



EEO Public File Report

for

WECR, WZJS, WXIT, WATA, WMMY, WWMY
BOONE, NORTH CAROLINA

This EEO Public File Report Covers the One-Year Period Ending on July 31, 2022

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

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:

WECR, WZJS, WXIT, WATA, WMMY, WWMY

Boone, North Carolina

Summary: During the one-year period ending on July 31, 2022, the stations filled the following full-time vacancies:

Job Title	Referral Source
a. Ops Manager/Program Director	All Access, Referral
b. Account Executive (2)	Indeed, CMG Website
c. News Director (2)	Indeed, Co. Website Referral, App State University
d. Promotions Director	Co. Website, All Access

The station interviewed a total of **21** 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

WECR (AM), WZJS (FM), WXIT (AM),
WATA (AM), WMMY (FM), WWMY (FM),
Boone, 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
Ops Manager/ Program Director	9/7/2021	4	See Appendix A
Account Executive	12/20/2021 & 07/25/2022	9	See Appendix A
News Director	01/24/2022 & 07/25/2022	5	See Appendix A
Promotions Director	05/16/2022	3	See Appendix A

Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

Job Title: Ops Manager/ Program Director **Referral Source of Hiree:** All Access, 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		2 - All Access 2 - Referral	No
Company Website				2	No
Referral				2	No

Job Title: Account Executive **Referral Source of Hiree:** Indeed, Company Website
(2 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) Company Website (8) Indeed	No
Company Website	GM Manager	3012 Highwoods Blvd, Raleigh, NC		1	No
Indeed				8	No

Job Title: News Director **Referral Source of Hiree:** Indeed, Company Website, LinkedIn, App State Univ.
(2 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		(2) Co Website (1) Referral (1) Indeed (1) App State	No
Company Website	GM Manager	3012 Highwoods Blvd, Raleigh, NC		2	No
Indeed				1	No
Referral				1	No
Appalachian State Univ.	Dan Vallie			1	No

Job Title: Promotions Director

Referral Source of Hiree: Indeed, Company 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		(2) Coy Website (1) All Access	No
Company Website	GM Manager	3012 Highwoods Blvd, Raleigh, NC		2	No
All Access				1	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 operations by shadowing station employees on-air, in the studio, projects, events and promotions.

Initiative: Establishment of training programs for station personnel. Activity Classification 8

Date: Ongoing

Participants: Sales staff

Founder and CEO of Curtis Media Group, Don Curtis, hosts weekly sales training sessions via Zoom for company employees, including Unit personnel. These sessions are designed to assist staff in improving sales and marketing skills.

Initiative: Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. Activity Classification 14.

Date: July 12, 2022

Participants: CMG Payroll & Benefits Administrator

Webinar hosted by NCAB attorneys from the law firm of Brooks Pierce regarding FCC's general and specific EEO requirements, recordkeeping and reporting.

Appendix A – EEO Distribution List

Recruitment Source	Contact Information
Appalachian State University Boone, North Carolina http://careers.appstate.edu	Director Career Development and Economic Engagement 828-262-2180
Davidson College Davidson, North Carolina http://www.davidson.edu/offices/career-development	careers@davidson.edu 704-894-2132
East Carolina University Greenville, North Carolina https://www.ecu.edu/career	Career Services 252.328.6050 career@ecu.edu
High Point University One University Parkway High Point, NC 27268	Director of Corporate Relations (336) 841-9851
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
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
Job Fairs	Listed in Outreach activities
Indeed	Indeed.com
Glassdoor	Glassdoor.com
LinkedIn	LinkedIn.com
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
NC Works Career Centers 1830-B Tillery Place Raleigh, NC 27604 www.ncworks.gov	Phone (919) 715-0111

Recruitment Source	Contact Information
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.v1033.com www.1019online.com www.wsfl.com www.beachboogieandblues.com www.enradio.com www.rock929triagle.com www.SFNtoday.com www.trianglehelpwanted.com
Walk - ins	General application dropped off at various CMG locations