



# EEO Public File Report

for

**WNCT (AM), WIKS, WMGV, WSFL-FM, WMJV,  
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, 2023

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, WMJV, WELS-FM, WAVQ**

New Bern, Greenville, Kinston and Jacksonville, 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>         |
|--------------------------|--------------------------------|
| a. Account Executive (3) | LinkedIn, Indeed, Referral     |
| b. Program Director (1)  | LinkedIn, Indeed, All Access   |
| c. Traffic Manager (1)   | LinkedIn, Indeed               |
| d. Sales Leader (1)      | LinkedIn, Indeed, ZipRecruiter |

The station interviewed a total of **51** 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, WMJV, 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:

| <b>Position</b>   | <b>Date Filled</b>                   | <b>Number of Interviewees</b> | <b>Referral Source for Interviewees</b> |
|-------------------|--------------------------------------|-------------------------------|---|
| Account Executive | 08/15/2022, 11/09/2022, & 02/20/2023 | 32                            | See Appendix A                          |
| Program Director  | 03/06/2023                           | 10                            | See Appendix A                          |
| Sales Leader      | 03/27/2023                           | 6                             | See Appendix A                          |
| Traffic Manager   | 11/09/2022                           | 3                             | See Appendix A                          |

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

**Job Title:** Account Executive      **Referral Source of Hiree:** Referral, LinkedIn  
(3 position)

| <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) Indeed<br>(27) LinkedIn<br>(3) Referral | No  |
| Indeed  | N/A                   | N/A                    | N/A                 | 2   | No  |
| LinkedIn  | N/A                   | N/A                    | N/A                 | 27  | No  |
| Referral  | N/A                   | N/A                    | N/A                 | 3   | No  |

**Job Title:** Program Director      **Referral Source of Hiree:** Company Website  
 (1 position)

| <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         |                     | (7) Company Website<br>(2) LinkedIn<br>(1) All Access | No  |
| Company Website                                     | N/A                   | N/A                    | N/A                 | 7   | No  |
| All Access  | N/A                   | N/A                    | N/A                 | 1   | No  |
| LinkedIn  | N/A                   | N/A                    | N/A                 | 2   | No  |

**Job Title:** Traffic Manager      **Referral Source of Hiree:** Company Website  
 (1 position)

| <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                    | No  |
| Company Website                                     | N/A                   | N/A                    | N/A                 | 3                                      | No  |

**Job Title:** Sales Leader ( 1 position) **Referral Source of Hiree:** ZipRecruiter

| <b>Name of Organization Notified of Job Vacancy</b> | <b>Contact person</b> |  | <b>Phone number</b> | <b>Number of Interviewees</b> | <b>Did Recruitment Source Request Notification?</b> |
|---|-----------------------|--|---------------------|-------------------------------|---|
|   |                       |  |                     |                               |   |

|                       |     | Address/Website |     | Referred                                       |    |
|-----------------------|-----|-----------------|-----|--|----|
| EEO Distribution List | N/A | See Appendix A  |     | (1) Indeed<br>(1) ZipRecruiter<br>(4) LinkedIn | No |
| Indeed                | N/A | N/A             | N/A | 1  | No |
| ZipRecruiter          | N/A | N/A             | N/A | 1  |    |
| LinkedIn              | N/A | N/A             | N/A | 4  | 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 part of an educational program with the National Radio Talent System.

**Initiative:** City of Greenville Parks and Recreation Job Fair. Activity Classification 1.

**Date:** April 13, 2023

**Participants:** Vice President of Curtis Media Group, Joe Peters

**Initiative:** Speaking at JT Barber Elementary School. Activity Classification 9.

**Date:** March 29, 2023

**Participants:** On-air Radio Personality  
On-air Radio Personality for WIKS, spoke to students at JT Barber Elementary School about entrepreneurship and reaching goals.

**Initiative:** Career Day at Summersill Elementary School. Activity Classification 9.

**Date:** October 2022

**Participants:** Vice President of Curtis Media Group, Joe Peters

**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<br>Boone, North Carolina<br><a href="http://careers.appstate.edu">http://careers.appstate.edu</a>                                      | Director Career Development and Economic Engagement<br>828-262-2180            |
| Davidson College<br>Davidson, North Carolina<br><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><br>704-894-2132 |
| East Carolina University<br>Greenville, North Carolina<br><a href="https://www.ecu.edu/career">https://www.ecu.edu/career</a>                                       | Career Services<br>252.328.6050<br>career@ecu.edu                              |
| High Point University<br>One University Parkway<br>High Point, NC 27268   | Director of Corporate Relations<br>(336) 841-9851                              |
| Meredith College<br>Raleigh, North Carolina<br><a href="http://www.meredith.edu/">http://www.meredith.edu/</a>  | Dana Sumner<br>career@meredith.edu   |
| North Carolina Central University<br>Durham, North Carolina<br><a href="http://www.nccu.edu/">www.nccu.edu/</a>   | 919-530-6337<br>nccucareerservices@nccu.edu                                    |
| UNC-Chapel Hill<br>Chapel Hill, North Carolina<br><a href="http://careers.unc.edu">http://careers.unc.edu</a>   | 919-962-6507<br>ucs@unc.edu  |
| UNC-Greensboro<br>Greensboro, North Carolina  | 336-334-5454   |

|  |  |
|--|--|
| <a href="https://uncg.edu/">https://uncg.edu/</a>  | careers@uncg.edu   |
| UNC-Pembroke<br>Pembroke, North Carolina<br><a href="http://www.uncp.edu">www.uncp.edu</a>                                   | Brenda Bullard<br>Office Manager/Web Information Coordinator<br>910-521-6000   |
| UNC-Wilmington<br>Wilmington, North Carolina<br><a href="https://uncw.edu/career">https://uncw.edu/career</a>                | 910-962-3174<br>careercenter@uncw.edu  |
| Job Fairs  | Listed in Outreach activities  |
| Indeed   | Indeed.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  |
| ZipRecruiter   | ZipRecruiter.com   |
| Facebook   | Facebook.com   |
| NC Works Career Centers<br>1830-B Tillery Place<br>Raleigh, NC 27604<br><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<br>1830-B Tillery Place<br>Raleigh, NC 27604<br><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><br><a href="http://www.laleync.com">www.laleync.com</a><br><a href="http://www.wptf.com">www.wptf.com</a><br><a href="http://www.947QDR.com">www.947QDR.com</a><br><a href="http://www.961bbb.com">www.961bbb.com</a><br><a href="http://www.thenewpulsefm.com">www.thenewpulsefm.com</a><br><a href="http://www.kix1029.com">www.kix1029.com</a><br><a href="http://www.goblueridge.net">www.goblueridge.net</a><br><a href="http://www.goldsborodailynews.com">www.goldsborodailynews.com</a><br><a href="http://www.sportshubtriad.com">www.sportshubtriad.com</a><br><a href="http://www.v1033.com">www.v1033.com</a><br><a href="http://www.1019online.com">www.1019online.com</a><br><a href="http://www.wsfl.com">www.wsfl.com</a><br><a href="http://www.beachboogieandblues.com">www.beachboogieandblues.com</a><br><a href="http://www.enradio.com">www.enradio.com</a><br><a href="http://www.rock929triagle.com">www.rock929triagle.com</a><br><a href="http://www.SFNtoday.com">www.SFNtoday.com</a><br><a href="http://www.trianglehelpwanted.com">www.trianglehelpwanted.com</a> |
| Walk - ins   | General application dropped off at various CMG locations   |



