 200, Naples, FL 34103 | 239-263-5000 | 12 |
| INDEED | www.indeed.com | 177 Broad Street, Stamford, Connecticut, 06901 | 800-462-5842 | 4 |
| Industry Referral | | | | 1 |
| Internal Posting: Beasley Media Group Philadelphia | | | 717-482-4820 | 3 |
| Pennsylvania Association of Broadcasters | Gail Ponti | www.pab.org | | 0 |
| Pennsylvania Career Link | Adina Tayar | http://www.pacareerlink.state.pa.us | (267) 703-0901 | 0 |

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4. National Sales Assistant-www.bbgi.com

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred |
|---|----------------|--|------------------|----------------------------|
| All Access | Joel Denver | 28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265 | 310-457-6616 | 0 |
| bbgi.com | Heidi Raphael | 3033 Riviera Drive, Suite 200, Naples, FL 34103 | 239-263-5000 | 1 |
| INDEED | www.indeed.com | 177 Broad Street, Stamford, Connecticut, 06901 | 800-462-5842 | 1 |
| Industry Referral | | | | 1 |
| Internal Posting: Beasley Media Group Philadelphia | | | 717-482-4820 | 0 |
| Pennsylvania Association of Broadcasters | Gail Ponti | www.pab.org | | 0 |
| Pennsylvania Career Link | Adina Tayar | http://www.pacareerlink.state.pa.us | (267) 703-0901 | 1 |

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5) **Total # of Interviewees Referred:** For the period from March 23, 2020 through March 22, 2021, this Employment Unit interviewed 32 interviewees for full-time job vacancies.

6) **Supplemental Recruitment Initiatives**

- a. **Internship Program**
Date: Ongoing
Participants: WMMR

The Employment Unit conducted a virtual internship program designed to assist members of the community in acquiring skills necessary for broadcast employment. Interns came from various universities in the Philadelphia area. A typical day had the students log-in as the Morning Show began their workday. They were instructed on how to log show notes, pull airchecks for the Sales Department and create research sheets on upcoming show guest. The program virtually hosted 7 students during the reporting period.

During the reporting period, the Employment Unit hosted students/interns from the following universities: University of Delaware, La Salle University, Neumann University, Rowan University and Temple University

- b. **Participation in events sponsored by educational institutions**

Delaware County Community College Speaking Engagement

Date: 5/18/2020

Location: Beasley Media Group Philadelphia – Bala Cynwyd, PA (virtual)

On May 18, 2020, the Employment Unit's On-Air Midday Personality was interviewed by a Delaware County Community College student. Topics discussed included daily show preparation, new broadcasting technology and how the broadcasting industry has evolved over the years.

LaSalle University Mentoring Session

Date: 9/22/2020

Location: LaSalle University (virtual)

On September 22, 2020, the Employment Unit's General Sales Manager participated in a one-hour Mentoring Program with a communications class at LaSalle University. Topics discussed included women in leadership rolls and how to overcome obstacles in the workplace.

St. Joseph's University Speaking Engagement

Date: 10/20/2020

Location: St. Joseph's University (virtual)

On October 20, 2020, the Employment Unit's Vice President of Sales spoke to students majoring in Communications at St. Joseph's University. Discussions included working in the broadcast industry, networking, and career opportunities.

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St. Joseph's University Speaking Engagement

Date: 11/5/2020

Location: St. Joseph's University (virtual)

On November 5, 2020, the Employment Unit's Program Director spoke to a Marketing Class at St. Joseph's University. Topics discussed included radio, music, and the advertising business. The discussion also included radio's strengths and weaknesses, along with management techniques and how radio can remain viable into the future.

St. Joseph's University – Guest Speaker

Date: 3/18/2021

Location: St. Joseph's University (virtual)

On March 18, 2021, the Employment Unit's Vice President of Sales was a guest speaker at St. Joseph's University where he spoke to a Marketing & Communications class. His presentation was on careers in radio.

Ursinus College Externship Program

Dates: 1/6/21, 1/8/21, 1/12/21, 1/13/21, 1/15/21

Location: Ursinus College (virtual)

The Employment Unit's Vice President of National Sales took part in a 2-week externship which included sharing information about broadcast radio, digital programs, promotions, events, creative and E-sports. The Ursinus Externship was created to provide students with access to different fields of employment and real-world experiences.

c. **EEO Training**

FCC EEO Compliance Training

Date: 11/18/2020

Location: Beasley Media Group, Philadelphia Location

On November 18, 2020, all hiring managers participated in an EEO Compliance Training session utilizing the 39 Question & Answer link provided by fcc.gov: <http://www.fcc.gov/enforcement/eb-eeo/eo-frequently-asked-questions>. The FAQ provides a wide-ranging guide to the FCC's EEO rules and policies. Management evaluated the FAQ's guidance as pertains to the Employment Units EEO practices.

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