



# EEO Public File Report

for

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

New Bern, Greenville, Kinston and Jacksonville, 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 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

## 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, WAVQ**

New Bern, Greenville, Kinston and Jacksonville, North Carolina

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

<b>Job Title</b>	<b>Referral Source</b>
a. Account Executive (4)	LinkedIn, Indeed, Encradio
b. On-air Programming (1)	Internal, Indeed
c. Traffic Manager (1)	Indeed, Encradio
d.	

The station interviewed a total of **24** 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, WAVQ**

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:

Position	Date Filled	Number of Interviewees	Referral Source for Interviewees
Account Executive	8/9/2021, 9/27/2021 & 5/9/2022	17	See Appendix A
On-air Programming	11/8/2021	4	See Appendix A
Traffic Manager	05/17/2022	3	See Appendix A

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

**Job Title:** Account Executive      **Referral Source of Hiree:** Indeed and Encradio.com  
(4 position)

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		(7) Indeed (8) LinkedIn (2) Encradio	No
Indeed				7	No
LinkedIn				8	No
Encradio				2	No

**Job Title:** On-Air Programming **Referral Source of Hiree:** Internal Referral, Indeed and Enradio.com  
(1 position)

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) Internal (3) Indeed	No
Internal				1	No
Indeed				3	No

**Job Title:** Traffic Manager **Referral Source of Hiree:** Indeed, Enradio.com  
(1 position)

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) ENCRADIO	No
Indeed				1	No
Enradio				2	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 Management Team

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 operations by shadowing station employees on-air, in the studio, projects, events and promotions.

**Initiative:** Hosted a job fair by station personnel who has substantial responsibility in making hiring decisions. Activity Classification 2.

**Date:** August 12, 2021

**Participants:** WNCT, WIKS, WMGV, WSFL-FM, WXNR, WELS-FM

Curtis Media Group hosted a job fair at the Jacksonville mall in Jacksonville, NC.

**Initiative:** Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions. Activity Classification 15.

**Date:** August 19, 2021

**Participants:** WNCT, WIKS, WMGV, WSFL-FM, WXNR, WELS-FM

Curtis Media Group hosted a Radio Open House / networking event with New Bern, NC Chamber of Commerce

**Date:** March 9, 2022

**Participants:** WNCT, WIKS, WMGV, WSFL-FM, WXNR, WELS-FM

Curtis Media Group participated in Pitt-Greenville Chamber of Commerce Leadership Academy. Topic was "How Radio Works" and attendees learned about the industry. This included products and job opportunities in the radio business.

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

**Date:** April 8, 2022

**Participants:** WIKS

WIKS General Manager spoke with students at Summersill Elementary School in Jacksonville, NC about careers in the radio industry.

**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 <a href="http://careers.appstate.edu">http://careers.appstate.edu</a>	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>	<a href="mailto:careers@davidson.edu">careers@davidson.edu</a> 704-894-2132
East Carolina University Greenville, North Carolina <a href="https://www.ecu.edu/career">https://www.ecu.edu/career</a>	Career Services 252.328.6050 <a href="mailto:career@ecu.edu">career@ecu.edu</a>
High Point University One University Parkway High Point, NC 27268	Director of Corporate Relations (336) 841-9851
Meredith College Raleigh, North Carolina <a href="http://www.meredith.edu/">http://www.meredith.edu/</a>	Dana Sumner <a href="mailto:career@meredith.edu">career@meredith.edu</a>
North Carolina Central University Durham, North Carolina <a href="http://www.nccu.edu/">www.nccu.edu/</a>	919-530-6337 <a href="mailto:nccucareerservices@nccu.edu">nccucareerservices@nccu.edu</a>
UNC-Chapel Hill Chapel Hill, North Carolina <a href="http://careers.unc.edu">http://careers.unc.edu</a>	919-962-6507 <a href="mailto:ucs@unc.edu">ucs@unc.edu</a>
UNC-Greensboro Greensboro, North Carolina <a href="https://uncg.edu/">https://uncg.edu/</a>	336-334-5454 <a href="mailto:careers@uncg.edu">careers@uncg.edu</a>
UNC-Pembroke Pembroke, North Carolina <a href="http://www.uncp.edu">www.uncp.edu</a>	Brenda Bullard Office Manager/Web Information Coordinator 910-521-6000
UNC-Wilmington Wilmington, North Carolina <a href="https://uncw.edu/career">https://uncw.edu/career</a>	910-962-3174 <a href="mailto:careercenter@uncw.edu">careercenter@uncw.edu</a>
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 <a href="http://www.ncworks.gov">www.ncworks.gov</a>	Phone (919) 715-0111

Recruitment Source	Contact Information
NC Works 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.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.enradio.com">www.enradio.com</a> <a href="http://www.rock929triagle.com">www.rock929triagle.com</a> <a href="http://www.SFNtoday.com">www.SFNtoday.com</a> <a href="http://www.trianglehelpwanted.com">www.trianglehelpwanted.com</a>
Walk - ins	General application dropped off at various CMG locations