



EEO Public File Report

for

**WPTF, WPTK, WPLW (AM), WQDR-FM, WBBB,
WKIX-FM, WPLW-FM, WWPL,
and Corporate Office
Raleigh – Durham, 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.

EEO Contact Information for Curtis Media Group Employment Unit:

3012 Highwoods Blvd, Suite 201
Raleigh, NC 27609

Contact Person/Title: Jennifer Taylor, Payroll and Benefits Administrator
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:

WPTF, WPTK, WPLW (AM), WQDR-FM, WBBB, WKIX-FM, WPLW-FM, WWPL

Summary: During the one-year period ending on July 31, 2020, the stations filled the following full-time vacancies:

Job Title	Referral Source
a. Account Executive (11)	Networking Referral
b. General Sales Manager	Indeed, CMG Website, Employee Referral
c. Interactive content Manager	Indeed, CMG Website, Employee Referral
d. Morning host/Assistant Program Director	Referral, Ramp press Release
e. Morning New Anchor	CMG Website, Internal Candidate
f. Content and Event Coordinator	CMG Recruiter
g. Midday Host/Promotions Director	RAMP, All Access, Employee Referral
h. Payroll and Benefits Administrator	CMG Website, LinkedIn, Green Resources

The station interviewed a total of **49** 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

WPTF, WPTK, WPLW (AM), WQDR-FM, WBBB, WKIX-FM, WPLW-FM, WWPL, and
Corporate Offices

Raleigh, 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:

Position	Date Filled	Number of Interviewees	Referral Source for Interviewees
Account Executive (4)	8/16/19; 10/15/19; 1/27/20; 6/22/20; 7/1/20	14	See Appendix A
General Sales Manager	10/21/19	5	Employee Referral, Indeed, CMG Website
Interactive Content Manager	10/30/2019	6	Employee Referral, Indeed, CMG Website
Morning host /Assistant Program Director	5/16/19	5	RAMP Press Release, Employee Referral
WPTF Morning News Anchor	1/20/20	3	CMG Website
Content and Event Coordinator	1/21/20	1	CMG Recruiter
Midday host /Promotions Director	3/9/2020	9	RAMP press Release, All Access, Employee Referral
Payroll and Benefits Administrator	6/1/20	6	LINKEDIN, Indeed, Green Resources, CMG Website

Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

Job Title: Account Executive **Referral Source(s) of Hiree:** Various Referrals, LinkedIn, CMG Website, Glassdoor and Indeed
(4 Positions)

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) CMG Website (1) Glassdoor (2) Indeed	No
Employee Referral	Sales Managers	3012 Highwoods Blvd, Raleigh NC		3	No
Networking Referral	Sales Managers	3012 Highwoods Blvd, Raleigh NC		7	No

Job Title: General Sales Manager **Referral Source of Hiree:** Networking Referral, CMG Website, Indeed

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		(2) Indeed (2) CMG Website	No
Networking Referral	Sales Manager	3012 Highwoods Blvd, Raleigh NC		1	No

Job Title: Interactive Content Manager **Referral Source(s) of Hiree:** Network Referral, Indeed, CMG Website

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 (2)CMG Website	No
Networking Referral	Sales Managers	3012 Highwoods BLVD, Raleigh, NC		3	No

Job Title: Morning host/Assistant Program Director **Referral Source(s) of Hiree:** Industry Referral, RAMP Press Release

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		(2) RAMP Press Release	No
Networking Referral	Sales Managers	3012 Highwoods Blvd	919-882-3735	3	No

Job Title: WPTF Morning News Anchor **Referral Source of Hiree:** CMG Website

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		(3) CMG Website	No

Job Title: Content and Event Coordinator **Referral Source of Hiree:** CMG Recruiter

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		0	No
Industry Referral	Sales Managers	3012 Highwoods Blvd, Raleigh NC		1	No

Job Title: Midday Host/Promotions Director **Referral Source of Hiree:** All Access, RAMP,
Employee Referral

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		(3) All Access (4) RAMP Press Release	No
Employee Referral	Sales Managers	3012 Highwoods Blvd, Raleigh NC		2	No

Job Title: Payroll and Benefits Administrator **Referral Source of Hiree:** Greene Resources, CMG Website, LINKEDIN, Indeed

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) CMG website (1) Indeed, (1) LINKEDIN	No
Green Resources	Marley Shields			3	No

EXHIBIT B

Outreach Activities for the time period covered by this report

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

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.

Initiative: Workshop and Station Tour for Meredith College Communication Students. Activity Classification 16.

Date: November 26, 2019

Participants: WBBB, WPLW

SVP David Stuckey spoke to more than 20 students regarding the role of media and employment opportunities in the business.

Date: February 14, 2020

Participants: WBBB, WPLW,

More than 10 students had the opportunity to participate in a workshop led SVP David Stuckey on broadcast and radio opportunities. Students were given a tour of the studios and had a chance to spend time inside the WYMY, WPLW, WBBB and WQDR studios.

Initiative: Participation in Job banks and internet programs designed to promote outreach that is not primarily directed to providing notification of specific vacancy. Activity Classification 6.

Date: Ongoing

Participants: Corporate Offices

Liza Weidle, CMG Career Development Director, established a partnership with the Networking Women of the Triangle, a primarily online group that reaches more than 20,000 women in the Triangle area. Efforts included writing career development and interview blogs and Career Fair support.

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.

Appendix A – EEO Distribution List

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

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

Facebook	Facebook.com
Internal Job Postings	Curtis Media Group Locations
All Access	Allaccess.com
Walk - ins	General application dropped off at various CMG locations
Division of Vocational Rehabilitation	NC DHHS 4900 Waters Edge Dr. Raleigh, NC 27606 Ashley Chassereau
RAMP	Kevin Carter 25876 The Old Road, #254 Valencia, CA 91381 kevin@ramp247.com
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 nate@sbfnc.com 919-819-7594
Colonial Jobseekers http://jobseekers.colonial.org/	Paula Bryan Colonial Baptist Church 6051 Tryon Road Cary, NC 27511 Phone: 919.233.9100 Jobseekers@colonial.org paulabryan@yahoo.com