

**EEO PUBLIC FILE REPORT**

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

**MAY 23, 2020 – MAY 22, 2021.**

**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:**

<b><u>Job Title</u></b>	<b><u>Referral Source</u></b>
(a) BMG Account Executive	Self-referral
(b) Integrated Sales Manager	Rehire
(c) Director of Programming	EEO Distribution List: All Access
(d) Program Director/On-Air Host	Management Referral
(e) Creative Salaried Announcer/ On-Air Talent	Industry Referral
(f) BMG Account Executive	Management Referral
(g) Digital Program Director	EEO Distribution List: LinkedIn
(h) Digital Assistant/Associate Media Coordinator	EEO Distribution List: Oakland University
(i) Creative Salaried Announcer/ On-Air Talent	On-Air Recruitment

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

**a. and f.) Job Title: BMG Account Executive\***

**Referral Source(s) of Hire: Self-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		0	See Appendix A
Employee Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	3	No
Self-referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	3	No
Management Referral	Director of Sales	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	6	No
Industry Referral	Sales Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No

\* Two positions were filled from one set of recruitment announcements.

**b.) Job Title: Integrated Sales Manager Referral Source(s) of Hire: Rehire**

**c.) Job Title: Director of Programming Referral Source(s) of Hire: EEO Distribution List: 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		6 (All Access-4, RAP247-2)	See Appendix A
Employee Referral	Market Manager	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No

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**d.) Job Title: Program Director and On-Air Host 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		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 (All Access- 1, RAMP247-1)	See Appendix A
Management Referral	Program Director	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No

**e. and i.) Job Title: Creative Salaried Announcer (On-Air Host)\* Referral Source(s) of Hiree: Industry Referral; On-Air Recruitment**

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		4 (All Access-1, Indeed-2, LinkedIn-1)	See Appendix A
Industry Referral	Program Director	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No
On-Air Recruitment	Program Director	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	5	No

\* Two positions were filled from one set of recruitment announcements.

**g.) Job Title: Digital Program Director Referral Source(s) of Hiree: EEO Distribution List: LinkedIn**

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

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EEO Distribution List	N/A	See Appendix A		4 (LinkedIn-1, Adcraft-1, Eastern Michigan University-1, Ferris State University-1)	See Appendix A
Industry Referral	Program Director	One Radio Plaza, Ferndale MI, 48220	(248) 591-6800	1	No

**h.) Job Title: Digital Assistant/ Associate Media Coordinator Referral Source(s) of Hiree: EEO Distribution List: Oakland University**

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		4 (Adcraft-1, LinkedIn-1, Eastern Michigan University-1, Oakland University-1)	See Appendix A
Industry 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, 2020 through May 22, 2021 this Employment Unit interviewed 44 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.**

**Beasley XP/Checkpoint XP Esports Internships**

**Date: Ongoing**

**Participants: Beasley XP/Checkpoint XP Staff (Head of Collegiate Content, Brand Manager, Host/Producer, and Director of Marketing and Sales)**

The Beasley XP/Checkpoint XP Esports Internship is an internship program in partnership with University of Nevada - Las Vegas and other schools in North America. College students looking to learn more about e-sports, radio/digital production and e-sports journalism have an opportunity to join Beasley XP/Checkpoint XP for 1-2 semesters for opportunities that include furthering their careers in e-sports journalism and broadcasting. Students can receive college internship credit for assisting with production, editing, interviewing and marketing/social. There are also on-air opportunities for students who are interested in becoming hosts.

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During the reporting period, Beasley XP/Checkpoint XP had 7 interns from Shawnee State University, Shenandoah University, and UNLV.

**b) INITIATIVE: PARTICIPATION IN 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- March 31<sup>st</sup>, 2021**

A job board was created on WCSX's website for area businesses to post open positions; the job board was open to any and all businesses as a resource to help with their hiring needs. Listeners and job seekers visited the job board to find open positions, particularly during the COVID-19 pandemic.

**c) INITIATIVE: PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS INTERESTED IN BROADCAST EMPLOYMENT ISSUES**

**i. Technology Ambassador Program (NAB) / Day in the Life of a Radio & Television Technologist/Engineer Virtual Event**  
**Date: February 24<sup>th</sup>, 2021**  
**Participants: Chief Engineer**

The Chief Engineer was a panelist with the NAB Virtual Technology Ambassador Program's Day In the Life of a Radio & Television Technologist/Engineer Event. She spoke about her career, experiences, and how students attending the event should be prepared to enter the industry and new areas of opportunity. Attendees were students and graduates ready to enter the broadcast industry.

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

**i. 2021 MAB Foundation Virtual Media Career & Networking Event at the Great Lakes Media Show**  
**Date: March 9<sup>th</sup> and 10<sup>th</sup>, 2021**  
**Participants: BMG Regional Marketing Director, WCSX Event Coordinator, and WMGC Event Coordinator**

The BMG Regional Marketing Director, WCSX Event Coordinator and WMGC Event Coordinator attended the MAB Foundations Virtual Career & Networking Event at the Great Lakes Media Show on March 9<sup>th</sup> and 10<sup>th</sup> 2021. They talked to attendees from various schools 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.

**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.**

**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

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(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, and Detroit Branch of the NAACP, Detroit Workforce Development, and Arab Community Center for Economic & Social Services.

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

**i. Specs Howard School of Media Arts Virtual Open House Event**

**Date: August 19<sup>th</sup>, 2020**

**Participants: WMGC Event Coordinator**

The WMGC Event Coordinator represented Beasley Media Group at the Virtual Open House and Panel. Three panel members informed potential students about the panelists' careers, journeys to where they are now, and experiences at the school. The panelists also answered questions and gave potential students advice about career paths in broadcasting.

**ii. Macomb Community College LIFE Skills Class Virtual Tour**

**Date: September 16<sup>th</sup>, 2020**

**Participants: Executive Assistant and Station Staff**

On September 16<sup>th</sup>, 2020, the Executive Assistant took students from Macomb Community College around the Beasley Media Group Detroit building through a virtual tour. The students are part of the Life Skills Class for Undecided Students helping them to decide on their career path. While on the tour, BMG-Detroit staff spoke to the students about their jobs, career paths, the different departments at the stations, and what a career in broadcasting has to offer. Students had the opportunity to see the studios and ask questions of the staff about their careers and what it is like working in broadcasting.

**iii. Mentor for Eastern Michigan University Student for Radio/TV Station Management Course Project**

**Date: February 18<sup>th</sup>, 2021**

**Participants: WRIF Marketing/Promotion Director**

The WRIF Marketing/Promotions Director assisted an Eastern Michigan University student for their Station Management project. The student asked questions regarding the history of WRIF, all about the station, success with listening audiences, success in the Detroit market, how the station operates, and about the Marketing/Promotions Director's career at WRIF and what he does as part of his career and employment at WRIF.

**iv. University of Michigan- Dearborn, College of Business Virtual Informational Session**

**Date: March 11<sup>th</sup>, 2021**

**Participants: Executive Assistant**

On March 11<sup>th</sup>, 2021, the Executive Assistant participated in a Virtual Informational Session with the University of Michigan Dearborn, College of Business. The Executive Assistant spoke about her path to her career, working in radio/broadcast media, the positions and what broadcasting has to offer, and internships with BMG-Detroit.

**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
Adrian College	Kellie Berger	110 S Madison St, Adrian, MI 49221	517-265-5161	No
Adcraft	Michelle Rossow	2000 Brush St., Suite 601, Detroit MI, 48226	313-872-7850	No
Albion College	Jenny Risner-Wade	611 E. Porter, Albion, MI 49224	517*629-0332	Yes
All Access	Joel Denver	28955 Pacific Hwy., Ste. 210-5, Malibu CA 90265	310-457-6616	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 Association 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
Indeed.com		Indeed.com		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

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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
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
Pure Michigan Talent Connect		<a href="https://jobs.mitalent.org/post-job/">https://jobs.mitalent.org/post-job/</a>	888-522-0103	No
RadioFacts.com	Kevin Ross	http:www.radiofacts.com		No
RAMP247.com	Kevin Carter	24307 Magic Mountain Pkwy, #65, Valencia, CA 91355	661-294-9408	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

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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

**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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