



# **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, 2023

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:

**WGBR, WFMC, WZKT, WSSG, WWMC**

Goldsboro, North Carolina

**Summary:** During the one-year period ending on July 31, 2023, the stations filled the following full-time vacancies:

<b>Job Title</b>	<b>Referral Source</b>
Account Executive	Indeed, LinkedIn
News Director	Co. Website, Referral
General Manager	Media Staffing Network, Referral

The station interviewed a total of 18 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:

<b>Position</b>	<b>Date Filled</b>	<b>Number of Interviewees</b>	<b>Referral Source for Interviewees</b>
Account Executives	06/26/2023	5	See Appendix A
News Director	1/12/2023 & 4/18/2023	4	See Appendix A
General Manager	04/25/2023	9	See Appendix A

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

**Job Title:** Account Executive      **Referral Source of Hiree:** Company Website, Indeed, ZipRecruiter

<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		(4) - LinkedIn (1) - Indeed	No
LinkedIn				4	NO
Indeed				1	No

**Job Title:** News Director

**Referral Source of Hiree:** Company 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) – Referral (1) – Co. Website	No
Referral	Operations Manager	3012 Highwoods Blvd, Raleigh NC		3	No
Company Website				1	No

**Job Title:** General Manager

**Referral Source of Hiree:** Media Staffing Network, 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		(6) – MSF (3) – Referral	No
Media Staffing Network				6	No
Referral	President,	3012 Highwoods Blvd, Raleigh NC		3	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:** 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:** Kellar Radio Talent Institute. Activity Classification 10.

**Date:** June 14, 2023

**Participants:** President/COO of Curtis Media Group, Trip Savery

President and COO of Curtis Media Group, Trip Savery, spoke at the Kellar Radio Talent Institute as a part of an educational program with the National Radio Talent System.

**Initiative:** LaLey Anniversary Station Family Event. Activity Classification 10.

**Date:** September 11, 2022

**Participants:** LaLey staff members

**Initiative:** Participation in bilingual job fair. Activity Classification 1.

**Date:** September 24, 2022

**Participants:** LaLey staff members

**Initiative:** Participation in bilingual job fair. Activity Classification 1.

**Date:** September 24, 2022

**Participants:** LaLey staff members

**Initiative:** Participation in bilingual job fair. Activity Classification 1.

**Date:** April 29, 2022

**Participants:** LaLey staff members

**Initiative:** “Kids Day” Station Family Event. Activity Classification 10.

**Date:** April 30, 2022

**Participants:** LaLey staff members

## 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 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 <a href="http://www.meredith.edu/">http://www.meredith.edu/</a>	Dana Sumner career@meredith.edu
North Carolina Central University Durham, North Carolina <a href="http://www.nccu.edu/">www.nccu.edu/</a>	919-530-6337 nccucareerservices@nccu.edu
UNC-Chapel Hill Chapel Hill, North Carolina <a href="http://careers.unc.edu">http://careers.unc.edu</a>	919-962-6507 ucs@unc.edu
UNC-Greensboro Greensboro, North Carolina <a href="https://uncg.edu/">https://uncg.edu/</a>	336-334-5454 careers@uncg.edu
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 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 <a href="http://www.ncworks.gov">www.ncworks.gov</a>	Phone (919) 715-0111
<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.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