

Thank you

FOR YOUR VISION,
COURAGE AND LEADERSHIP

~Your Beasley Media Group Family

GEORGE G.
BEASLEY

2020

*Country Radio
Hall of Fame*

INDUCTEE



TOMORROW'S MEDIA COMPANY TODAY

INTEGRITY
INNOVATION
COLLABORATION
PERFORMANCE

64 STATIONS | 15 MARKETS | 20+ MILLION WEEKLY CONSUMERS

George Beasley

An American Dream

Celebrating its 60th anniversary this year, Beasley Media Group has grown from one station in North Carolina to 64 in large and medium markets under the guiding hand of Founder/Chairman George Beasley. From humble beginnings, he built a family business into one of the nation's foremost broadcast companies and – still – a family business. CEO Caroline Beasley, COO/EVP Brian Beasley and President Bruce Beasley discuss their father's drive, integrity and personal and professional affinity for country music and Country radio.

Bruce: When he put his first station on the air, he was also a high school principal, doing that job during the day, going to the radio station at night and selling on weekends. The whole family learned from that, as well as the way he handled himself and how he treated people who worked with him. He was gracious to all and still is.

Brian: His second or third station, Country WFMC-AM/Goldsboro, NC is what moved him from being a part-time radio guy and full-time principal into being all-in on radio.

Caroline: We moved from Denton to Goldsboro in 1969. He and my mom became very involved in the community, brought all these famous singers to play Goldsboro, then invited them over to the house.

Brian: I was supposed to be in bed asleep, but I would look out the window and see buses parked in our driveway. My mom would cook them breakfast, and they'd sit around shooting the breeze – Loretta Lynn, Porter Wagoner, Merle Haggard, Dolly Parton and others of that era. Later, Garth came by the house.

Brian: We'd visit radio stations during summer family vacations. I started working in high school doing horrible jobs at the station. That was back when you had to audit your own logs. Once we got old enough, that's what we talked about. Some people talk about politics, but we talked about radio.

Bruce: Like all founders and CEOs, he expected you to get your job done, but he never really meddled in whatever any of us were doing. And he taught us to treat people the way we'd like to be treated.

Brian: The biggest thing he did when we were growing up was include the family in big decisions. He would set us down on a Sunday afternoon and say, "Hey look, guys, I'm getting ready to go into Cleveland. We're putting stakes down and pushing it all in." And he would ask everybody what they thought. He did that with Cleveland and with WXTU/Philadelphia – he was gambling the whole company at the time. He also did that when he went into Los Angeles. That was pretty cool, though I didn't understand the magnitude, being in junior high or high school at the time.

Caroline: Going into Philadelphia was a big barrier he was able to overcome for Country radio. WXTU became a top Country station in the Northeast and has been since the early '80s. It's a heritage station.

Bruce: First of all, he bought a station that had a really good signal but a poor format. Everybody tried to dissuade him from taking it Country, but he saw a hole in the market. No other station was playing it in the eight-county metro, but we focused on the seven-county suburban. We just ignored Philadelphia County. Whether people were willing to talk about the station with their friends was something we dealt with. Heck, when I went there in the early '90s, they were still calling it Country & Western. As the music became more popular, particularly in the early '90s with Garth Brooks and others, we saw the radio station grow pretty quickly. We made money on that station from the very beginning. People sometimes didn't



want to show their country pride, but they listened anyway. It's certainly not like that today. They show it.

Brian: I don't think he ever bought a station based on the format. The approach was, "Here's a station in a great market. It has a great signal. Now, we can do radio and make it work." Early on, people assumed we would do Country when we entered a market since we were from North Carolina. And we did change a lot of big signals back in the day – 'XTU, WKML/Fayetteville, WRNS/New Bern, KCYE/Las Vegas. Decades later, they're still very successful Country stations.



Human Resources: The extended Beasley family.

Bruce: We were always striving to have the strongest signals in our markets. I remember him emphasizing that if you put a format on an inferior signal, someone with a larger signal could quickly take that format away from you. Big stick theory – if you have one, you can take advantage or defend yourself, if necessary. He also worked very, very hard. We learned you have to have a passion for whatever you do in the radio business – programming, sales or otherwise.

Brian: We started at ground level or, as I tell people, I started under the ground and then worked my way through. And we learned from other people in our industry. Granted, I've learned a hell of a lot from George, but it wasn't, "This is the way you sell," or

"This is the way you do an air shift." George was more of a deal guy.

Caroline: He wouldn't take no for an answer. He would ask a question of me and, being the CFO at the time, sometimes the answer would be "no." Thirty-minutes later he would return and ask the same question in a different form. Then another way the next day. He would ask over and over until either he got the answer he wanted, or he recognized the fact that it was really "no." I was fortunate to learn that persistence from him.

Brian: He is a Southern gentleman. And if he ever tells you something, it is the truth. Several people have told me they did a handshake deal with him and he never, ever went back on his word. That was the kind of integrity he had and still has to this day.

Caroline: He treats people with respect and invokes that same kind of respect. Everyone isn't like that, but he is, and our employees are family. That is what he taught us.

Bruce: This is a big honor to him because of his love for the format. One reason for that is he came from the rural Blue Ridge Mountains in Virginia, where he was exposed to bluegrass and country music. He started his career with a Country station, and today we have seven in great markets – Boston, Philly, Las Vegas, Charlotte, Tampa, Augusta and Fayetteville. He's even said over the years that his favorite radio station has been WXTU. To be honest, I think he likes the lyrics and how wholesome it is ... and he's a wholesome kind of guy.

Caroline: My dad's career is the American dream. Born in rural Virginia, raised on a farm, joined the Army so he could get a college education after he completed his service, then worked in education during the day and in radio at night to build a company. He truly came from humble beginnings, and his story is a testament to his character and drive.

Caroline: Country has played an important part in the growth of our company. On the flip side, I think we have been able to provide an outlet for country music to an expanded audience. So, I know he is very honored and humbled by this. **CAC**