

**EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the**

**period:** January 23, 2022 – January 22, 2023

- 1) Employment Unit:** Beasley Media Group, Point Pleasant/Manahawkin, NJ
- 2) Unit Members (Stations and Communities of License):** WRAT(FM); Point Pleasant, NJ  
WJRZ-FM; Manahawkin, NJ

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

Mailing Address: 1731 Main St. Lake Como, NJ 07719	Telephone Number: 732-249-2600
	Contact Person/Title: Betsy L. Calderin Regional Controller - NJ
	E-mail Address: Betsy.Calderin@bbgi.com

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

Job Title	Recruitment Source Referring Hire
(a) Account Executive	Employee Referral
(b) Sales Assistant	Employee Referral

5) Job Title: Account Executive Referral Source(s) of Hires: Employee Referral

Source	Contact	Address	Phone #	# of interviews referred
Employee Referral	WRAT Office Manager	1731 Main St. Lake Como, NJ 07719	732-681-9591	2
WRAT Website	Sales Manager	<a href="http://www.wrat.com">www.wrat.com</a>	732-681-9591	1
WJRZ Website	Sales Manager	<a href="http://www.wjrz.com">www.wjrz.com</a>	732-681-9591	
BBGI.COM	Sales Manager	bbgi.com		
New Jersey Broadcasters Association	Terrie Knight	<a href="http://www.njba.com">www.njba.com</a> /Broadcast 1 Source 348 Applegate Rd., Monroe, NJ	609-860-0111	
NJ Ad Club	Pat Hanley	199 Prospect Avenue North Arlington, NJ 07031	(201) 998-5133	

**Stations WRAT(FM) and WJRZ-FM are Equal Opportunity Employers.**

Indeed.com		N/A		
Handshake.com		N/A		
LinkedIn		N/A		

5) Job Title: Sales Assistant Referral Source(s) of Hires: Employee Referral

Source	Contact	Address	Phone #	# of interviewees referred
Employee Referral	WRAT Office Manager	1731 Main St. Lake Como, NJ 07719	732-681-9591	1
WRAT Website	Sales Manager	<a href="http://www.wrat.com">www.wrat.com</a>	732-681-9591	
WJRZ Website	Sales Manager	<a href="http://www.wjrz.com">www.wjrz.com</a>	732-681-9591	
BBGI.COM	Sales Manager	bbgi.com		
New Jersey Broadcasters Association	Terrie Knight	<a href="http://www.njba.com">www.njba.com</a> /Broadcast 1 Source 348 Applegate Rd., Monroe, NJ	609-860-0111	
Indeed.com		N/A		2
Handshake.com		N/A		
LinkedIn		N/A		

6) Total # of Interviewees Referred: For the period from January 23, 2022– January 22, 2023 this Employment Unit interviewed 6 interviewees for full-time job vacancies.

## 7) Supplemental Recruitment Initiatives.

### A. Initiative: Participant-Career Fairs and Events/Programs Promoting Careers in Broadcasting

On 4/13/22 the employment unit attended the NJ Chamber of Commerce Summit in Atlantic City, NJ. Information about the stations and open positions was displayed. There were discussions on how to stimulate the economy and staff-up post pandemic.

On 8/13/22 Sr. VP & Regional Market Manager of Beasley Media NJ who also serves on the College of Staten Island's Chazanoff School of Business External Board Team, attended the student run college radio station's reunion. The event was attended by college students and was an excellent source of outreach for the employment unit.

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From 1/22-6/22 and in 12/22 the employment unit participated in 8 monthly Brick Chamber Business to Business Expos in Brick, NJ. Prospective employees and interns were provided with information regarding available Beasley Media NJ job and internship openings. Resumes were also accepted.

On 7/03/22 the Promotions Manager attended Freehold Fireworks event at Raceway Parkway Mall and set up table with flyers that included information on Beasley Media NJ employment and Internship openings.

On 9/14/22 the employment unit attended the NJ Ad Club Jersey Awards at The Grove, in Cedar Grove, NJ. The evening was hosted by an On Air DJ and Music Director. This event was heavily attended by both students and professionals seeking employment opportunities. Prospective employees and interns were provided with information regarding available Beasley Media New Jersey openings.

On 10/05/22 the employment unit attended the Monmouth University Fall Career and Internship Fair in Long Branch, NJ. Station tent was set up and information was provided to prospective employees and interns regarding available Beasley Media NJ job/internship openings.

On 10/13/22 the employment unit attended the Stockton University Fall Career and Internship Fair in Galloway, NJ. Station tent was set up and information was provided to prospective employees and interns regarding available Beasley Media NJ job/internship openings.

## **B. Initiative: School/Community Tours**

Scout Tours are a 30 minute, general overview of the various departments within the radio station. The Scouts are given a tour of the radio station to see how the equipment operates, learn how on-air personalities prepare for an air shift, and observe how different departments work together to keep a radio station running. Specific duties of each department are discussed. Also, the scouts are given the opportunity to record hear themselves on the radio on the ride home. No requests were received during this reporting period due to COVID-19, but we will continue to promote this opportunity. A tour was given on January 26, 2023.

## **C. Initiative: Internship Program - On-going (1/23/22-1/22/23)**

WRAT/WJRZ-FM conducts an ongoing internship program that is advertised on station websites and through notifications and internship fairs with local colleges. Internships are offered in Promotions with opportunities to explore other departments such as On-Air, Production, and Sales. All internships stress hands-on involvement with the relevant departments.

During the reporting period the following colleges have had interns at WRAT-FM / WJRZ: Stroudsburg University, Monmouth University and Georgian Court University. Several interns worked with the stations during the reporting period.

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**D. Initiative: EEO Outreach Announcements**

From 1/23/2022 through 1/22/2023, the stations regularly aired EEO outreach announcements on behalf of the NJBA.

**E. Initiative: Management Training**

From April 2022 - December 2022, the employment unit participated in a management training program called "Belong." The employment unit's market manager attended, as well as all New Jersey managers. The program promoted understanding and support for core Diversity, Equity, and Inclusion concepts. The program promoted a culture of social responsibility and belonging that advocates for hiring and developing employees of every ethnicity, race, social-economic origin, culture, age, religion, gender and sexual orientation, and individuals with differing abilities.

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