



EEO Public File Report

for

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

Raleigh – Durham, 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 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, WYMY, WKXU, WKJO

Summary: During the one-year period ending on July 31, 2024, the stations filled the following full-time vacancies:

Job Title	Referral Source
a. Account Executive (9)	Indeed, CMG Website, Referral, LinkedIn, ZipRecruiter
b. Assistant Program Director (2)	Referral, CMG Website
c. Executive Assistant	LinkedIn, Indeed
d. Digital Sales Specialist (2)	Referral, LinkedIn
e. Promotions Director	Referral, CNG Website, LinkedIn
f. Event & Marketing Coordinator	Referral, Indeed, LinkedIn
g. Web Designer	LinkedIn, CMG Website
h. General Manager	Referral, Indeed, LinkedIn
i. Vice President of News	Referral, CMG Website
j. Chief Market Engineer	Indeed, LinkedIn, CMG Website
k. Digital Content Coordinator	Referral, LinkedIn

The station interviewed a total of 128 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:

Position	Date Filled	Number of Interviewees	Referral Source for Interviewees
Account Executive (9)	08/14/2023, 08/28/2023, 09/05/2023, 10/09/2023, 10/16/2023, 10/16/2023, 11/27/2023, 11/27/2023, 05/13/2024	61	See Appendix A
Assistant Program Director(2)	08/18/2023, 09/15/2023	6	See Appendix A
Executive Assistant	08/23/2023	8	See Appendix A
Digital Sales Specialist	09/05/2023, 05/28/2024	23	See Appendix A
Promotions Director	10/16/2023	4	See Appendix A
Events & Marketing Coordinator	02/06/2024	3	See Appendix A
Web Designer	04/15/2024	7	See Appendix A
General Manager	04/15/2024	6	See Appendix A

Vice President of News	05/13/2024	3	See Appendix A
Chief Market Engineer	05/28/2024	3	See Appendix A
Digital Content Coordinator	06/26/2024	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, ZipRecruiter
(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		() CMG Website (4) Indeed (8) Referrals (43) LinkedIn (1) ZipRecruiter	No
Company Website	General Manager	3012 Highwoods Blvd, Raleigh NC		5	No
Indeed	N/A	N/A	N/A	4	No
Referrals	N/A	N/A	N/A	8	No
LinkedIn	N/A	N/A	N/A	43	No
ZipRecruiter	N/A	N/A	N/A	1	No

Job Title: Assistant Program Director **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 Notification?
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EEO Distribution List	N/A	See Appendix A		(4) Referral (2) CMG Website	No
Referral	N/A	N/A	N/A	4	No
Company Website	N/A	N/A	N/A	2	No

Job Title: Executive Assistant **Referral Source(s) 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		(5) LinkedIn (3) Indeed	No
LinkedIn	N/A	N/A	N/A	5	No
Indeed	N/A	N/A	N/A	3	No

Job Title: Digital Sales Specialist (2 positions) **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		(5) Co. Website (1) Referral (17) LinkedIn	No
Company Website	General Manager	3012 Highwoods Blvd, Raleigh NC		5	No
LinkedIn	N/A	N/A	N/A	17	No
Referral	N/A	N/A	N/A	1	No

Job Title: Promotions 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) Referral (2) CMG Website (1) LinkedIn	No
Referral	N/A	N/A	N/A	1	No
Company Website	General Manager	N/A	N/A	2	No
LinkedIn	N/A	N/A	N/A	1	No

Job Title: Event & Marketing Coordinator 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) LinkedIn (1) Indeed	No
Referral	N/A	N/A	N/A	1	No
LinkedIn	N/A	N/A	N/A	1	No
Indeed	N/A	N/A	N/A	1	No

Job Title: Web Designer 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		(3) Co. Website (4) LinkedIn	No
Company Website	CMG recruiter	3012 Highwoods Blvd, Raleigh NC		3	No
LinkedIn	N/A	N/A	N/A	4	

Job Title: General Manager

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 (3) LinkedIn (2) Indeed	No
Referral		3012 Highwoods Blvd, Raleigh NC		1	No
LinkedIn	N/A	N/A	N/A	3	No
Indeed	N/A	N/A	N/A	2	No

Job Title: Vice President of News

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 (1) Referral (1) LinkedIn	No
Referral	CMG recruiter	3012 Highwoods Blvd, Raleigh NC		1	No
Co. Website	CMG Recruiter	N/A	N/A	1	No
LinkedIn	CMG Recruiter	N/A	N/A	1	No

Job Title: Chief Market Engineer

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 (2) LinkedIn	No
Referral	N/A	N/A	N/A	1	No
LinkedIn	N/A	N/A	N/A	2	No

Job Title: Digital Content Coordinator **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 (2) LinkedIn	No
Referral	CMG Manager	3012 Highwoods Blvd, Raleigh NC		1	No
LinkedIn	N/A	N/A	N/A	8	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 Raleigh Corporate location.

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: Tour with Central Carolina Community College. Activity Classification 10.

Date: October 16, 2023

Participants: Various CMG staff members. Hosted 15 students from nearby Central Carolina Community College for station tour and future careers in Broadcasting. Various speakers from Curtis Media group spoke with and interacted with students.

Initiative: Tour with Western Carolina University. Activity Classification 10.

Date: October 9, 2023

Participants: Various CMG staff members. Hosted by Director of Recruitment, Katelyn Bullard, and Curtis Media Group President, Trip Savery. 12 students from Western Carolina University came to Curtis Media Group for a studio tour, in depth discussion of job opportunities in broadcast media, and resume reviews. Students were provided lunch and various members of Curtis Media Group spoke with students about different opportunities in Radio.

Initiative: Participation in Schools & Careers Expo. Activity Classification 1.

Date: July 20, 2024

Participants: WYMY staff members

Initiative: Presentation at Media Sales Institute. Activity Classification 10.

Date: July 20, 2024

Participants: Vice President of CMG Network. VP of CMG Networks, Bruce Feniger, spoke about careers with Curtis Media Group stations across the state while at NASBA conference.

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