

**EEO PUBLIC FILE REPORT**

**THIS REPORT COVERS FULL-TIME VACANCY RECRUITMENT DATA FOR THE PERIOD:**

**MAY 23, 2019 – MAY 22, 2020.**

**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  
WDMK (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:**

**Job Title**

**Referral Source**

- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| (a) BMG Account Executive         | Management Referral                   |
| (b) BMG Account Executive         | Supplemental Initiative/Adcraft Event |
| (c) BMG Account Executive         | Management Referral                   |
| (d) BMG Digital Account Executive | LinkedIn/EEO Distribution List        |

Positions (a), (b), and (c) were filled from one flight of recruitment announcements.

**5) RECRUITMENT/REFERRAL SOURCES USED TO SEEK CANDIDATES FOR EACH VACANCY**

**a., b., c.) Job Title: BMG Account Executive                      Referral Source(s) of Hiree: Management Referrals (2); Supplemental Initiative/ Adcraft Event(1)**

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

**Stations WCSX(FM), WDMK(FM), WMGC-FM, and WRIF(FM) are Equal Opportunity Employers.**

EEO Distribution List	N/A	See Appendix A		2 (Joble – 1, LinkedIn – 1)	See Appendix A
WRIF On-Air Recruitment Spots 6/15/2019-9/06/2019	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	2	No
Management Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	4	No
Employee Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	3	No
Industry Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	2	No
Supplemental Initiative (Adcraft Event, May 1 <sup>st</sup> 2019)	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No
Call-In	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No

**d.) Job Title: BMG Digital Account Executive Referral Source(s) of Hire: LinkedIn/EEO Distribution List**

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		6 (LinkedIn - 4, Oakland University – 1, Joble – 1)	See Appendix A
Indeed.com	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	3	No
Industry Referral	Program Director	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	0	No
Management Referral	Program Director	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No

**6) TOTAL # OF INTERVIEWEES REFERRED:** For the period from May 23, 2019, through May 22, 2020 this Employment Unit interviewed 27 interviewees for full-time job vacancies.

**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, WDMK, and WMGC-FM have an ongoing internship program in the programming, promotion, sales and production departments. These are semester-long, for-

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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 10 interns.

**b) INITIATIVE: PARTICIPATION IN JOB FAIRS BY STATION PERSONNEL WHO HAVE SUBSTANTIAL RESPONSIBILITY IN THE MAKING OF HIRING DECISIONS.**

**i. MAB Career Fair**

**Date: September 17<sup>th</sup>, 2019**

**Participants: WRIF Event Coordinator and WMGC Promotions Assistant**

The WRIF Event Coordinator and WMGC Promotions Assistant attended the Career Fair at the Michigan Works Office in Pontiac on September 17<sup>th</sup>, 2019. They talked to college students and graduates about possible internships and employment opportunities with Beasley Media Group Detroit as well as collected resumes and passed out pamphlets.

**ii. MAB Foundation Broadcast Media Career Fair and Networking Event**

**Date: November 8<sup>th</sup>, 2019**

**Participants: WCSX and WMGC Promotions Assistants**

The WCSX and WMGC Promotions Assistants attended the MAB Foundation Broadcast Media Career Fair and Networking Event at Lansing Community College on November 8<sup>th</sup>, 2019. They talked to college students and graduates about possible internships and employment opportunities with Beasley Media Group Detroit as well as collected resumes and passed out pamphlets.

**iii. Specs Howard Career Fair**

**Date: February 21<sup>st</sup>, 2020**

**Participants: WCSX and WMGC Event Coordinator**

The WCSX and WMGC Event Coordinator attended the Career Fair at Specs Howard School of Media Arts. They talked to students about possible internships and employment opportunities with Beasley Media Group Detroit as well as collected resumes.

**iv. MAB Foundations Great Lakes Media Show Career Fair**

**Date: March 4<sup>th</sup>, 2020**

**Participants: WCSX and WMGC Event Coordinators**

The WCSX and WMGC Event Coordinator attended the MAB Foundations Great Lakes Media Show Career Fair in Lansing on March 4<sup>th</sup> 2020. They talked to attendees about the potential opportunities at Beasley Media Detroit, including internships, jobs, and job shadowing, while also informing them of the current positions they were looking to hire in as well as collected resumes.

**v. Specs Howard School of Media Arts Open House Event**

**Date: March 11<sup>th</sup>, 2020**

**Participants: WRIF Promotions Assistants**

The WRIF Promotions Assistants represented Beasley Media Group at the Open House. Prospective students were able to tour Specs Howard School of Media Arts and were

able to talk to the WRIF Promotions Assistants and other alumni and staff about the broadcast industry and careers. The WRIF Promotions Assistants shared their experiences at Specs Howard as well as how they obtained their job at Beasley Media Group and what their roles are at the station.

**c) 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.**

- i. 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](http://www.michmab.com)), All Access ([www.allaccess.com](http://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 Association for Women in Communication Detroit Chapter, Detroit Branch of the NAACP, Detroit Workforce Development, and Arab Community Center for Economic & Social Services.

**d) INITIATIVE: PARTICIPATION IN SCHOLARSHIP PROGRAMS DESIGNED TO ASSIST STUDENTS INTERESTED IN A CAREER IN BROADCASTING**

- i. Specs Howard Scholarship Contest  
Date: March 9<sup>th</sup>, 2020  
Participants: WRIF Event Coordinator and Checkpoint XP Host/Audio Video Manager**

High school students were invited to participate in a competition hosted by Specs Howard on March 9<sup>th</sup>, 2020 at Specs Howard School of Media Arts. The competition was to determine which graduating high school senior should receive a scholarship to follow their dreams of becoming a broadcaster. The WRIF Event Coordinator and Checkpoint XP Host/Audio Video Manager were judges in the competition and helped conduct the interviews, asked questions and helped choose the winners.

**e) INITIATIVE: PARTICIPATION IN EVENTS OR PROGRAMS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING**

- i. Specs Howard School of Media Arts Open House  
Date: June 12<sup>th</sup>, 2019  
Participants: WRIF On-Air Host/ Promotions Assistant**

The WRIF On-Air Host/Promotions Assistant attended the Specs Howard School of Media Arts Open House on June 12<sup>th</sup>, 2019. The event was for those interested in a career in broadcasting or digital media. The WRIF On-Air Host/Promotions Assistant spoke to the potential new students about his career path, what a career in broadcasting has to offer and how Specs Howard helped him as well as answered questions from the potential new students and parents..

- ii. Back on Track Program  
Date: July 12<sup>th</sup>, 2019  
Participants: WMGC On-Air Host and Promotions Team**

The WMGC On-Air Host was the host along with the promotions team motivating troubled teens getting a chance at a high school diploma. The event involved several classes for students aged 16-21yrs old who are back in school getting a second shot in obtaining a diploma. The WMGC On-Air Host discussed his life and the opportunities radio has provided. He also discussed his journey in radio and answered questions.

iii. **Macomb Community College LIFE Skills Class Tour**

**Date: September 19<sup>th</sup>, 2019**

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

Approximately 17 students from Macomb Community College visited Beasley Media Group Detroit. The students are a part of the Life Skills class for Undecided Students helping them to decide on their career path. The Executive Assistant and Promotions 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.

iv. **Bloomfield Hills High School Radio Program Tour**

**Date: October 8<sup>th</sup>, 2019**

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

Approximately 20 students and staff from Bloomfield Hills School District's High School radio program visited Beasley Media Group Detroit. All of the students and staff are part of the radio program in the area high schools and the tour was to show them what the broadcasting industry has to offer as a career. The Executive Assistant and Promotions 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 broadcasting has to offer to them. They had the opportunity to go into each of the studios with the morning drive host and producer for WRIF, as well as the midday hosts for the other stations, meet each of them while watching them do their jobs and learn about broadcasting.

v. **Specs Howard Curriculum Review**

**Date: November 1<sup>st</sup>, 2019**

**Participants; Digital Operations Manager**

The Digital Operations Manager assisted with the planning of the Specs Howard School of Media Arts Curriculum on November 1<sup>st</sup>, 2019. He participated with other broadcasters, marketers, and educators to review the curriculum to help ensure that it offers a sound foundation for students to get employment after graduation, and offer ideas and insight as to what additional items should be taught by their instructors.

vi. **Student Interested in Digital Broadcasting Career Prep/Tour**

**Date: March 6<sup>th</sup>, 2020**

**Participants: Sr. Integrated Marketing Specialist, WDMK Midday Host, WDMK-HD2 Program Director/Host, WMGC Morning Show Host, Local Sales Manager, Digital/Promtions Coordinator, Checkpoint XP Team**

Beasley Media Group and employees hosted a high school student on March 6, 2020 for a career prep and station tour. The high school student had a tour of the building, learned the duties of various employees, observed on-air hosts in the studio, etc. The student was able to ask questions and learn about the broadcast industry with an emphasis on the importance on digital.

**vii. Nerdradio Freestyle Zoom Meeting**

**Date: May 1<sup>st</sup>, 2020**

**Participants: Morning Show Producer/On-Air Host, On-Air Host/Producer**

Two On-Air Hosts are members of the podcast Nerdradio, and hosted a Zoom Meeting with Specs Howard School of Media Arts on May 1<sup>st</sup>, 2020. They hosted a discussion about the process of putting together a podcast, the importance of podcasting in the radio industry, and what it's like to work in radio.

**f) INITIATIVE: PARTICIPATION IN OTHER ACTIVITIES DESIGNED BY THE STATION  
EMPLOYMENT UNIT REASONABLY CALCULATED TO FURTHER THE GOAL OF  
DISSEMINATING INFORMATION AS TO EMPLOYMENT OPPORTUNITIES:**

**i. WCSX Job Bank**

**Date: April 27<sup>th</sup>, 2020 and Ongoing**

A job board was created on WCSX's website for area businesses to post open positions. Listeners and job seekers can come to WCSX's website to find open positions if they are looking for work. The job board was created in April 2020 and will continue. This job board is open to any and all businesses as a resource to help with their hiring needs.

**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	Annmarie 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
Jooble.com	Jooble.com	Jooble.com		No
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

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
Michigan State University	Theda Rudd	113 Student Services Bldg., East Lansing MI, 48824	(517) 355-9510	No
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	<a href="http://www.radiofacts.com">http://www.radiofacts.com</a>		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 <sup>th</sup> 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 Las Vegas, NV	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 ( <a href="http://www.bbgi.com">www.bbgi.com</a> )	Director, Information Technology	3033 Riviera Drive, Suite 200, Naples FL 34103	239-263-5000	No

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