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## **BEASLEY MEDIA GROUP'S 94.7 WCSX-FM PRESENTS 3RD ANNUAL 'PEOPLE HELPING PEOPLE' CAMPAIGN TO ASSIST FAMILIES IN NEED THIS HOLIDAY SEASON**

DETROIT, MI – (November 13, 2017) Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) announces 94.7 WCSX-FM will present The 3rd Annual People Helping People campaign in an effort to assist families in Metro Detroit who are facing challenges during the holidays.

Happening now, through December 15, 2017, listeners are being asked to nominate families in need on the air and at [WCSX.com](http://WCSX.com). WCSX-FM's Big Jim's House Morning Show hosts will share requests they receive on behalf of needy families and connect them with the appropriate donors, whether it's an individual or a business.

In addition, anyone interested in making a donation can also visit [WCSX.com](http://WCSX.com) to see a complete list of requests on behalf of needy families.

"There's never been a more important time to show compassion for each other than now," said Big Jim from WCSX's Big Jim's House. "People Helping People is more than a way to help. It's an idea that should be held in our hearts year round."

This year's program is presented by Mother Waddles Car Donation Program and Greektown Casino.

About Beasley Media Group:

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., which owns and operates 63 stations (45 FM and 18 AM) in 15 large- and mid-size markets in the United States. Approximately 19 million consumers listen to Beasley radio stations weekly over-the-air, online, on smartphones and tablets and engage with the Company's brands and personalities through digital platforms such as Facebook, Twitter, text, apps and email. For more information, please visit [www.bbgi.com](http://www.bbgi.com).

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