



# **EEO Public File Report**

for

**WPTF, WKIX (AM), WQDR (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, 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:

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

**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)	Indeed, CMG Website, Referral, LinkedIn
b. On-Air Announcers (3)	Indeed, CMG Website, Employee Referral, All Access
c. Production Director	CMG Website
d. Promotions Director (3)	CMG Website, Referral, Indeed, LinkedIn
e. Continuity Director	CMG Website
f. Traffic/Billing Coordinator	CMG Website, Referral
g. Digital Marketing Coordinator	CMG Website
h. Digital Marketing Manager	Referral
i. VP of News & Information	CMG Website, Referral
j. Event Coordinator(2)	CMG Website, Indeed.com

The station interviewed a total of **77** 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, WQDR (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:

<b>Position</b>	<b>Date Filled</b>	<b>Number of Interviewees</b>	<b>Referral Source for Interviewees</b>
Account Executive (4)	8/23/2021, 9/1/2021, 11/8/2021, 1/20/2022	24	See Appendix A
On-Air Announcers	08/16/2021, 09/7/2021 & 01/5/2022	16	See Appendix A
Production Director	10/18/2021	2	See Appendix A
Promotions Director (3)	10/19/2021, 2/14/2022 & 5/16/2022	18	See Appendix A
Continuity Director	09/07/2021	1	See Appendix A
Traffic/Billing Coordinator	09/09/2021	3	See Appendix A
Digital Marketing Coordinator	08/30/2021	6	See Appendix A
Digital Marketing Manager	09/09/2021	1	See Appendix A
VP of News & Information	04/19/2022	3	See Appendix A
Event Coordinator (2)	05/17/2022 & 05/23/2022	3	See Appendix A

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

**Job Title:** Account Executive **Referral Source(s) of Hiree:** Co. Website, Indeed, Referrals, LinkedIn  
(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		(4) CMG Website (11) Indeed (8) Referrals (1) LinkedIn	No
Company Website	General Manager	3012 Highwoods Blvd, Raleigh NC		4	No
Indeed				11	No
Referrals				8	No
LinkedIn				1	No

**Job Title:** On-Air Announcer **Referral Source of Hiree:** All Access & Referral  
(3 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		(7) Referral (9) All Access	No
All Access	General Manager	3012 Highwoods Blvd, Raleigh NC		9	No
Referral				7	No

**Job Title:** Production Director    **Referral Source(s) of Hiree:** Co. 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) Co. Website	No
Company Website		3012 Highwoods BLVD, Raleigh, NC		2	No

**Job Title:** Promotions Director (3 Positions)                      **Referral Source(s) of Hiree:** Co. Website, Indeed, LinkedIn, 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		(7) Co. Website (4) Indeed (3) Referral (4) LinkedIn	No
Company Website	General Manager	3012 Highwoods Blvd, Raleigh NC		7	No
Indeed.com				4	No
LinkedIn				4	No
Referral				3	NO

**Job Title:** Continuity Director                      **Referral Source of Hiree:** Co. 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) Co. Website	No
Company Website	President/COO	3012 Highwoods BLVD, Raleigh, NC		1	No

**Job Title:** Traffic/Billing Coordinator

**Referral Source of Hiree:** Company Website

<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) Co. Website	No
Company Website	General Manager	3012 Highwoods Blvd, Raleigh NC		3	No

**Job Title:** Digital Marketing Coordinator

**Referral Source of Hiree:** Co. Website, 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		(2) Co. Website (4) Referral	No
Company Website	CMG recruiter	3012 Highwoods Blvd, Raleigh NC		2	No
Referral				4	No

**Job Title:** Digital Marketing Manager

**Referral Source of Hiree:** 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		(1) Referral	No
Referral		3012 Highwoods Blvd, Raleigh NC		1	No

**Job Title:** VP of News & Information    **Referral Source of Hire:** Co. Website & 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		(3) Company Website/Internal	No
Company Website/Internal	CMG recruiter	3012 Highwoods Blvd, Raleigh NC		3	No

**Job Title:** Event Coordinator    **Referral Source of Hire:**  
(2 Positions)

<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		(2) Company Website/Internal (1) Indeed.com	No
Company Website/Internal	CMG Manager	3012 Highwoods Blvd, Raleigh NC		2	No
Indeed.com				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 Management Teams

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. During the reporting period, intern(s) have been hosted at the Corporate, Coastal and Triad locations.

**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:** Participation in a job Fair. Activity Classification 1.

**Date:** August 18, 2021

**Participants:** CMG SVP

Job fair Sponsored by Wake Forest Works and held at Wake Forest Renaissance centre in Wake Forest, NC.

**Initiative:** Job fair hosted by Curtis Media Marketing Group.  
Activity Classification 2.

**Date:** October 28, 2021

**Participants:** CMG management, Sales and Marketing

Job fair hosted by Curtis Media Marketing group. The job fair was held in Durham, NC at The Streets at Southpoint Mall.

**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	Phone (919) 715-0111

1830-B Tillery Place Raleigh, NC 27604 <a href="http://www.ncworks.gov">www.ncworks.gov</a>	
<b>Recruitment Source</b>	<b>Contact Information</b>
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.laley.com">www.laley.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