



# EEO Public File Report

for

**WNCT (AM), WIKS, WMGV, WSFL-FM, WXNR,  
WELS-FM**

New Bern, Greenville, Kinston and Jacksonville, North Carolina

This EEO Public File Report Covers the One-Year Period Ending on July 31, 2019

This unit is part of the Curtis Media Group and includes the corporate offices. Curtis Media Group is committed to providing equal employment opportunities to all individuals without regard to race, color, religion, gender, national origin, age or disability. Our intent is to provide a work environment that is free of discrimination, harassment or intimidation. Discrimination, harassment or intimidation of an employee or an applicant is considered improper conduct.

Under no circumstances will Curtis Media Group condone or tolerate any form of discrimination, harassment or intimidation of anyone in the Curtis Media Group family of companies.

EEO Contact Information for Curtis Media Group Employment Unit:

3012 Highwoods Blvd, Suite 201  
Raleigh, NC 27609

Contact Person/Title: Liza Weidle, Director of Career Development  
[lweidle@curtismedia.com](mailto:lweidle@curtismedia.com); 919-882-3735

## EEO Public File Report

This EEO Public File Report is filed in the public inspection files of the following stations pursuant to Section 73.2080(c) (6) of the Federal Communications Commission's (FCC) rules:

### **WNCT (AM), WIKS, WMGV, WSFL-FM, WXNR, WELS-FM**

New Bern, Greenville, Kinston and Jacksonville, North Carolina

**Summary:** During the one-year period ending on July 31, 2019, the stations filled the following full-time vacancies:

<b>Job Title</b>	<b>Referral Source</b>
a. Account Executive (11)	Industry, CMG Recruiter Referrals
b. Market Manager	Industry Referral
c. Morning Co-host (2)	Internal Candidate, All Access

The station interviewed a total of **56** people for all full-time vacancies during the period covered in the report.

**Exhibit A** contains the following information for each full-time vacancy:

- The total number of interviewees referred by each recruitment source used in connection with each vacancy.
- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number and the total number of persons interviewed for each full-time vacancy.

**Exhibit B** contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

**Appendix A – EEO Distribution List**

**EXHIBIT A**

**EEO INFORMATION FOR FULL-TIME VACANCIES**

**WNCT (AM), WIKS, WMGV, WSFL-FM, WXNR, WELS-FM**

New Bern, Greenville, Kinston and Jacksonville, North Carolina

The total number of interviewees for each vacancy and the referral source for each interviewee for all full-time vacancies filled during the applicable period are as follows:

<b>Position</b>	<b>Date Filled</b>	<b>Number of Interviewees</b>	<b>Referral Source for Interviewees</b>
Account Executive	8/1/18; 8/27/18 (2); 10/1/18(3); 11/14/18; 12/17/18; 5/13/19; 6/3/19; 7/8/19	36	See Appendix A
Market Manager	5/6/19	4	Sierra Marketing
Morning Co-Host (WMGV)	9/10/18 and 6/3/10	16	Internal Candidate and all Access

**Recruitment/Referral Sources used to Seek Candidates for Each Vacancy**

**Job Title:** Market Manager

**Referral Source of Hiree:** Sierra Marketing

<b>Name of Organization Notified of Job Vacancy</b>	<b>Contact person</b>	<b>Address/Website</b>	<b>Phone number</b>	<b>Number of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification?</b>
Sierra Marketing	Deb McCain	Deb@sierra-marketing.com	615-887-8859	4	No
EEO Distribution List	N/A	See Appendix A		0	No

**Job Title:** Account Executive      **Referral Source of Hire:** Referrals, NC Works  
 (11 positions)

<b>Name of Organization Notified of Job Vacancy</b>	<b>Contact person</b>	<b>Address/Website</b>	<b>Phone number</b>	<b>Number of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification?</b>
EEO Distribution List	N/A	See Appendix A		(4) LinkedIn (1) NC Works (1) Twitter (5) CMG Website (1) Glassdoor	No
Industry Referral	Sales Manager	New Bern, NC		7	No
Networking Referral	CMG Recruiter	3012 Highwoods Blvd, Raleigh, NC		11	No
Radio Ads	N/A			3	No
Employee Referrals	N/A			3	No

**Job Title:** Morning Co-Host (WMGV)      **Referral Source of Hire:** Industry Referral and All Access  
 (2 Positions)

<b>Name of Organization Notified of Job Vacancy</b>	<b>Contact person</b>	<b>Address/Website</b>	<b>Phone number</b>	<b>Number of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification?</b>
EEO Distribution List	N/A	See Appendix A		(10) All Access	No
Employee/Industry Referrals	Sales Manager	New Bern, NC		6	No

## EXHIBIT B

### Outreach Activities for the time period covered by this report

**Initiative:** Participation in at least four events, including conventions, career days, workshops, and similar activities sponsored by organizations representing groups present in the community interested in broadcast employment issues. Activity Classification 4.

**Date:** March 28, 2019

**Participants:** Jacksonville CMG Staff members Wilbur Vitols, Julie Keoho, and Brittany Kortman

Each year the Jacksonville-Onslow Chamber of Commerce presents the Business Expo at the Jacksonville Commons Recreation Center. The Business Expo is open to both members and non-members. Annually our expo brings in 100+ vendors, food trucks and on average 1,000 visitors touring every booth.

**Date:** April 11, 2019

**Participants:** Dave Schneider

Carteret County Chamber of Commerce presents the Business After Hours Expo, Thursday, April 11, 4-7:30 pm., at the Crystal Coast Civic Center in Morehead City. This event is open to the public with 65 area businesses on hand with products for sale, demonstrations, education and information with all the fun, networking and ambience of a Business After Hours.

**Date:** May 9, 2019

**Participants:** Greenville CMG Staff members Shelley Binegar and Dustin Ducawitz

The Pitt County Business Expo showcases Greenville and Pitt County's finest businesses and organizations. The Expo will feature products and services from more than 130 local businesses and organizations.

**Initiative:** Establishment of a scholarship programs designed to assist students interested in pursuing a career broadcasting. Activity Classification 7.

**Date:** Ongoing

**Participants:** Corporate Offices

Company Chairman/CEO established a scholarship for Communications students at the University of North Carolina at Chapel Hill to assist qualified students needing financial aid to pursue studies leading to a career in media. The Curtis Foundation established the Bessemer City Curtis Scholars Program that give four annual high school scholarships.

**Initiative:** Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment. Activity Classification 5.

**Date:** Summer 2019

**Participants:** Corporate Offices

Curtis Media Group established a paid internship outreach at UNC-Chapel Hill to provide opportunities for students to experience radio station operations by shadowing employees and working on special projects. Four student interns were selected, and time was given for students to have mentorship time with the CEO Donald W. Curtis. Supervisors included Luanne Lane, Allison Smith and Jason Kong who worked with the interns to plan a project and then present their work.

**Date:** Ongoing

**Participants:** Corporate Offices

Curtis Media Group has an ongoing internship program in the programming, promotion, marketing and production departments. These are semester-long for-credit programs that allowed students the opportunity to experience radio station operation by shadowing station employees on-air, in the studio, projects, events and promotions.

During the reporting period, the employment units hosted 9 interns for academic credit. The interns worked under the supervision of Jud Heussler (WPLW), Bruce Ferrell (WPTF) and Corporate staff including Rachael Jackson, Jason Kong, and Lisa Hobbs.

## Appendix A – EEO Distribution List

Recruitment Source	Contact Information
Appalachian State University Boone, North Carolina <a href="http://careers.appstate.edu">http://careers.appstate.edu</a>	Susan McCracken Director Career Development and Economic Engagement 828-262-2180
Davidson College Davidson, North Carolina <a href="http://www.davidson.edu/offices/career-development">http://www.davidson.edu/offices/career-development</a>	Stephanie Burns Assistant Director for Career Development 704-894-2132
East Carolina University Greenville, North Carolina <a href="https://www.ecu.edu/career">https://www.ecu.edu/career</a>	Adam Denney Associate Director, Employer Relations 252.328.6050 career@ecu.edu
Emory University Atlanta, Georgia <a href="http://www.career.emory.edu">http://www.career.emory.edu</a>	(404) 727-6211 recruiting@emory.edu
Furman University Greenville, South Carolina <a href="https://www.Furman.edu/ocs">https://www.Furman.edu/ocs</a>	career.engagement@furman.edu
Georgetown University Washington, District of Columbia <a href="https://georgetown.edu">https://georgetown.edu</a>	(202) 687-3493 careercenter@georgetown.edu
James Madison University Harrisonburg, Virginia <a href="http://www.jmu.edu">http://www.jmu.edu</a>	540-568-6555 cap@jmu.edu
Meredith College Raleigh, North Carolina <a href="http://www.meredith.edu/">http://www.meredith.edu/</a>	Dana Sumner career@meredith.edu
North Carolina Central University Durham, North Carolina <a href="http://www.nccu.edu/">www.nccu.edu/</a>	919-530-6337 nccucareerservices@nccu.edu
University of Georgia Athens, Georgia <a href="http://www.career.uga.edu">http://www.career.uga.edu</a>	706-542-3375 career@uga.edu
UNC-Chapel Hill Chapel Hill, North Carolina <a href="http://careers.unc.edu">http://careers.unc.edu</a>	919-962-6507 ucs@unc.edu
UNC-Greensboro Greensboro, North Carolina <a href="https://uncg.edu/">https://uncg.edu/</a>	336-334-5454 careers@uncg.edu
UNC-Pembroke Pembroke, North Carolina <a href="http://www.uncp.edu">www.uncp.edu</a>	Brenda Bullard Administrative Support Specialist 910-521-6000
UNC-Wilmington Wilmington, North Carolina <a href="https://uncw.edu/career">https://uncw.edu/career</a>	910-962-3174 careercenter@uncw.edu

Recruitment Source	Contact Information
Villanova University Villanova, Pennsylvania <a href="http://www.careers.villanova.edu">www.careers.villanova.edu</a> Recruitment Source	Kevin Grubb (610) 519-4060  Contact Information
University of South Carolina Columbia, South Carolina <a href="http://www.sc.edu/career">http://www.sc.edu/career</a>	803-777-7280
Virginia Commonwealth University Richmond, Virginia, United States <a href="http://www.vcu.edu">www.vcu.edu</a>	Anita Hazel Taylor P.H.R. Taylor Director, College of Engineering Career Services (804) 828-0100
University of Virginia Charlottesville, Virginia <a href="https://career.virginia.edu">https://career.virginia.edu</a>	434-924-8900 <a href="mailto:careercenter@virginia.edu">careercenter@virginia.edu</a>
Wake Forest University Winston-Salem, NC, USA <a href="http://opcd.wfu.edu">http://opcd.wfu.edu</a>	Lisa Simmons Associate Director 336.758.5902
NCWorks Career Centers 1830-B Tillery Place Raleigh, NC 27604 <a href="http://www.ncworks.gov">www.ncworks.gov</a>	Phone (919) 715-0111
Curtis Media Group Websites	<a href="http://www.curtismedia.com">www.curtismedia.com</a> <a href="http://www.laleync.com">www.laleync.com</a> <a href="http://www.wptf.com">www.wptf.com</a> <a href="http://www.947QDR.com">www.947QDR.com</a> <a href="http://www.961bbb.com">www.961bbb.com</a> <a href="http://www.thenewpulsefm.com">www.thenewpulsefm.com</a> <a href="http://www.kix1029.com">www.kix1029.com</a> <a href="http://www.goblueridge.net">www.goblueridge.net</a> <a href="http://www.goldsborodailynews.com">www.goldsborodailynews.com</a> <a href="http://www.sportshubtriad.com">www.sportshubtriad.com</a> <a href="http://www.justrightcountry.com">www.justrightcountry.com</a> <a href="http://www.929starfm.com">www.929starfm.com</a> <a href="http://www.wgbr.com">www.wgbr.com</a> <a href="http://www.stategovernmentradio.com">www.stategovernmentradio.com</a> <a href="http://www.v1033.com">www.v1033.com</a> <a href="http://www.1019online.com">www.1019online.com</a> <a href="http://www.wsfl.com">www.wsfl.com</a> <a href="http://www.beachboogieandblues.com">www.beachboogieandblues.com</a> <a href="http://www.ncjobsnow.com">www.ncjobsnow.com</a> <a href="http://www.enradio.com">www.enradio.com</a> <a href="http://www.justrightradio.com">www.justrightradio.com</a> <a href="http://www.SFNtoday.com">www.SFNtoday.com</a> <a href="http://www.trianglehelpwanted.com">www.trianglehelpwanted.com</a>
Job Fairs	Listed in Outreach activities
Indeed	Indeed.com
Glassdoor	Glassdoor.com
LinkedIn	LinkedIn.Com



<b>Recruitment Source</b>	<b>Contact Information</b>
Radio ads (on CMG-East Stations)	Various stations
Twitter	Twitter.com
Facebook	Facebook.com
Internal Job Postings	Curtis Media Group Locations
Walk - ins	General application dropped off at various CMG locations
DVRS - Raleigh	NC DHHS 4900 Waters Edge Dr. Raleigh, NC 27606 Ashley Chassereau
Sierra Marketing	Deb McCain Cell: 615-887-8859 Deb@Sierra-Marketing.com
Networking with Nate	Nate Brown SB Financial Group, LLC 2000 Aerial Center Parkway Suite #112 Morrisville, NC 27560 <a href="mailto:nate@sbfnc.com">nate@sbfnc.com</a> 919-819-7594
Colonial Jobseekers <a href="http://jobseekers.colonial.org/">http://jobseekers.colonial.org/</a>	Paula Bryan Colonial Baptist Church 6051 Tryon Road Cary, NC 27511 Phone: 919.233.9100 <a href="mailto:Jobseekers@colonial.org">Jobseekers@colonial.org</a> <a href="mailto:paulabryan@yahoo.com">paulabryan@yahoo.com</a>
All Access	<a href="https://www.allaccess.com/">https://www.allaccess.com/</a>