

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: July 23, 2010 – July 22, 2011.

- 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-FM, New Ellenton, SC
WGUS(AM), Augusta, GA
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:**

Job Title	Recruitment Source Referring Hiree
1. Account Executive	Client Referral
2. News Anchor/Reporter	Self Referral
3. Account Executive	Self Referral
4. News Anchor/Reporter	Rehired Former Employee

Stations WCHZ(FM), WDRR(FM), WGAC(AM), WGAC-FM, WGUS-FM, WGUS(AM), WHHD(FM), WKXC-FM, and WRDW(AM) are Equal Opportunity Employer(s).

5) Job Title: Account Executive

Referral Source(s) of Hire: Client Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Beasley Corporate Office	Human Resources	3033 Riviera Dr., Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	YES
Beasley Broadcasting Clusters	Business Managers	Emailed: Philadelphia, Las Vegas, Miami, Fayetteville, Ft. Myers, Boca Raton, Atlanta	Various	0	NO
UNC School of Journalism & Mass Communications	Jay Eubanks, Director Career Services	Carroll Hall, CB 3365 Chapel Hill, NC 27599-3365 jeubank@unc.edu	919-962-1204	0	YES
Ross School of Business University of Michigan	Judy Roper Human Resources	jroper@umich.edu	734-763-1180	0	YES
Western Carolina University	D Connelly, Director Of Broadcasting	dconnelly@wcu.edu	828-227-7327	0	YES
Tusculum College	Barth Cox	P.O. Box 5012, Greenville, TN 37743 bcox@tusculum.edu		0	YES
Brown College	Shane Rumsey	1440 Northland Dr. Medota Heights, MN 55120 srumsey@staff.browncollege.edu		0	YES
Methodist University	Garland Stewart Director, Career Services	Fayetteville, NC gstewart@methodist.edu	910-630-7000	0	YES
UNC – Pembroke	Dr. Jamie Litty Chairman	Department of Mass Communications Jamie.litty@uncp.edu	910-521-6000	0	YES
Augusta State University	Career Center	2500 Walton Way, Augusta, GA 30910 careercenter@aug.edu	706-731-7097 fax	0	YES
School of Communication	Dr. Linda Kean Acting Director	105 Joyner East, Greenville, NC 27858 keanl@ecu.edu	252-328-1511 Office 282-328-1509 Fax	0	YES
Georgia Department of Labor	Irvin Saunders	601 Greene St, Augusta, GA 30901 Irvin.saunders@dol.state.ga.us	706-721-2165 Office 706-721-5038 Fax	0	YES
Brenau College	Donny Moore Career Placement	21606 Barnes Ave... Ft. Gordon, GA 30905 d.moore@brenau.edu	706-793-7646	0	YES
Georgia Dept of Veterans Affairs	Placement Office	1101 15 th Street, Augusta, GA 30910 rk.smith@vs.state.ga.us		0	YES
University of Georgia	Debi Grayson Placement Center	Athens, GA 30601 debig@uga.edu		0	YES
University of SC/Aiken	Leslie C. Career Placement	171 University Pkwy, Aiken, SC 29801 lesliec@usca.edu		0	YES
Paine College	Roslyn Tucker Placement Center	1235 15 th St. Augusta, GA 30910 rtucker@paine.edu	706-821-8200	0	YES
Southeastern Technical College	N/A	East First Street Vidalia, GA 30901	912-538-3100	0	NO
Aiken Chamber of Commerce	N/A	400 Laurens St., NW Aiken, SC 29801 chamber@aikenchamber.net	803-641-1111	0	NO

Stations WCHZ(FM), WDRR(FM), WGAC(AM), WGAC-FM, WGUS-FM, WGUS(AM), WHHD(FM), WKXC-FM, and WRDW(AM) are Equal Opportunity Employer(s).

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A.K.A. Sorority	N/A	P.O. Box 1455 Augusta, GA 30903		0	NO
Aiken Technical College	N/A	Placement Office 2276 Jefferson Davis Hwy Graniteville, SC 29813	803-593-9231	0	YES
Augusta Technical College	N/A	Career Placement Dept. 3200 Augusta Tech Dr... Augusta, GA 30906	706-771-4000	0	YES
Greater Augusta Chamber of Commerce	N/A	600 Broad Street Augusta, GA 30902		0	NO
CHI ETA THI Sorority	N/A	130 Kings Chapel Rd. Augusta, GA 30909		0	NO
Lieber College	N/A	Director of Placement USC Columbia, SC 29209		0	NO
Eastern New Mexico University	N/A	Director of Placement Portales, NM 88130	575-562-1011	0	NO
Jr. Women's Club	N/A	P.O. Box 2692 Aiken SC 29802		0	NO
Kerr Business College	N/A	2528 Centerwest Pkwy Augusta, GA 30909	706-738-5046	0	NO
League of Women Voters	N/A	533 15 th Street Augusta, GA 30901		0	NO
McDuffie County Minority	N/A	P.O. Box 61 Thomson, GA 30824		0	NO
Morehouse College	N/A	830 Westview Dr. SW Atlanta, GA 30314	404-681-2800	0	NO
NAACP Augusta Chapter	N/A	P.O. Box 1951 Augusta, GA 30903		0	YES
Nat'l Assoc. Of Media Women	N/A	157 West 126 th St New York, NY 10027		0	NO
Nat'l Assoc. Of Broadcasters Employment Clearinghouse	N/A	1771 North St., NW Washington, DC 20077-6316 www.nab.org	202 429 5300	0	NO
Army Community Service	N/A	Family Member T Ft. Gordon, GA 30905		0	NO
Butler High School	N/A	2011 Lumpkin Rd. Augusta, GA 30906	706-993-1528	0	NO
Glenn Hills High School	N/A	2840 Glenn Hills Dr. Augusta, GA 30906	706-796-4924	0	NO
Westside High School	N/A	1002 Patriots Way Augusta, GA 30907	706- 868-4030	0	NO
TW Josey High School	N/A	1701 15 th St. Augusta, GA 30901	706-737-7360	0	NO
Atlanta Broadcast Institute	N/A	6961 Peachtree Industrial Norcross, GA 30092	404-929-0523	0	NO
Connecticut School of Broadcasting	N/A	1755 North Brown Rd., Suite 175 Lawrenceville, GA 30043	1-800-TV-RADIO	0	NO

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Albany Technical College	N/A	1704 Slaphey Blvd. Albany, GA 31701 www.albanytech.edu		0	NO
Beasley Station Websites	Website Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	3	NO
Self Referrals or Client Referrals	Business Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	1	NO

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5) Job Title: News/Traffic Reporter

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Beasley Corporate Office	Human Resources	3033 Riviera Dr., Suite 200 Naples, FL 34103	239-263-5000 239-263-8191 FAX	0	NO
Beasley Broadcasting Clusters	Business Managers	Emailed: Philadelphia, Las Vegas, Miami, Fayetteville, Ft. Myers, Boca Raton, Atlanta	Various	0	NO
UNC School of Journalism & Mass Communications	Jay Eubanks, Director Career Services	Carroll Hall, CB 3365 Chapel Hill, NC 27599-3365 jeubank@unc.edu	919-962-1204	0	YES
Ross School of Business University of Michigan	Judy Roper Human Resources	jroper@umich.edu	734-763-1180	0	YES
Western Carolina University	D Connelly, Director Of Broadcasting	dconnelly@wcu.edu	828-227-7327	0	YES
Tusculum College	Barth Cox	P.O. Box 5012, Greenville, TN 37743 bcox@tusculum.edu		0	YES
Brown College	Shane Rumsey	1440 Northland Dr. Medota Heights, MN 55120 srumsey@staff.browncollege.edu		0	YES
Methodist University	Garland Stewart Director, Career Services	Fayetteville, NC gstewart@methodist.edu	910-630-7000	0	YES
UNC – Pembroke	Dr. Jamie Litty Chairman	Department of Mass Communications Jamie.litty@uncp.edu	910-521-6000	0	YES
Augusta State University	Career Center	2500 Walton Way, Augusta, GA 30910 careercenter@aug.edu	706-731-7097 fax	0	YES
School of Communication	Dr. Linda Kean Acting Director	105 Joyner East, Greenville, NC 27858 keanl@ecu.edu	252-328-1511 Office 282-328-1509 Fax	0	YES
Georgia Department of Labor	Irvin Saunders	601 Greene St, Augusta, GA 30901 Irvin.saunders@dol.state.ga.us	706-721-2165 Office 706-721-5038 Fax	0	YES
Brenau College	Donny Moore Career Placement	21606 Barnes Ave... Ft. Gordon, GA 30905 d.moore@brenau.edu	706-793-7646	0	YES
Georgia Dept of Veterans Affairs	Placement Office	1101 15 th Street, Augusta, GA 30910 rk.smith@vs.state.ga.us		0	YES
University of Georgia	Debi Grayson Placement Center	Athens, GA 30601 debig@uga.edu		0	YES
University of SC/Aiken	Leslie C. Career Placement	171 University Pkwy, Aiken, SC 29801 lesliec@usca.edu		0	YES
Paine College	Roslyn Tucker Placement Center	1235 15 th St. Augusta, GA 30910 rtucker@paine.edu	706-821-8200	0	YES
Southeastern Technical College	N/A	East First Street Vidalia, GA 30901	912-538-3100	0	NO
Aiken Chamber of Commerce	N/A	400 Laurens St., NW Aiken, SC 29801 chamber@aikenchamber.net	803-641-1111	0	NO

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A.K.A. Sorority	N/A	P.O. Box 1455 Augusta, GA 30903		0	NO
Aiken Technical College	N/A	Placement Office 2276 Jefferson Davis Hwy Graniteville, SC 29813	803-593-9231	0	YES
Augusta Technical College	N/A	Career Placement Dept. 3200 Augusta Tech Dr... Augusta, GA 30906	706-771-4000	0	YES
Greater Augusta Chamber of Commerce	N/A	600 Broad Street Augusta, GA 30902		0	NO
CHI ETA THI Sorority	N/A	130 Kings Chapel Rd. Augusta, GA 30909		0	NO
Lieber College	N/A	Director of Placement USC Columbia, SC 29209		0	NO
Eastern New Mexico University	N/A	Director of Placement Portales, NM 88130	575-562-1011	0	NO
Jr. Women's Club	N/A	P.O. Box 2692 Aiken SC 29802		0	NO
Kerr Business College	N/A	2528 Centerwest Pkwy Augusta, GA 30909	706-738-5046	0	NO
League of Women Voters	N/A	533 15 th Street Augusta, GA 30901		0	NO
McDuffie County Minority	N/A	P.O. Box 61 Thomson, GA 30824		0	NO
Morehouse College	N/A	830 Westview Dr. SW Atlanta, GA 30314	404-681-2800	0	NO
NAACP Augusta Chapter	N/A	P.O. Box 1951 Augusta, GA 30903		0	YES
Nat'l Assoc. Of Media Women	N/A	157 West 126 th St New York, NY 10027		0	NO
Nat'l Assoc. Of Broadcasters Employment Clearinghouse	N/A	1771 North St., NW Washington, DC 20077-6316 www.nab.org	202 429 5300	0	NO
Army Community Service	N/A	Family Member T Ft. Gordon, GA 30905		0	NO
Butler High School	N/A	2011 Lumpkin Rd. Augusta, GA 30906	706-993-1528	0	NO
Glenn Hills High School	N/A	2840 Glenn Hills Dr. Augusta, GA 30906	706-796-4924	0	NO
Westside High School	N/A	1002 Patriots Way Augusta, GA 30907	706- 868-4030	0	NO
TW Josey High School	N/A	1701 15 th St. Augusta, GA 30901	706-737-7360	0	NO
Atlanta Broadcast Institute	N/A	6961 Peachtree Industrial Norcross, GA 30092	404-929-0523	0	NO
Connecticut School of Broadcasting	N/A	1755 North Brown Rd., Suite 175 Lawrenceville, GA 30043	1-800-TV-RADIO	0	NO

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Beasley Station Websites	Website Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	2	NO
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Brenau College	Donny Moore Career Placement	21606 Barnes Ave... Ft. Gordon, GA 30905 d.moore@brenau.edu	706-793-7646	0	YES
Georgia Dept of Veterans Affairs	Placement Office	1101 15 th Street, Augusta, GA 30910 rk.smith@vs.state.ga.us		0	YES
University of Georgia	Debi Grayson Placement Center	Athens, GA 30601 debig@uga.edu		0	YES
University of SC/Aiken	Leslie C. Career Placement	171 University Pkwy, Aiken, SC 29801 lesliec@usca.edu		0	YES
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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Albany Technical College	N/A	1704 Slaphey Blvd. Albany, GA 31701		0	NO
Beasley Station Websites	Website Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	5	NO
Self Referrals or Client Referrals	Business Manager	4051 Jimmie Dyess Pkwy Augusta, GA 30909	706-396-7000	3	NO

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6) **Total # of Interviewees Referred:** For the period from July 23, 2010, through July 22, 2011, this Employment Unit interviewed 22 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

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

Augusta State University Career Day:

October 28, 2010 – The Employment Unit’s General Manager gave a career day presentation for the marketing department at Augusta State University. He spoke to a class of approximately 25 students regarding careers in broadcasting and job opportunities at Beasley Broadcast Group Augusta and handed out job applications to the class.

Job Shadow:

February 16, 2011 – Beasley Broadcast Group Augusta agreed to host a senior from North Augusta High School for a job shadow program. During the job shadow program, the student observed the station employment unit’s Business Manager for the full day and was able to see what kinds of skills are needed for careers in broadcasting.

(b) **Initiative: Internship Program**

Internship Program:

Spring 2011 – Beasley Broadcast Group Augusta has an ongoing internship program designed to assist members of the community in acquiring skills needed for broadcast employment. During the reporting period, the station employment unit had one intern, a student from Evans High School in Evans, GA. The intern took on certain assignments in production and on-air and was given the opportunity to acquire many of the skills needed for broadcast employment. The student’s internship was an outgrowth of a job shadow project the student also completed at the stations during the reporting period in which he primarily observed the station employment unit’s Production Manager and an On-Air Announcer.

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

Augusta State University Job Fair:

April 2011 – The Promotions Director, represented Beasley Broadcast Group Augusta at a Job Fair hosted by Augusta State University. He spoke with attendees about careers in broadcasting, discussed potential employment opportunities at Beasley Broadcast Group Augusta with students, and accepted applications for employment.

NABEF Career Day:

April 13, 2011 – Members of Beasley Broadcast Group Corporate who have substantial responsibility in the making of hiring decisions attended NABEF (National Association of Broadcasters Education Foundation) Career Day. The NAB Show was held in Las Vegas, NV and was very successful. The goal of the Career Fair is to promote diversity and increase the pool of qualified applicants in the broadcast industry. The fair attracted about 1000 attendees.

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(d) Initiative: Establishment of training programs designed to enable station personnel in acquiring skills that could qualify them for higher level positions

Cross-training of station personnel:

Ongoing – 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. During this reporting period, the Assistant Business Manager cross-trained in Traffic to potentially qualify her for a Traffic Manager position in the future.

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