



EEO Public File Report

for

WGBR, WFMC, WZKT, WSSG, WWMC

Goldsboro, North Carolina

This EEO Public File Report Covers the One-Year Period Ending on July 31, 2021

This unit is part of the Curtis Media Group and 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:

WGBR, WFMC, WZKT, WSSG, WWMC

Goldsboro, North Carolina

Summary: During the one-year period ending on July 31, 2021, the stations filled the following full-time vacancies:

Job Title	Referral Source
Brand Strategist (2)	Referral, Indeed, Facebook, Walk-In
Account Executive (4)	Company Website, indeed, LinkedIn
Sports Content Producer	Company Website/Internal
On-air Programming Talent	Company Website/Internal

The station interviewed a total of **30** 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

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
Brand Strategists	11/9/2020 & 11/23/2020	11	See Appendix A
Account Executives	1/4/2021, 2/15/2021, 3/1/2021 & 3/15/2021	13	See Appendix A
Sports Content Producer	02/1/2021	3	See Appendix A
On-Air Programming Talent	04/16/2021	3	See Appendix A

Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

Job Title: Brand Strategist
(2 positions)

Referral Source of Hiree: Referral, Indeed, Facebook, Walk-in

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)- Referral (6)- Indeed (1) – Facebook (1) - Walk-In	No
Referral	Sales Manager	3012 Highwoods Blvd, Raleigh NC		3	
Indeed				6	No
Facebook				1	No
Walk -In	Sales Manager			1	No

Job Title: Account Executive
(4 positions)

Referral Source of Hiree: Company Website, Indeed, LinkedIn

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) – Company Website (6) – Indeed (5) - LinkedIn	No
Company Website	Sales Manager	3012 Highwoods Blvd, Raleigh NC		2	No
Indeed				6	No
LinkedIn				5	No

Job Title: Sports Content Producer

Referral Source of Hiree: Company Website , Internal

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) – Company Website (1) - Internal	No
Company Website	General Manager	3012 Highwoods Blvd, Raleigh NC		2	No
Internal Candidate				1	No

Job Title: On-Air programming Talent

Referral Source of Hiree: Company Website, Internal

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) – Company Website (1) - Internal	No
Company Website	General Manager	3012 Highwoods Blvd, Raleigh NC		2	No
Internal Candidate				1	No

EXHIBIT B

Outreach Activities for the 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, promotions, marketing and production departments. These are 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, intern(s) have been hosted at the Corporate, Coastal and Triad locations.

Initiative: Establishment of a scholarship programs designed to assist students interested in pursuing a career in 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: Participation in job fair by station personnel who has substantial responsibility in making hiring decisions. Activity Classification 1.

Date: April 27, 2021

Participants: WGBR, WFMC, WZKT, WSSG, WWMC

Goldsboro staff participated in a virtual Career Fair in cooperation with the Wayne County Chamber of Commerce. The virtual career fair was attended by nearly 2,900 student that included from both public and private schools in Wayne County.

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	Career Services 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 (864) 294-2106
Georgetown University Washington, District of Columbia https://georgetown.edu	(202) 687-3493 careercenter@georgetown.edu
High Point University One University Parkway High Point, NC 27268	Megan Parker Director of Corporate Relations (336) 841-9851
James Madison University Harrisonburg, Virginia http://www.jmu.edu	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.justrightradio.com www.929starfm.com www.v1033.com www.1019online.com www.wsfl.com www.beachboogieandblues.com www.enradio.com www.rock929triangle.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
Internal Job Postings	Curtis Media Group Locations
All Access	Allaccess.com
Facebook	Facebook.com
Walk - ins	General application dropped off at various CMG locations
Division of Vocational Rehabilitation	NC DHHS 4900 Waters Edge Dr. Raleigh, NC 27606
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