

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2009 – July 22, 2010.

- 1) **Employment Unit: Beasley Broadcast Group Inc. – Augusta, GA**
- 2) **Unit Members (Stations and Communities of License):** WCHZ(FM), Harlem, GA  
WDRR(FM), Martinez, GA  
WGAC(AM), Augusta, GA  
WGAC-FM, Warrenton, GA  
WGUS(AM), Augusta, GA  
WGUS-FM, New Ellenton, SC  
WHHD(FM), Clearwater, SC  
WKXC-FM, Aiken, SC  
WRDW(AM), Augusta, GA

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

Mailing Address:  Beasley FM Acquisition 4051 Jimmie Dyess Pkwy Augusta, GA 30909	Telephone Number: 706-396-7000
	Contact Person/Title: Donna Williams, Business Manager
	E-mail Address: donna.williams@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>
1. Receptionist	Augusta Staffing
2. Account Executive	Internship Program

**Stations WCHZ(FM), WDRR(FM), WGAC(AM), WGAC-FM, WGUS(AM), WGUS-FM, WHHD(FM), WKXC-FM, & WRDW(AM) are Equal Opportunity Employers.**

**5) Job Title: Receptionist (1)**

**Referral Source(s) of Hiree: Augusta Staffing**

Beasley Broadcast Group Augusta hired a temp from Augusta Staffing to fill a part-time receptionist vacancy. When the budget permitted Beasley Broadcast Group Augusta to hire a full-time receptionist, the part-time receptionist was promoted internally to the full-time position.

**5) Job Title: Account Executive (2)**

**Referral Source(s) of Hiree: Internship Program**

Beasley Broadcast Group Augusta hired an intern at Station WGUS(AM) to fill an account executive vacancy at Station WGUS(AM). During the reporting period, the station changed its format from gospel to Spanish-language and the intern assisted with the format change. Due to the key role she played in the format change and the fact that she spoke fluent Spanish, the intern was hired as an account executive at the station.

**6) Total # of Interviewees Referred:** For the period from July 23, 2009, through July 22, 2010, this Employment Unit interviewed 2 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Internship program designed to assist members of the community to acquire skills needed for broadcast employment**

**Internship Program** – Ongoing – Beasley Broadcast Group Augusta has established an internship program designed to assist members of the community in acquiring skills needed for broadcast employment. Interns gain valuable experience in the radio broadcasting industry and gain insight into careers in radio broadcasting. During the reporting period, the station employment unit had one intern who focused primarily on audio and video advertising operations and who job shadowed the Production Manager at Beasley Broadcast Group Augusta.

**(b) Initiative: Events or programs sponsored by educational institutions relating to career opportunities in broadcasting**

- i. **Educational Tour of Facilities** – June 15, 2010 – An Account Executive for WHHD(FM) conducted an Educational Tour of Beasley Broadcast Group Augusta, for a class from Blue Ridge Elementary. The tour gave the children and their adult chaperones insight into how a radio station works and into careers in radio broadcasting.
- ii. **Presentation on Broadcasting Careers** – October 28, 2009 – The General Manager gave a career day presentation for the marketing department at Augusta State University, Augusta, GA. He spoke to a class of approximately 25 students regarding careers in broadcasting and handed out job applications to the class.

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

- i. **Job Fair** – On April 14, 2010, the Beasley corporate Director of Sales and a Business Manager, each of whom has substantial responsibility in the making of hiring decisions, attended the NAB Job Fair in Las Vegas, NV. Resumes were accepted and applications were distributed.
- ii. **Job Fair** – On September 23, 2009, the Beasley Director of Corporate Communications and the VP of Technology, each of whom has substantial responsibility in the making of hiring decisions, attended the NABEF Career Fair in Philadelphia, PA. Resumes were accepted and applications were distributed.

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