



# 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, 2020

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.

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Raleigh, NC 27609

Contact Person/Title: Jennifer Taylor, Payroll & Benefits Administrator  
[jtaylor@curtismedia.com](mailto:jtaylor@curtismedia.com); 919-882-3726

## 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, 2020, the stations filled the following full-time vacancies:

| <b>Job Title</b>               | <b>Referral Source</b>                |
|--------------------------------|---------------------------------------|
| a. Local Sales Manager (1)     | CMG Website, All Access, Internal     |
| b. Announcer(1)                | Encradio.com, Internal, Indeed        |
| c. Account Executive (7)       | Indeed, Referrals, Facebook, Job Fair |
| d. Morning Co-Host(1)          | All Access                            |
| e. Program Director (1)        | Referral, All Access                  |
| f. Administrative Assistant(1) | CMG Website, Internal Candidate       |

The station interviewed a total of **70** 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 fill-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> |
|--------------------------|---|-------------------------------|---|
| Local Sales Manager      | 10/11/19  | 11                            | See Appendix A                          |
| Announcer                | 9/05/19   | 4                             | See Appendix A                          |
| Account Executive        | 9/23/19; 2/24/20;<br>3/23/20; 6/15/20 (3);<br>7/08/20 | 37                            | See Appendix A                          |
| Morning Co-Host (WMGV)   | 9/30/20   | 9                             | See Appendix A                          |
| Program Director         | 10/28/19  | 7                             | See Appendix A                          |
| Administrative Assistant | 1/13/20   | 2                             | See Appendix A                          |

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

**Job Title:** Local Sales Manager

**Referral Source of Hiree:** Internal Candidate

| <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         |                     | (3)All Access<br>(4)Company Website    | No  |
| Internal Referral                                   | Sales Manager         | New Bern, NC           |                     | 3                                      | No  |
| Industry Referral                                   |                       |                        |                     | 1                                      | No  |

**Job Title:** Announcer (WXNR) **Referral Source of Hiree:** Internal Referral, Indeed and Enradio.com

| Name of Organization Notified of Job Vacancy | Contact person   | Address/Website | Phone number | Number of Interviewees Referred | Did Recruitment Source Request Notification? |
|--|------------------|-----------------|--------------|---------------------------------|--|
| EEO Distribution List                        | N/A              | See Appendix A  |              | (1) Indeed<br>(2) ENCRADIO      | No   |
| Internal Referral                            | Program Director | New Bern, NC    |              | 1                               | No   |

**Job Title:** Account Executive (7 positions) **Referral Source of Hiree:** Internal Referrals, NC Works

| Name of Organization Notified of Job Vacancy | Contact person | Address/Website                | Phone number | Number of Interviewees Referred                                | Did Recruitment Source Request Notification? |
|--|----------------|--------------------------------|--------------|--|--|
| EEO Distribution List                        | N/A            | See Appendix A                 |              | (19) Indeed<br>(4) Facebook<br>(6) ENCRADIO<br>(4) CMG Website | No   |
| Job Fair                                     | Sales          | 1000 5th St.<br>Greenville, NC |              | 2  | No   |
| Employee Referrals                           | N/A            |                                |              | 2  | No   |

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

| Name of Organization Notified of Job Vacancy | Contact person | Address/Website | Phone number | Number of Interviewees Referred | Did Recruitment Source Request Notification? |
|--|----------------|-----------------|--------------|---------------------------------|--|
| EEO Distribution List                        | N/A            | See Appendix A  |              | (9) All Access                  | No   |

**Job Title:** Program Director (WIKS)

**Referral Source of Hiree:** Indeed and All Access

| <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         |                     | (5) All Access                         | No  |
| Employee Referral                                   | N/A                   |                        |                     | 2                                      | No  |

**Job Title:** Administrative Assistant

**Referral Source of Hiree:** Encardio.com and Employee Referral

| <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         |                     |  | No  |
| Employee Referral                                   | N/A                   |                        |                     | 2                                      | No  |

## EXHIBIT B

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

WXNR, WSFL, WELS, WMGV, WIKS Station has engaged in the following outreach activities during the 2019 to 2020 year.

| <b>Activity Classification*</b> | <b>Type of Activity</b>   | <b>Brief Description</b>  |
|---------------------------------|---|---|
| 2                               | Job Fair / Jacksonville Chamber of Commerce<br>June 2020  | Curtis Media hosted a mini job fair at the Jacksonville Onslow Chamber of Commerce. This was for recruiting Account Executives in the Jacksonville area.  |
| 16                              | New Bern Chamber of Commerce<br>Virtual Ribbon Cutting May 2020   | Curtis Media Group hosted a Virtual Ribbon Cutting at the New Bern Studios. We were able to discuss broadcast industry opportunities and share information about our brands in a group environment. |
| 8                               | Provided online classes for employees to receive a designation of a RMP (Radio Marketing Professional) through RAB. | RAB offers certain online classes for a fee which affords an AE an opportunity to earn specific designations. 5 employees achieved success with the course over the past 12 months.                 |
| 16                              | Pitt Greenville Chamber of Commerce<br>Leadership Class March and April 2020  | Curtis Media presented to the Pitt Greenville Chamber of Commerce Leadership Class and then again to the entire Pitt Greenville Chamber of Commerce via Zoom in April.                              |

## Appendix A – EEO Distribution List

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

| <b>Recruitment Source</b>   | <b>Contact Information</b>   |
|---|--|
| Villanova University<br>Villanova, Pennsylvania<br><a href="http://www.careers.villanova.edu">www.careers.villanova.edu</a><br>Recruitment Source | Kevin Grubb<br>(610) 519-4060<br><br>Contact Information   |
| University of South Carolina<br>Columbia, South Carolina<br><a href="http://www.sc.edu/career">http://www.sc.edu/career</a>                       | 803-777-7280   |
| Virginia Commonwealth University<br>Richmond, Virginia, United States<br><a href="http://www.vcu.edu">www.vcu.edu</a>                             | Anita Hazel Taylor P.H.R. Taylor<br>Director, College of Engineering Career<br>Services<br>(804) 828-0100  |
| University of Virginia<br>Charlottesville, Virginia<br><a href="https://career.virginia.edu">https://career.virginia.edu</a>                      | 434-924-8900<br><a href="mailto:careercenter@virginia.edu">careercenter@virginia.edu</a>   |
| Wake Forest University<br>Winston-Salem, NC, USA<br><a href="http://opcd.wfu.edu">http://opcd.wfu.edu</a>   | Lisa Simmons<br>Associate Director<br>336.758.5902   |
| NC Works Career Centers<br>1830-B Tillery Place<br>Raleigh, NC 27604<br><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><br><a href="http://www.laleync.com">www.laleync.com</a><br><a href="http://www.wptf.com">www.wptf.com</a><br><a href="http://www.947QDR.com">www.947QDR.com</a><br><a href="http://www.961bbb.com">www.961bbb.com</a><br><a href="http://www.thenewpulsefm.com">www.thenewpulsefm.com</a><br><a href="http://www.kix1029.com">www.kix1029.com</a><br><a href="http://www.goblueridge.net">www.goblueridge.net</a><br><a href="http://www.goldsborodailynews.com">www.goldsborodailynews.com</a><br><a href="http://www.sportshubtriad.com">www.sportshubtriad.com</a><br><a href="http://www.justrightcountry.com">www.justrightcountry.com</a><br><a href="http://www.929starfm.com">www.929starfm.com</a><br><a href="http://www.v1033.com">www.v1033.com</a><br><a href="http://www.1019online.com">www.1019online.com</a><br><a href="http://www.wsfl.com">www.wsfl.com</a><br><a href="http://www.beachboogieandblues.com">www.beachboogieandblues.com</a><br><a href="http://www.enradio.com">www.enradio.com</a><br><a href="http://www.justrightradio.com">www.justrightradio.com</a><br><a href="http://www.SFNtoday.com">www.SFNtoday.com</a><br><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   |
| Division of Vocational Rehabilitation  | NC DHHS<br>4900 Waters Edge Dr.<br>Raleigh, NC 27606<br>Ashley Chassereau  |
| Sierra Marketing   | Deb McCain<br>Cell: 615-887-8859<br>Deb@Sierra-Marketing.com   |
| Networking with Nate   | Nate Brown<br>SB Financial Group, LLC<br>2000 Aerial Center Parkway Suite #112<br>Morrisville, NC 27560<br><a href="mailto:nate@sbfqnc.com">nate@sbfqnc.com</a><br>919-819-7594  |
| Colonial Jobseekers<br><a href="http://jobseekers.colonial.org/">http://jobseekers.colonial.org/</a> | Paula Bryan<br>Colonial Baptist Church<br>6051 Tryon Road<br>Cary, NC 27511<br>Phone: 919.233.9100<br><a href="mailto:Jobseekers@colonial.org">Jobseekers@colonial.org</a><br><a href="mailto:paulabryan@yahoo.com">paulabryan@yahoo.com</a> |
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