

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2022 - March 22, 2023

1) Employment Unit: Beasley Media Group Licenses, LLC – Philadelphia

- 2) Unit Members:** **WMGK (FM), Philadelphia, PA**
 WPEN (FM), Burlington, NJ
 WMMR (FM), Philadelphia, PA
 WBEN-FM, Philadelphia, PA
 WXTU-FM, Philadelphia, PA
 WWDB (AM) Philadelphia, PA
 WTEL (AM) Philadelphia, PA
 WTMR (AM) Camden, NJ

3) EEO Contact Information for Employment Unit:

| | |
|---|--|
| Mailing Address: One Bala Plaza – Suite 429 Bala Cynwyd, PA 19004 | Telephone Number: 610-667-8500 |
| | Contact Person/Title: Joe Bell – Vice President/Market Manager |
| | E-mail Address: joe.bell@bbgi.com |

4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit: 3

Full-time Vacancies Filled During Reporting Period

| | <u>Title</u> | <u>Recruitment Source</u> |
|---|--------------------------|---------------------------|
| 1 | Promotion Director | www.bbgi.com |
| 2 | Videographer | Industry Referral |
| 3 | Digital Program Director | Industry Referral |

Stations WMGK (FM), WPEN (FM), WMMR (FM), WBEN-FM, WWDB (AM), WXTU-FM, WTEL (AM), and WTMR (AM) are Equal Opportunity Employers.

None of the recruitment sources listed below requested notification of job openings

1. Promotion Director

Referral: www.bbgi.com

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred |
|---|----------------|--|------------------|----------------------------|
| All Access | Joel Denver | 28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265 | 310-457-6616 | 0 |
| bbgi.com | Heidi Raphael | 3033 Riviera Drive, Suite 200, Naples, FL 34103 | 239-263-5000 | 4 |
| INDEED | www.indeed.com | 177 Broad Street, Stamford, Connecticut, 06901 | 800-462-5842 | 1 |
| Industry Referral | | | | 4 |
| Pennsylvania Association of Broadcasters | Gail Ponti | www.pab.org | 717-482-4820 | 0 |
| Pennsylvania Career Link | Adina Tayar | http://www.pacareerlink.state.pa.us | 267-703-0901 | 0 |

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2. VIDEOGRAPHER**Referral Source: Industry Referral**

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred |
|---|----------------|--|------------------|----------------------------|
| All Access | Joel Denver | 28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265 | 310-457-6616 | 0 |
| bbgi.com | Heidi Raphael | 3033 Riviera Drive, Suite 200, Naples, FL 34103 | 239-263-5000 | 1 |
| INDEED | www.indeed.com | 177 Broad Street, Stamford, Connecticut, 06901 | 800-462-5842 | 1 |
| Industry Referral | | | | 1 |
| Internal Posting: Beasley Media Group Philadelphia | | | 717-482-4820 | 0 |
| Pennsylvania Association of Broadcasters | Gail Ponti | www.pab.org | | 0 |
| Pennsylvania Career Link | Adina Tayar | http://www.pacareerlink.state.pa.us | 267-703-0901 | 0 |

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3. Digital Program Director**Referral Source: Industry Referral**

| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred |
|---|----------------|--|------------------|----------------------------|
| All Access | Joel Denver | 28955 Pacific Coast Highway, Suite 210, Malibu, CA 90265 | 310-457-6616 | 0 |
| bbgi.com | Heidi Raphael | 3033 Riviera Drive, Suite 200, Naples, FL 34103 | 239-263-5000 | 3 |
| INDEED | www.indeed.com | 177 Broad Street, Stamford, Connecticut, 06901 | 800-462-5842 | 0 |
| Industry Referral | | | | 1 |
| Internal Posting: Beasley Media Group Philadelphia | | | 717-482-4820 | 0 |
| Pennsylvania Association of Broadcasters | Gail Ponti | www.pab.org | | 0 |
| Pennsylvania Career Link | Adina Tayar | http://www.pacareerlink.state.pa.us | (267) 703-0901 | 1 |

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5) **Total # of Interviewees Referred:** For the period from **March 23, 2022 through March 22, 2023**, this Employment Unit interviewed **17** interviewees for full-time job vacancies.

6) **Supplemental Recruitment Initiatives**

- a. **Internship Program**
Date: Ongoing throughout reporting period

The Employment Unit conducted an internship program designed to assist members of the community in acquiring skills necessary for broadcast employment. Interns came from various universities in the Philadelphia area. A typical day had the students join the Morning Show as they kicked off their workday. They were instructed on how to log show notes, pull airchecks for the Sales Department and create research sheets on upcoming show guests. The program hosted 10 students during the reporting period. The Morning Show Producer, who has hiring authority, directed the internship program.

During the reporting period, the Employment Unit hosted students/interns from the following universities: Neumann University, Rowan University, Penn State University, Temple University, West Chester University, University of Delaware.

- b. **Participation in Job Fairs**

National Career Fair

Date: 07/21/22

Location: Crowne Plaza Philadelphia - Valley Forge

Personnel involved: Employment Unit's Program Director and General Sales Manager participated in the Philadelphia Choice Career Fair on July 21, 2022. The hiring managers spoke with potential candidates about current openings in the sales & programming departments. Both facilitators answered questions and accepted resumes for further review.

Chestnut Hill College Career Fair

Date: 10/25/22

Location: Chestnut Hill College

Personnel involved: Employment Unit's Director, Digital & Account Development facilitated at the October 25, 2022, Chestnut Hill College Career Fair. The hiring manager spoke with Business, Marketing, Media & Communication students looking for careers or internships in media.

- c. **Participation in events sponsored by educational institutions**

Klein College of Media and Communication

Date: 3/23/22

Location: Temple University

On March 23, 2022, the Employment Unit's Program Director spoke to an Introduction to Media Business class at the Klein College of Media and Communication. The discussion focused on broadcast and digital media and concluded with a Q & A session.

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Conestoga High School Speaking Engagement**Date: 03/24/2022****Location: Conestoga High School**

On March 24, 2022, the Employment Unit's On-Air Morning Show Personality participated in the Conestoga High School Career Day. The speaking engagement detailed his journey into broadcast radio as well as daily show preparation, and the importance of internships. The speaking engagement drew nearly 600 students.

Temple University Speaking Engagement**Date: 9/14/2022****Location: Fox School of Business**

On September 14, 2022, the Employment Unit's VP, Director of Sales spoke to 20 Fox School of Business students on Introduction to Business and effective sales tools. The speaking engagement was followed up with a Q & A session.

Souderton Career Expo**Date: 9/21/2022****Location: Souderton High**

On September 21, 2022, the Employment Unit's On-Air Personality participated in the Souderton Career Expo. While there she shared her career story with the students. Topics included the necessary education needed to break into broadcasting, other professions in broadcasting, and a day in the life of an On-Air Personality. The students were then given the opportunity to ask questions.

Ursinus Guest Speaking Engagement/Student Mixer**Date: 9/21/2022****Location: Ursinus College**

On September 21, 2022, the Employment Unit's Vice President of National Sales met with the Communications Department at Ursinus College. He spoke with students about media in today's business climate. He then took questions from the students.

St. Joseph's University Speaking Engagement**Date: 9/29/2022****Location: St. Joseph's University**

On September 29, 2022, the Employment Unit's VP, Director of Sales spoke to a Marketing & Communications class at St. Joseph's University. He talked about effective ways to communicate with clients, gave tips on writing successful proposals and ways to break into the radio/broadcasting industry. The speaking engagement concluded with a Q & A.

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Delta Community Supports – Job Shadow

Date: 10/5/2022

Location: Beasley Media Group Philadelphia

On October 5, 2022, the Employment Unit's Operations Manager hosted a high school student to a job shadow at the Beasley Media Philadelphia location. The student observed the daily preparation and activity that goes into the day of a broadcaster.

Pennbrook Middle School – Keynote Speaker

Date: 10/21/22

Location: Pennbrook Middle School

On October 21, 2022 the Employment Unit's General Sales Manager attended the Pennbrook Middle School Career Fair as a keynote speaker. The presentation lasted approximately 30 minutes and was attended by 300 students and faculty. Topics discussed included career choices and sports marketing.

Delaware Valley University

Date: 11/16/22

Location: Delaware Valley University

On November 16, 2022, the Employment Unit's On-Air Personality was a guest speaker in a classroom discussion about radio and music history. The speaking engagement was followed by a Q & A session.

Neumann University Communications Department

Date: 1/6/23

Location: Via Remote Link

On January 6, 2023 the Employments Unit's Station IT Support Engineer met with a class of 20 to 25 Communications students to discuss broadcast and podcast programming employment opportunities.

Neumann University Communications Department

Date: 2/18/23

Location: Via Remote Link

On February 18, 2023, the Employment Unit's IT Support Engineer met with 30 area high school students to review production and engineering skills needed for a career in media.

St. Joseph's University Speaking Engagement

Date: 2/23/2023

Location: St. Joseph's University

On February 23, 2023, the Employment Unit's VP, Director of Sales spoke to a Marketing & Communications class at St. Joseph's University. He talked about effective ways to communicate with clients, gave tips on writing successful proposals and ways to break into the radio/broadcasting industry.

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