



## NEWS ANNOUNCEMENT

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*.jpg attached: John Sheftic*

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## **BEASLEY MEDIA GROUP NAMES JOHN SHEFTIC DIRECTOR OF SALES FOR GREENVILLE-NEW BERN-JACKSONVILLE, NC MARKET**

GREENVILLE-NEW BERN, North Carolina, February 10, 2015 – Beasley Media Group, Inc. has named John Sheftic Director of Sales (DOS) for the Company's cluster of six radio stations in the Greenville-New Bern-Jacksonville, NC market that includes: 106.5 WSFL-FM; 101.9 WIKS KISS FM; V 103.3 WMGV-FM; 99.5 THE X WXNR-FM; 107.9 WNCT-FM; and BEACH BOOGIE AND BLUES WNCT-AM.

Most recently, John served as the market manager for NextMedia Radio Group, overseeing five radio stations in Myrtle Beach, SC, a position he held from 2012 – 2014. His radio career spans 25 years and includes experience as a Market Manager in several southeastern states. Notably, John was market manager for four radio stations in Panama City, Florida from 2008 – 2012, and during 2003 – 2008 he was responsible for eight stations in Macon, GA and five in Myrtle Beach. He started his radio career in Boise, ID where he worked his way up the ladder from account executive to regional director of sales overseeing six stations in Boise before leaving the area in 2003. He is a graduate of Boise State University.

Vice President and Market Manager Bruce Simel comments, "John has extensive knowledge of all aspects of the radio business, which has helped him in prior markets attract and retain a staff of loyal, top industry professionals. He also enjoys a reputation of building strong relationships with advertisers and tailoring for them creative marketing campaigns that deliver results. We look forward to John repeating that successful formula here in Eastern North Carolina."

John Sheftic adds, "I am extremely pleased to be part of the Beasley Media Group in Eastern North Carolina. As a company, Beasley is known for their many legendary radio stations and for their adoption of industry leading digital products and technologies. It's exciting to have the tools that enable my team to partner with our clients in such a way that we stand-out in a competitive business climate."

John can be congratulated at 850-890-1534 and [john.sheftic@bbgi.com](mailto:john.sheftic@bbgi.com).

**About Beasley Media Group Eastern North Carolina:**

In the Greenville-New Bern-Jacksonville radio market, Beasley Media Group owns five FMs and one AM radio station including: 106.5 WSFL-FM; 101.9 KISS FM WIKS-FM; V 103.3 WMGV-FM; 99.5 THE X WXNR-FM; 107.9 WNCT-FM; and BEACH BOOGIE AND BLUES WNCT-AM, located at 1070 AM as well as 105.9, 95.7 and 101.1 on the FM dial. Founded in 1961, parent company Beasley Broadcast Group, Inc., [www.bbgi.com](http://www.bbgi.com) is a radio broadcasting company that owns and operates 53 radio stations (33 FM and 20 AM) located in twelve large- and mid-size markets in the United States.