



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, 2024

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:

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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, 2024, the stations filled the following full-time vacancies:

Job Title	Referral Source
Account Executive	LinkedIn

The station interviewed a total of 7 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:

Position	Date Filled	Number of Interviewees	Referral Source for Interviewees
Account Executives	08/21/2023	7	See Appendix A

Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

Job Title: Account Executive **Referral Source of Hire:** 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		(4) - LinkedIn (3) - Indeed	No
LinkedIn				4	NO
Indeed				3	No

EXHIBIT B

Outreach Activities for the period covered by this report

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: Presentation at Media Sales Institute. Activity Classification 10.

Date: July 20, 2024

Participants: Vice President of CMG Network

Initiative: Internship program with University of Mount Olive. Activity Classification 5.

Date: Ongoing

Participants: Various CMG Staff Members

Initiative: Participation in Career Fair. Activity Classification 1.

Date: April 9, 2024

Participants: Sales and Operations Managers

Appendix A – EEO Distribution List

Recruitment Source	Contact Information
Job Fairs	Listed in Outreach activities
Indeed	Indeed.com
Glassdoor	Glassdoor.com
LinkedIn	LinkedIn.com
Handshake (Career Development website that distributes our postings to various college and university career services contacts)	Handshake.com
ZipRecruiter	ZipRecruiter.com
Internal Job Postings	Curtis Media Group Locations
All Access	Allaccess.com
Adzuna	Adzuna.com
Talent.com	Talent.com
Jobcase.com	Jobcase.com
Job.com	Job.com
Sercanto	Sercanto.com
Career Jet	Careerjet.com
Recruitment Source	Contact Information
Curtis Media Group Websites	www.curtismedia.com
Walk - ins	General application dropped off at various CMG locations