

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: May 23, 2017 – May 22, 2018.

1) **Employment Unit: Beasley Media Group - Detroit**

2) **Unit Members (Stations and Communities of License):** **WCSX (FM), Birmingham, MI**
 WMGC (FM), Detroit, MI
 WRIF (FM), Detroit, MI

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

Mailing Address: One Radio Plaza Detroit, MI 48220	Telephone Number: 248-591-6800
	Contact Person/Title: Lauren Conn, Executive Assistant
	E-mail Address: lauren.conn@bbgi.com

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

<u>Job Title</u>	<u>Referral Source</u>
(a) WCSX On-Air Host	All Access
(b) WCSX Account Executive (2 positions)	Industry Referral, Management Referral
(c) Digital/ NTR Coordinator	Management Referral
(d) BMG Account Executive (2 positions)	Employee Referral, Management Referral
(e) IT Support Technician	BBGI Website
(f) BMG Account Executive (3 positions)	Management Referral, Industry Referral (2)

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5) Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

a.) Job Title: WCSX On-Air Host Referral Source(s) of Hiree: All Access

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification?
Beasley Media Group Stations and Websites	Executive Assistant/HR Coordinator per Station	See Appendix B		0	No
Beasley Media Group Detroit In-House Posting	Executive Assistant	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	0	No
EEO Distribution List	N/A	See Appendix A		1 (All Access)	See Appendix A
Management Referral	Program Director	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	3	No
Industry Referral	Program Director	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	2	No

b.) Job Title: WCSX Account Executive (2 positions) Referral Source(s) of Hiree: Industry Referral, Management Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification?
Beasley Media Group Stations and Websites	Executive Assistant/HR Coordinator per Station	See Appendix B		0	No
Beasley Media Group Detroit In-House Posting	Executive Assistant	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	0	No
EEO Distribution List	N/A	See Appendix A		2 (LinkedIn)	See Appendix A
Management Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	2	No
Industry Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	2	No
Employee Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No

c.) Job Title: Digital/NTR Coordinator Referral Source(s) of Hiree: Management Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification?
Beasley Media Group Stations and Websites	Executive Assistant/HR Coordinator per Station	See Appendix B		3	No
Beasley Media Group Detroit In-House Posting	Executive Assistant	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	3	No
EEO Distribution List	N/A	See Appendix A		4 (Specs Howard)	See Appendix A
Management Referral	Digital Director	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	4	No
Employee Referral	Digital Director	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	2	No

d.) Job Title: BMG Account Executive (2 positions) Referral Source(s) of Hiree: Employee Referral, Management Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification?
Beasley Media Group Stations and Websites	Executive Assistant/HR Coordinator per Station	See Appendix B		1	No
Beasley Media Group Detroit In-House Posting	Executive Assistant	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	0	No
EEO Distribution List	N/A	See Appendix A		0	See Appendix A
Management Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	2	No
Employee Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	2	No
Industry Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	4	No
Walk-In	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No

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e.) Job Title: IT Support Technician Referral Source(s) of Hiree: BBGI Website

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification?
Beasley Media Group Stations and Websites	Executive Assistant/HR Coordinator per Station	See Appendix B		2	No
Beasley Media Group Detroit In-House Posting	Executive Assistant	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	0	No
EEO Distribution List	N/A	See Appendix A		0	See Appendix A

f.) Job Title: BMG Account Executive (3 positions) Referral Source(s) of Hiree: Management Referral (1), Industry Referral (2)

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification?
Beasley Media Group Stations and Websites	Executive Assistant/HR Coordinator per Station	See Appendix B		0	No
Beasley Media Group Detroit In-House Posting	Executive Assistant	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	0	No
EEO Distribution List	N/A	See Appendix A		3 (Michigan State University-2, Oakland University - 1)	See Appendix A
Management Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	2	No
Employee Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No
Industry Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	2	No

6) Total # of Interviewees Referred: For the period from May 23, 2017 through May 22, 2018 this Employment Unit interviewed 49 interviewees for full-time job vacancies.

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7) Supplemental Recruitment Initiatives.

- (a) **Initiative: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.**

Date: Ongoing

Participants: All Stations

WCSX, WRIF, and WMGC have an ongoing internship program in the programming, promotion, sales and production departments. These are semester-long, for-credit programs that allow students to experience radio station operation firsthand. Students shadow station employees on projects and promotions. In addition, time is provided for department head managers to answer questions in a formal setting in order to explain and provide context for students on the various procedures, techniques, and events they experience during the internship.

During the reporting period, the employment unit hosted approximately 15 interns.

- (b) **Initiative: Participation in events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.**

i. **Adcraft Club of Detroit Radio Day**

Date: July 28th, 2017

Participants: Various Employees from WMGC, WRIF, and WCSX from Sales, Programming, and Promotions

The Employment Unit participated in the Annual Radio Day hosted by Adcraft Club of Detroit for an after work networking event for young professionals. The event showcased Detroit radio stations and on-air personalities. There were approximately 300 attendees including various radio clusters, clients, members of Adcraft and members of Adcraft Advance. The Employment Unit employees discussed the radio business in general and their individual area of expertise – sales, programming, promotions and on-air personality.

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

i. **2017 NAB Radio Show Career Fair**

Date: September 7th, 2017

Participants: VP of Digital Operations

VP of Digital Operations attended the National Association of Broadcasters Education Foundation Career Fair at the 2017 Radio Show in Austin, Texas. Potential hirees had the opportunity to talk to the VP of Digital Operations about a radio career as well as submit resumes for potential opportunities.

ii. **MABF Broadcast Media Career & Networking Fair at Specs Howard School of Media Arts**

Date: October 26th, 2017

Participants: WMGC Event Coordinator and WRIF Event Coordinator

The WMGC and WRIF Event Coordinators attended the Michigan Association of Broadcasters Career Fair at Specs Howard School of Media Arts. They talked to current and past students in college about possible internships and employment opportunities with Beasley Media Group Detroit and collected resumes. Over sixty students and young professionals attended the fair.

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iii. **MABF Broadcast Media Career & Networking Fair at Specs Howard School of Media Arts**

Date: February 1st, 2018

Participants: WRIF Event Coordinator and WMGC Director of Promotions

The WRIF Event Coordinator and the WMGC Director of Promotions attended the Michigan Association of Broadcasters Career Fair at Specs Howard School of Media Arts. They talked to current and past students in college about possible internships and employment opportunities with Beasley Media Group Detroit and collected resumes. Over sixty students and young professionals attended the fair.

iv. **MABF Broadcast Media Career & Networking Fair at the Great Lakes Media Show in Lansing**

Date: March 7th, 2018

Participants: WCSX Marketing and Promotions Director and WMGC Director of Promotions

The WCSX Marketing and Promotions Director and the WMGC Director of Promotions attended the Michigan Association of Broadcasters Career Fair at the Great Lakes Media Show in Lansing on March 7th, 2018. They talked to students and business minded professionals looking for employment opportunities and collected resumes. Over 400 people attended the fair.

(d) Initiative: Participate in events sponsored by organizations representing community groups interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

i. **YMCA Leadership Group from Macomb County Daycamp Tour**

Date: August 25th, 2017

Participants: WRIF Night Host On-Air Personality

The WRIF PM Drive On-Air Personality hosted a tour for the YMCA Leadership Group. He gave a tour of the stations and offices, while introducing the group to various staff from the building and discussing broadcasting as a career. The group consisted of 15 kids, ages 11-15 years old.

ii. **Guest Speaker at Graduation Commencement for Specs Howard School of Media Arts**

Date: September 7th, 2017

Participants: WCSX AM Drive On-Air Personality

The WCSX AM Drive On-Air Personality was the guest speaker for the graduating class of Specs Howard School of Media Arts. The commencement speech highlighted what it takes to succeed in the broadcast industry as well as how it pays to stay with your dreams and passion. The speech was motivational to the graduating class.

iii. **Clarkston High School Career Day**

Date: October 17th, 2017

Participants: WCSX Promotions Assistants

The WCSX Promotions Assistants attended the Clarkston High School Career Day at Clarkston High School. Speakers from various career paths spoke with eleventh grade students about their careers, education and journeys to get to where they are in their careers. The WCSX Promotions Assistants that attended spoke about the beginning of their careers, education, influences, role models, current jobs responsibilities and advice for those interested in pursuing a career in the radio industry.

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iv. **College of Southern Nevada Music Business Class Speech**

Date: November 16th, 2017

Participants: WRIF PM Drive On-Air Personality

The WRIF PM Drive On-Air Personality spoke at the College of Southern Nevada Music Business Class consisting of about 30 students. The PM Drive Host spoke about his current job position, what he does and how he got to where he is at.

v. **Macomb Community College LIFE Skills Class Tour- Center and South Campus**

Date: February 21st and 23rd, 2018

Participants: Executive Assistant and Staff in Building on Day of Tour

On February 21st and February 23rd, 2018; students from Macomb Community College visited Beasley Media Group Detroit. The students were part of the Life Skills class for Undecided Students helping them to decide on their career path. The Executive Assistant took the students on a tour of Beasley Media Group Detroit while inviting staff to speak to the students about their jobs, career paths, the different departments and what a career in broadcasting has to offer to them. Students had the opportunity to meet on-air hosts and talk to them about their careers, see the studios and how they work, and ask questions. Each group consisted of about 15 students.

vi. **Guest Speaker at Graduation Commencement for Specs Howard School of Media Arts**

Date: April 12th, 2018

Participants: WRIF Night Host On-Air Personality

The WRIF Night Host On-Air Personality was the guest speaker for the graduating class of Specs Howard School of Media Arts. The commencement speech highlighted the job position, his career in broadcasting, job future and what it takes to succeed in the industry. The audience consisted of about 150 attendees including graduates from Specs Howard School of Media Arts as well as family and friends.

vii. **Woodhaven High School Career Day**

Date: May 2nd, 2018

Participants: WRIF PM Drive On-Air Talent

The WRIF PM Drive On-Air Personality spoke to a class of students about his experiences in radio, how he got started, his career path, and how he got his on-air name. He then answered questions from the students in the class.

(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.

Date: Ongoing

Participants: Executive Assistant/EEO Coordinator

The Employment Unit posts job openings and internships at the online job banks of the Michigan Association of Broadcasters (www.michmab.com), All Access (www.allaccess.com), as well as regularly sending non-confidential upper-level postings (Management, Sales, Promotions) to organizations with membership including substantial participation by women and minorities such as Detroit Urban League, Arab-American Chaldean Council, Wayne State University, The Associate for Women in

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Communication Detroit Chapter, and Detroit Branch of the NAACP, and Detroit Workforce Development.

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Appendix A- EEO Distribution List

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
ACCESS: Arab Community Center for Economic & Social Services	Mustapha Mounajed	6451 Schaefer Rd., Dearborn, MI 48126	313-945-8146	Yes
All Access	Joel Denver	28955 Pacific Hwy., Ste. 210-5, Malibu CA 90265	310-457-6616	Yes
Albion College	Jenny Risner-Wade	611 E. Porter, Albion, MI 49224	517*629-0332	Yes
American Federation of TV and Radio Artists	Marcia Fishman	23800 W. 10 Mile Rd., Southfield, MI 48034	248-228-3171	No
AMFMJobs.com Broadcast Employment Services	Mark Holloway	PO Box 4116, Oceanside CA, 92502	800-374-0119	No
Aquinas College	Anmarie Post	1700 Fulton ST. E, Grand Rapids, MI 49506	616-632-8900	No
Arab American Chaldean Council	Kimberly	28551 Southfield Rd., Lathrup Village, MI 48076	248-559-1990	No
The Associate for Women in Communications Detroit Chapter	Alison LaRose	2744 Ellwood, Berkley, MI 48072	248-582-8465	Yes
Baker College	Tony Vuckovich	1050 W. Bristol Rd., Flint, MI 48507	800-964-4299	No
Broadcast Compliance Services	Robin Cooper	1700 Rockville Pike, Suite 400, Rockville, MD 20852	301-998-6136	Yes
Central Michigan University	Diane Prenkert	1200 S. Franklin, Ronan Hall, RM240, Mt. Pleasant, MI 48859	(989) 774-3068	No
Columbia College Chicago	Angela Sheridan	623 S. Wabash, Suite 307, Chicago, IL 60605	312-369-7280	Yes
Davenport University	Eric Cross	6191 Kraft Ave, SE, Grand Rapids, MI 49512	616-698-7111	Yes
Detroit Urban League	Shelita Richmond	208 Mack Ave., Detroit, MI 48201	313-832-4600	No
Detroit Workforce Development	Pamela Moore	707 W. Milwaukee, Detroit, MI 48202	313-876-0674	No
Eastern Michigan University	Barb Gehring	200 McKenny Hall, Ypsilanti, MI 48197	734-487-0940	No
The Emma Bowen Foundation	Sandra Rice	524 W. 57th St., New York, NY, 10019	212-975-2545	Yes
Ferris State University	Michele Albright	1201 S. State St., Big Rapids, MI 49307	231-591-2685	No
Focus Hope	Eleanor Josaitis	1355 Oakman Blvd., Detroit MI, 48238	(313) 494-4775	No
Jewish Vocational Services	Lauren Kepes	29699 Southfield Rd., Southfield, MI 48076	(313) 833-8100	Yes
Lawrence Technological University	Margaret Pierce	21000 W. 10 Mile Rd., Southfield, MI 48075	248-204-3140	No
LinkedIn.com	LinkedIn.com	Mountain View, CA	N/A	No
MAB Job Bank	Sarah Beeskow	819 N. Washington Ave., Lansing, MI 48906	800-968-7622	No
Macomb Community College	Andrea Rickert	14500 E. 12 Mile Rd., Warren MI, 480888	(586) 445-7999	Yes
Madonna University	Christine Brant	36600 Schoolcraft Rd., Livonia, MI 48150	734-432-5300	Yes
Michigan State University	Theda Rudd	113 Student Services Bldg., East Lansing MI, 48824	(517) 355-9510	No

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
Michigan State University Alumni Association	Lisa Parker	535 Chestnut Road, Room 300, East Lansing, MI 48824	517-355-8314	No
Michigan Technological University	Shelley Farrey	1400 Townsend Dr., Houghton, MI 49931	906-487-2313	No
Michigan Works Oak Park/Ferndale Service Center	Heather Coleman-Voss	713 E. Nine Mile Rd., Ferndale, MI 48220	248-586-8924	No
Michigan Works' Oak Park Career Center	Patricia Edmonds	22180 Parklawn, Room 105, Oak Park, MI 48237		No
NAACP, Detroit Branch	Donnell White	8220 Second Ave., Detroit MI, 48202	(313) 871-2087, Ext. 2413	No
Oakland Community College-Auburn Hills	Director, Placement Services and Co-Op	2900 Featherstone Rd., Auburn Hills, MI 48326	248-232-4100	Yes
Oakland University	Denise McConkey	275 W. Vandenberg Hall, Rochester MI 48309	(248) 370-3250	Yes
RadioFacts.com	Kevin Ross	http://www.radiofacts.com		No
Schoolcraft College	Kathy Cox	18600 Haggerty Rd., Livonia, MI 48152	734-462-4461	No
Specs Howard School of Broadcast Arts	Anjenetta Hicks	19900 W. 9 Mile Rd., Southfield, MI 48075	248-358-9000	Yes
University of Detroit Mercy	Sheryl McGriff	4001 W. McNichols Rd., Detroit MI, 48221	(313) 993-1000	Yes
University of Michigan	Lynne Seville-White	3200 Student Activities Bldg., Ann Arbor MI, 48109	(734) 764-7460	No
University of Michigan Alumni Association	Louise Jackson	200 Fletcher St., Ann Arbor 48109	734-764-3153	Yes
University of Michigan Dearborn	Regina Storrs	4901 Evergreen, Rm 111CAB, Dearborn MI, 48128	(313) 593-5000	No
University of Phoenix Detroit Main Campus	Ebony Taylor	26261 Evergreen Rd., Southfield, MI 48076	248-675-3722	No
Walsh College	Laurie Siebert	3838 Livernois Rd./P.O. Box 7006, Troy, MI 48009	248-689-8282	No
Wayne Co. Community College District	E. Martinus Whitfield	801 W. Fort St., Detroit MI, 48226	(313) 496-2500	No
Wayne State University	Eddie Dickinson	656 Reuther Mall, Room 1001, Detroit MI, 48202	313-577-3390	Yes
Western Michigan University	Brenda Case- Parris	1401 Ellsworth Hall, Kalamazoo MI 49008	269-387-2745	Yes

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Appendix B- Beasley Media Group Stations/Websites

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
Beasley Media Group Atlanta, GA	Business Manager	1465 Northside Dr. #218, Atlanta, GA 30318	404-355-8600	No
Beasley Media Group Augusta, GA	Business Manager	4051 Jimmie Dyess Parkway, Augusta GA 30909	706-396-7000	No
Beasley Media Group Boca Raton, FL	Business Manager	1650 S. Dixie Highway, 5 th Floor, Boca Raton FL, 33432	561-997-0074	No
Beasley Media Group, Boston, MA	Business Manager	55 Morrissey Blvd., Boston MA, 02125	617-822-9600	No
Beasley Media Group Charlotte, NC	Business Manager	1520 South Blvd, Ste 300, Charlotte NC 28203	704-522-1103	No
Beasley Media Group Detroit	Business Manager/ Executive Assistant	One Radio Plaza, Ferndale, MI 48220	248-591-6804	No
Beasley Media Group Fayetteville, SC	Business Manager	508 Person Street, Fayetteville, NC 28301	910-486-2000	No
Beasley Media Group Fort Myers, FL	Business Manager	20125 S. Tamiami Trail, Estero FL 33928	239-495-2100	No
Beasley Media Group Greenville-Bern-Jacksonville, NC	Business Manager	2929 Radio Station Rd, Greenville NC, 27834	252-757-0011	No
Beasley Media Group Las Vegas, NC	Business Manager	2920 S Durango Drive, Las Vegas, NV 89117	702-730-0300	No
Beasley Media Group New Jersey	Business Manager	1731 Main St. Lake Como, NJ 07719	732-681-9591	No
Beasley Media Group Philadelphia, PA	Business Manager/ Executive Assistant	1 Bala Plaza, Suite 424, Bala Cynwyd, PA 19004	610-667-8500	No
Beasley Media Group Tampa, FL	Business Manager	9721 Executive Center Drive, Suite 200, St. Petersburg, FL 33702	727-563-8990	No
Beasley Media Group Wilmington, DE	Business Manager	812 Philadelphia Pike, Suite C, Wilmington, DE 19809	302-765-1160	No
Beasley Broadcast Group Inc. Careers (www.bbgi.com)	Director, Information Technology	3033 Riviera Drive, Suite 200, Naples FL 34103	239-263-5000	No

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