



EEO Public File Report

for

**WECR (AM), WZJS (FM), WXIT (AM), WATA
(AM), WMMY (FM), WWMY (FM)**

BOONE, NORTH CAROLINA

This EEO Public File Report Covers the One-Year Period Ending on July 31, 2020

Amended June 3, 2022

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

Contact Person/Title: Jennifer Taylor, Payroll and Benefits Administrator

jtaylor@curtismedia.com; 919-882-3726

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:

WECR (AM), WZJS (FM), WXIT (AM), WATA (AM), WMMY (FM), WWMY (FM)

Boone, North Carolina

Summary: During the one-year period ending on July 31, 2020, the stations filled the following full-time vacancies:

Job Title

- a. Account Executives (4)
- b. Market Manager

The station interviewed a total of **11** 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.

EXHIBIT A

EEO INFORMATION FOR FULL-TIME VACANCIES

WECR (AM), WZJS (FM), WXIT (AM),
WATA (AM), WMMY (FM), WWMY (FM),
Boone, 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 Executives (4 positions)	9/9/19; 5/11/20; 5/13/20; 7/13/20	9	See Below
Market Manager	2/11/20	2	See Below

Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

- a. **Job Title:** Account Executives (4) **Referral Source of Hirees:** Referral, LinkedIn (2), and Go Blue Ridge

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		(2) CMG Website (1) Indeed (3) LinkedIn (2) GoBlueRidge	No
Industry Referral				1	No

Account Executive positions filled on 5/11/20, 5/13/20, and 7/13/20 were hired as the result of a single recruitment effort. The positions were advertised together and hirees were selected from the same group of interviewees.

Job Title: Market Manager

Referral Source of Hiree: NC Association of Broadcasters

Name of Organization Notified of Job Vacancy	Contact person	Address/Website	Phone number	Number of Interviewees Referred	Did Recruitment Source Request Notification?
Curtis Media website	N/A	curtismedia.com			No
NC Association of Broadcasters	Lisa Reynolds	lreynolds@NCbroadcast .com		1	No
SC Broadcasters Association	Margaret Wallace	margaret@scba.net		1	No

EXHIBIT B

Outreach Activities for the time period covered by this report

Initiative: Establishment of a scholarship programs designed to assist students interested in pursuing a career in broadcasting. Activity Classification 7.

Date: Ongoing

Participants: Corporate Management Team

Company Chairman/CEO established a scholarship for Communications students at the University of North Carolina at Chapel Hill to assist qualified students needing financial aid to pursue studies leading to a career in media.

The Curtis Foundation established the Bessemer City Curtis Scholars Program that gives four annual high school scholarships.

The corporate management team, which includes the Market Manager of the Unit, participates in and provides input into administration of these scholarship programs.

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, promotion, marketing and production departments. These are semester-long for-credit programs that allowed students the opportunity to experience radio station operation by shadowing station employees on-air, in the studio, projects, events and promotions. The corporate management team, which includes the Market Manager of the Unit, participates in and provides input into administration of the internship program.

During the height of the COVID-19 pandemic, which encompasses the bulk of this reporting period, the Unit was unable to provide its typical internship opportunities.

Initiative: Participation in programs designed to promote outreach generally.
Activity Classification 6

Date: Ongoing

Participants: Unit Market Manager and other members of Corporate Management Team

The Unit maintains a close working relationship with the Kellar Radio Talent Institute and student-run radio station WASU, which are both housed at Appalachian State University, in Boone, NC. The president of Curtis Media Group is a regular speaker at the Institute, and the Unit's Market Manager is in regular contact with faculty to provide broadcast education and employment opportunities to students. During the height of the COVID-19 pandemic, which encompasses the bulk of this reporting period, the Unit was unable to participate in its typical collaboration with WASU and the Institute. For example, Trip Savery, president of Curtis Media Group, was scheduled to speak at the Institute in 2020, but the engagement was cancelled due to the pandemic. As COVID subsides, the Unit is continuing this relationship as opportunities have again become available. For example, the Unit has partnered with WASU on a number of projects and the Unit's Market Manager is scheduled to speak at the Institute on June 7, 2022.

Initiative: Establishment of training programs for station personnel. Activity Classification 8

Date: Ongoing

Participants: Sales staff

Beginning in May 2020, founder and CEO of Curtis Media Group, Don Curtis, hosts weekly sales training sessions via Zoom for all company employees, including Unit personnel. These sessions are designed to assist staff in improving sales and marketing skills, and topics have included customer service, client expectations, and preparation for sales calls.

Appendix A – EEO Distribution List

Recruitment Source	Contact Information
Appalachian State University Boone, North Carolina http://careers.appstate.edu	Susan McCracken Director Career Development and Economic Engagement 828-262-2180
Davidson College Davidson, North Carolina http://www.davidson.edu/offices/career-development	Julie Lucas Operations and Employer Engagement Coordinator 704-894-2132
East Carolina University Greenville, North Carolina https://www.ecu.edu/career	Adam Denney Associate Director, Employer Relations 252.328.6050 career@ecu.edu
Emory University Atlanta, Georgia http://www.career.emory.edu	(404) 727-6211 recruiting@emory.edu
Furman University Greenville, South Carolina https://www.Furman.edu/ocs	career.engagement@furman.edu
Georgetown University Washington, District of Columbia https://georgetown.edu	(202) 687-3493 careercenter@georgetown.edu
James Madison University Harrisonburg, Virginia http://www.jmu.edu	540-568-6555 cap@jmu.edu
Meredith College Raleigh, North Carolina http://www.meredith.edu/	Dana Sumner career@meredith.edu
North Carolina Central University Durham, North Carolina www.nccu.edu/	919-530-6337 nccucareerservices@nccu.edu
University of Georgia Athens, Georgia http://www.career.uga.edu	706-542-3375 career@uga.edu
UNC-Chapel Hill Chapel Hill, North Carolina http://careers.unc.edu	919-962-6507 ucs@unc.edu
UNC-Greensboro Greensboro, North Carolina https://uncg.edu/	336-334-5454 careers@uncg.edu
UNC-Pembroke Pembroke, North Carolina www.uncp.edu	Brenda Bullard Office Manager/Web Information Coordinator 910-521-6000
UNC-Wilmington Wilmington, North Carolina https://uncw.edu/career	910-962-3174 careercenter@uncw.edu

Recruitment Source	Contact Information
Villanova University Villanova, Pennsylvania www.careers.villanova.edu Recruitment Source	Kevin Grubb (610) 519-4060 Contact Information
University of South Carolina Columbia, South Carolina http://www.sc.edu/career	803-777-7280
Virginia Commonwealth University Richmond, Virginia, United States www.vcu.edu	Anita Hazel Taylor P.H.R. Taylor Director, College of Engineering Career Services (804) 828-0100
University of Virginia Charlottesville, Virginia https://career.virginia.edu	434-924-8900 careercenter@virginia.edu
Wake Forest University Winston-Salem, NC, USA http://opcd.wfu.edu	Lisa Simmons Associate Director 336.758.5902
NC Works Career Centers 1830-B Tillery Place Raleigh, NC 27604 www.ncworks.gov	Phone (919) 715-0111
Curtis Media Group Websites	www.curtismedia.com www.laleync.com www.wptf.com www.947QDR.com www.961bbb.com www.thenewpulsefm.com www.kix1029.com www.goblueridge.net www.goldsborodailynews.com www.sportshubtriad.com www.justrightcountry.com www.929starfm.com www.v1033.com www.1019online.com www.wsfl.com www.beachboogieandblues.com www.enradio.com www.justrightradio.com www.SFNtoday.com www.trianglehelpwanted.com Note: websites provide links to curtismedia.com , where job postings are available
Job Fairs	Listed in Outreach activities
Indeed	Indeed.com
LinkedIn	LinkedIn.com

Recruitment Source	Contact Information
Radio ads (on CMG-West Stations)	Various stations
Twitter	Twitter.com
Internal Job Postings	Curtis Media Group Locations
All Access	Allaccess.com
Facebook	Facebook.com
Walk - ins	General application dropped off at various CMG locations
Division of Vocational Rehabilitation	NC DHHS 4900 Waters Edge Dr. Raleigh, NC 27606 Ashley Chassereau
Sierra Marketing	Deb McCain Cell: 615-887-8859 Deb@Sierra-Marketing.com
Networking with Nate	Nate Brown SB Financial Group, LLC 2000 Aerial Center Parkway Suite #112 Morrisville, NC 27560 nate@sbfngc.com 919-819-7594
Colonial Jobseekers http://jobseekers.colonial.org/	Paula Bryan Colonial Baptist Church 6051 Tryon Road Cary, NC 27511 Phone: 919.233.9100 Jobseekers@colonial.org paulabryan@yahoo.com