



# **EEO Public File Report**

for

**WPTF, WKIX (AM), WQDR (AM), WQDR-FM,  
WBBB, WKIX-FM, WPLW-FM, WKJO, WKXU,  
and Corporate Office**

Raleigh – Durham, 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:

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

**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 (9)	Indeed, CMG Website, Referral, LinkedIn
b. On-Air Announcers (2)	Referral
c. Recruiter	Referral
d. Digital Marketing Coordinator	Referral, Company Website, LinkedIn
e. VP of News & Information Programming	Company Website, Referral
f. Digital Media Coordinator	CMG Website, LinkedIn, Indeed
g. GM- WKIX & WPLW-FM	LinkedIn, Company Website, Indeed
h. VP of Network Group	Referral, Company Website
i. Traffic Director	Referral
j. Payroll & Benefits Administrator	Referral, LinkedIn
k. Digital Sales Specialist	LinkedIn, Company Website
l. Integrated Marketing Specialist	Referral
m. Director of Affiliate Relations & Operations	Referral
n. GM- WPTF & TTN	LinkedIn, Company Website

The station interviewed a total of **124** 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 (9)	08/01/2022, 10/31/2022, 11/28/2022, 12/16/2022, 01/03/2023, 01/16/2023, 02/13/2023, 05/15/2023	62	See Appendix A
On-Air Announcers (2)	09/12/2022	2	See Appendix A
Recruiter	08/15/2022	1	See Appendix A
Digital Marketing Coordinator	09/01/2022	6	See Appendix A
VP of News & Information Programming	10/03/2022	2	See Appendix A
Digital Media Coordinator	01/03/2023	8	See Appendix A
GM- WKIX & WPLW-FM	01/16/2023	11	See Appendix A

VP of Network Group	03/07/2023	2	See Appendix A
Traffic Director	02/20/2023	1	See Appendix A
Payroll & Benefits Administrator	05/01/2023	4	See Appendix A
Digital Sales Specialist	06/01/2023	9	See Appendix A
Integrated Marketing Specialist	06/06/2023	5	See Appendix A
Director of Affiliate Relations & Operations	06/26/2023	1	See Appendix A
GM- WPTF & TTN	07/17/2023	10	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  
(9 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		5	No
Indeed	N/A	N/A	N/A	7	No
Referrals	N/A	N/A	N/A	7	No
LinkedIn	N/A	N/A	N/A	43	No

**Job Title:** On-Air Announcer **Referral Source of Hiree:** Referral  
(2 Positions)

Name of Organization Notified of Job Vacancy	Contact person	Address/Website	Phone number	Number of Interviewees Referred	Did Recruitment Source Request
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					Notification?
EEO Distribution List	N/A	See Appendix A		(2) All Access	No
Referral	N/A	N/A	N/A	2	No

**Job Title:** Recruiter **Referral Source(s) of Hiree:** 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		(1) Referral	No
Referral	N/A	N/A	N/A	1	No

**Job Title:** Digital Marketing Coordinator **Referral Source(s) of Hiree:** Co. LinkedIn

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 (1) Referral (4) LinkedIn	No
Company Website	General Manager	3012 Highwoods Blvd, Raleigh NC		1	No
LinkedIn	N/A	N/A	N/A	4	No
Referral	N/A	N/A	N/A	1	No

**Job Title:** VP of News & Information Programming **Referral Source of Hiree:** Referral

Name of Organization	Contact		Phone	Number of	Did Recruitment
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Notified of Job Vacancy	person	Address/Website	number	Interviewees Referred	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
Referral	N/A	N/A	N/A	1	No

**Job Title:** Digital Media Coordinator      **Referral Source of Hiree:** 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		(3) Co. Website (3) LinkedIn (2) Indeed	No
Company Website	General Manager	3012 Highwoods Blvd, Raleigh NC		3	No
LinkedIn	N/A	N/A	N/A	3	No
Indeed	N/A	N/A	N/A	2	

**Job Title:** GM- WKIX & WPLW-FM      **Referral Source of Hiree:** LinkedIn

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 (2) Indeed (8) LinkedIn	No
Company Website	CMG recruiter	3012 Highwoods Blvd, Raleigh NC		1	No
Indeed	N/A	N/A	N/A	2	No
LinkedIn	N/A	N/A	N/A	8	

**Job Title:** VP of Network Group      **Referral Source of Hiree:** 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		(1) Referral (1) Company Website	No
Referral		3012 Highwoods Blvd, Raleigh NC		1	No
Company Website	N/A	N/A	N/A	1	No

**Job Title:** Traffic Director    **Referral Source of Hiree:** 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		(1) Company Website/Internal	No
Referral	CMG recruiter	3012 Highwoods Blvd, Raleigh NC		1	No

**Job Title:** Payroll & Benefits Administrator    **Referral Source of Hiree:** 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		(3) Referral (1) LinkedIn	No



Referral	N/A	N/A	N/A	3	No
LinkedIn	N/A	N/A	N/A	1	No

**Job Title:** Digital Sales Specialist **Referral Source of Hiree:** 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		(1) Company Website/Internal (8) LinkedIn	No
Company Website/Internal	CMG Manager	3012 Highwoods Blvd, Raleigh NC		1	No
LinkedIn	N/A	N/A	N/A	8	No

**Job Title:** Integrated Marketing Specialist **Referral Source of Hiree:** 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		(5) Referral	No
Referral	N/A	N/A	N/A	5	No

**Job Title:** Director of Affiliate Relations & Operations **Referral Source of Hiree:** Referral

Name of Organization Notified of Job Vacancy	Contact person	Address/Website	Phone number	Number of Interviewees Referred	Did Recruitment Source Request Notification?
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EEO Distribution List	N/A	See Appendix A		(1) Referral	No
Referral	CMG Manager	3012 Highwoods Blvd, Raleigh NC		1	No

**Job Title:** GM- WPTF & TTN **Referral Source of Hire:** 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		(1) Referral (9) LinkedIn	No
Referral	CMG Manager	3012 Highwoods Blvd, Raleigh NC		1	No
LinkedIn	N/A	N/A	N/A	9	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:** 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:** WYMY Anniversary Station Family Event. Activity Classification 10.

**Date:** September 11, 2022

**Participants:** WYMY staff members

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

**Date:** September 24, 2022

**Participants:** WYMY staff members

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

**Date:** September 24, 2022

**Participants:** WYMY staff members

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

**Date:** April 29, 2022

**Participants:** WYMY staff members

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

**Date:** April 30, 2022

**Participants:** WYMY staff members

## Appendix A – EEO Distribution List

<b>Recruitment Source</b>	<b>Contact Information</b>
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	Director of Corporate Relations

One University Parkway High Point, NC 27268	(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.kixfm.com">www.kixfm.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.magic1033.com">www.magic1033.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.rock929triangle.com">www.rock929triangle.com</a> <a href="http://www.SFNtoday.com">www.SFNtoday.com</a> <a href="http://www.trianglehelpwanted.com">www.trianglehelpwanted.com</a> <a href="http://www.995thewave.com">www.995thewave.com</a>
Walk - ins	General application dropped off at various CMG locations