

EEO PUBLIC FILE
-AUGUST 1, 2012 THROUGH JULY 31, 2013-

WSJS/WMFR/WCOG/TSN/WSML
Winston-Salem, North Carolina

(Amended as of July 22, 2014)

This unit is part of the Curtis Media Group. 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.

This EEO Public File Report is filed in station WSJS/WMFR/WCOG/TSN/WSML public inspection file pursuant to Section 73.2080 of the Federal Communication Commission's ("FCC") rules.

During the period August 1, 2012 - July 31, 2013, the stations filled the following full-time vacancies:

STATION MANAGER	(1)
ACCOUNT EXECUTIVE	(3)
MORNING SHOW PRODUCER	(1)

The station interviewed a total of 21 people for all full-time vacancies during the period covered in this report. The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

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RECRUITMENT SOURCE	Address
ALAMANCE COMMUNITY COLLEGE [YES]	Director of Placement 1247 Jimmie Kerr Road Graham, NC 27253 336-506-4110
APPALACHIAN STATE UNIVERSITY [YES]	Career Development 301 Administration Annex PO Box 32032 Boone NC 28608 818-262-2180 meguiresdab@appstate.edu
BENNETT COLLEGE	Director of Placement 900 E. Washington Street Greensboro, NC 27401-3298 336-370-8623 careen@bennett.edu
BROADCAST CENTER	2360 Hampton Avenue Saint Louis, MO 63139 314-647-8181 Jim Bland, Placement Director janet@broadcastcenterinfo.com
BROADCASTING INSTITUTE OF MARYLAND	Director of Placement 7200 Harford Road Baltimore MD 21234 800-942-9246 nb@bim.org

RECRUITMENT SOURCE	Address
CAMPBELL UNIVERSITY [YES]	Director of Placement PO Box 4260 Buies Creek, NC 27506 910-893-1938 creech@campbell.edu
CAPE FEAR COMMUNITY COLLEGE [YES]	Career Connection 411 N Front Street Wilmington NC 28401 910-362-7000 mithomas@cfcc.edu
CAROLINA SCHOOL OF BROADCASTING	Alyson Young, Exec VP 3435 Performance Road Charlotte, NC 27214-8085 704-395-9272 csbro@bellsouth.net
CENTRAL CAROLINA COMMUNITY COLLEGE	Career Services 1105 Kelly Drive Sanford, NC 27330 919-718-7396 grdelv63@cccc.edu
DURHAM TECHNICAL COLLEGE [YES]	Director of Placement PO Drawer 11307 Durham NC 27703 919-686-3300 jobboard@durhamtech.edu
EDGECOMBE COMMUNITY COLLEGE	Career Development 2009 W. Wilson Street Tartboro, NC 27886 252-823-5166 winsteadL@edgecombe.edu

RECRUITMENT SOURCE	Address
ELIZABETH CITY STATE UNIVERSITY [YES]	Director of Placement 1704 Weaverville Road Elizabeth City, NC 27909 252-335-3305 bnjackson@mail.ecsu.edu
ELON UNIVERSITY [YES]	Director of Placement 2700 Campus Box Elon, NC 27244-2010 336-278-6538 walldebb@elon.edu
FAYETTEVILLE STATE UNIVERSITY	Career Services 1200 Murchison Road Fayetteville, NC 28301 910-672-1205 careerservices@uncfsu.edu
HIGH POINT COLLEGE [YES]	833 Montlieu Avenue High Point, NC 27262 336-841-9025 jobs@highpoint.edu
HOWARD UNIVERSITY	Joan Browne, Assoc. Director 2400 Sixth Street, NW Washington, DC 20059 202-806-6100 202-806-7513 hucrecruit@gmail.com
JOHNSTON COMMUNITY COLLEGE [YES]	Placement Office P.O. Box 2350 Smithfield, NC 27577 919-934-3051 edwardsd@johnstoncc.edu

RECRUITMENT SOURCE	Address
LENOIR COMMUNITY COLLEGE	Director of Placement P.O. Box 188, 231 HWY 58 South Kinston, NC 28502 252-527-6223 fgaskins@lenoircc.edu
MARSHALL UNIVERSITY	1 John Marshall Drive Huntington, West Virginia 25755 304-696-2370 Patricia Gallagher, Recruiting Coordinator career-services@marshall.edu
MEREDITH COLLEGE [YES]	3800 Hillsborough Street Raleigh, NC 27605 919-760-8341 Marie Sumerel, Career Center Director career@meredith.edu
NORTH CAROLINA A&T UNIVERSITY	Career Services 1601 E. Market Street Greensboro, NC 27411 336-334-7755 markc@ncat.edu
NC CENTRAL UNIVERSITY	Director of Placement 1801 Fayetteville and Lawson Street Durham, NC 27707 919-530-6100 nccucareerservices@nccu.edu
NC STATE MEDIA ADVISING	354 Witherspoon CB8607 Raleigh, NC 27695 919-515-2401 jamie_gilbert@ncsu.edu

RECRUITMENT SOURCE	Address
NC WESLEYAN COLLEGE	Career Services 3400 N. Wesleyan Blvd. Rocky Mount, NC 27804-9906 252-985-5100 career@ncwc.com
PEACE COLLEGE	15 East Peace Street Raleigh, NC 27601 919-508-2006 Barbara Efird careercenter@peace.edu
PIEDMONT TECHNICAL COLLEGE	Placement Coordinator P.O. Box 1197 Roxboro, NC 27573 864-941-8376 omundson.a@ptc.edu
SALEM COLLEGE [YES]	P.O. Box 10548 Winston-Salem, NC 27108-0548 336-721-2625 Andrea R. Hall, Director of Career Services careers@salem.edu
SEYMOUR JOHNSON FAMILY SUPPORT	1255 Andrews Street, Bldg. 3616 SJAFB, NC 27531 lee.wright@seymourjohnson.af.mil
SHAW UNIVERSITY [YES]	Career Development 118 E. South Street Raleigh, NC 27601 919-546-8280 jholley@shawu.edu

RECRUITMENT SOURCE	Address
ST ANDREWS PRESBYTERIAN COLLEGE [YES]	Career Services 1700 Dogwood Mile Laurinburg, NC 28352 910-277-5555 careers@sapc.edu
UNC - ASHEVILLE	DIRECTOR OF PLACEMENT One University Heights Asheville, NC 28804 828-251-6515 career@unca.edu
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL	Career Services Campus Box 5140 Chapel Hill, NC 27599 919-962-6507 ucs@unc.edu
UNC - CHAPEL HILL JOURNALISM AND MASS COMMUNICATION	Howell Hall, CB 3365 Chapel Hill, NC 27599 919-962-1204 jeubank@email.unc.edu
UNC - CHARLOTTE	Career Center 9201 University City Blvd. Charlotte, NC 28223-0001 704-687-2231 career@unc.edu
UNC - PEMBROKE	Career Services P.O. Box 1510 Pembroke, NC 28372-1510 910-521-6270 brenda.jacobs@uncp.edu

RECRUITMENT SOURCE	Address
UNC – WILMINGTON	Career Services 601 College Road Wilmington, NC 28403 910-962-3000 careercenter@uncw.edu
VANCE-GRANVILLE COMMUNITY COLLEGE [YES]	Career Center P.O. Box 917 Henderson, NC 27536 252-492-2061 Barbara Smith, Career Center Coord. smith@vgcc.edu
WAKE TECHNICAL COMMUNITY COLLEGE	Director of Placement 9101 Fayetteville Road Raleigh, NC 27603 919-866-5696 taallen2@waketech.edu
WESTERN CAROLINA UNIVERSITY [YES]	460 HFR Administration Building Cullowhee, NC 28723 828-227-7133 ferrara@wcu.edu
WILSON COUNTY TECHNICAL COLLEGE	Placement Office P.O. Box 4305 Woodward Station Wilson, NC 27893 252-291-1195 tblack@wilsoncc.edu
WINSTON-SALEM STATE UNIVERSITY	Director of Placement 601 Martin Luther King Jr. Drive Winston-Salem, NC 27110 336-750-3240 careersvcs@wssu.edu

RECRUITMENT SOURCE	Address
DURHAM HUMAN RELATIONS COMMISSION	Director of Placement 101 City Hall Plaza Durham, NC 27713 919-560-4107 yvonne.pena@durhamnc.gov
EMMA L. BOWEN FOUNDATION	524 West 57 th Street New York, NY 10019 212-975-2545 / 202-637-4494 Sandra Rice, VP of Eastern Division phylis.eagle-oldson@corporate.ge.com
BURLINGTON TIMES-NEWS	707 South Main Street Burlington, NC 27215 Tel (336) 227-0131 Fax (336) 228-1889 www.trianglehelpwanted.com
TRIANGLEHELPWANTED.COM	www.trianglehelpwanted.com
TRIADCAREERS.COM	www.triadcareers.com
REGIONALHELPWANTED.COM	www.regionalhelpwanted.com
PIEDMONTHELPWANTED.COM	www.piedmonthelpwanted.com
ALLACCESS.COM	www.allaccess.com
JOB FAIRS	Listed in Outreach Activities
REFERRALS	Variety of Sources, Including Various Colleagues
EXISTING EMPLOYEES	Various
INTERNAL JOB POSTINGS	Various Curtis Media Group Locations

RECRUITMENT SOURCE	Address
UNSOLICITED APPLICATIONS	Various
RADIO ADS	Various Curtis Media Group Stations
CMG WEBSITES	www.LaleyNc.com www.wptf.com www.947QDR.com www.96rockonline.com www.New969.com www.Pulse102.com www.TriadSports.com www.Q977FM.com www.GoBlueRidge.net www.Y1029.com www.Funny570.com www.TheBestSongsOnTheRadio.com www.WGBR.com www.730WFMC.com www.FMTalk1011.com www.920WPCM.com www.WSJS.com www.Highway1061FM.com www.Mix1023.com www.MacFMrocks.com www.WATAradio.com www.Glory1130.com www.StateGovernmentRadio.com
CRAIGSLIST	www.craigslislist.org (City Specific Sites, including Winston-Salem, N.C.)

Exhibit A contains the following information for each full time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person, and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each 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

For

**WSJS/WMEF/WCOG/TSN/WSML
WINSTON-SALEM, NC**

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 FILLED	DATE FILLED	NO. OF INTERVIEWEES	REFERRAL SOURCES FOR INTERVIEWEES
Station Manager (WSJS)	10/1/2012	2	Internal (1) Prior Employee (1)
Account Executive (WSJS) (2 positions)	10/10/2012 12/10/2012	7	CMG Website (6) Referral (1)
Account Executive (WSJS)	02/14/2013	11	CMG Website (9) Referral (1) On-Air (1)
Morning Show Studio Producer (WSJS)	04/08/2013	1	Existing Employee (1)

FULL-TIME VACANCY INFORMATION

Job Title of Vacancy: <u>STATION MANAGER (WSJS)</u>	Recruitment Source That Referred The Hiree: <u>Internal Promotion</u>
Date Vacancy Opened: <u>08/27/2012</u>	Total Number of Persons Interviewed for the Vacancy: <u>2</u>
Date Vacancy Filled: <u>10/01/2012</u>	

FULL-TIME VACANCY INFORMATION

Job Title of Vacancy: ACCOUNT EXECUTIVE (WSJS)

**Recruitment Source That Referred
The Hiree:** Referral & Internet

Date Vacancy Opened 09/28/2012

**Total Number of Persons
Interviewed for the Vacancy:**
7

Date Vacancy Filled: 10/10/2012 & 12/10/2012 (Two Hires Made)

See Sources Listed at the Beginning of This Report

FULL-TIME VACANCY INFORMATION

Job Title of Vacancy: ACCOUNT EXECUTIVE (WSJS) **Recruitment Source That Referred
The Hiree:** Internet

Date Vacancy Opened 01/22/2013 **Total Number of Persons
Interviewed for the Vacancy:**
11

Date Vacancy Filled: 02/14/2013

See Sources Listed at the Beginning of This Report

FULL-TIME VACANCY INFORMATION

Job Title of Vacancy: Morning Show Producer **Recruitment Source That Referred
The Hiree:** Existing Employee

Date Vacancy Opened 02/18/2013

**Total Number of Persons
Interviewed for the Vacancy:**
1

Date Vacancy Filled: 04/08/2013

See Sources Listed at the Beginning of This Report

EXHIBIT B

OUTREACH INITIATIVES

For

**WSJS/WMFR/WCOG/TSN/WSML
Winston-Salem, North Carolina**

Outreach Activities for the Period August 1, 2012 - July 31st, 2013

Stations WSJS/WMEF/WCOG/TSN/WSML has engaged in the following outreach initiatives during the year covered by this report:

<u>Initiative Classification</u>	<u>Type of Initiative</u>	<u>Brief Description</u>
1	Job Fairs	<ul style="list-style-type: none"> Christy Pruden (Director of HR) and Chris Atwell (Recruiter) attended the Great Xplorations Career Fair at the McKimmon Center on November 27, 2012. Christy Pruden (Director of HR) attended the Employer Open House at Wake Tech on February 12, 2013. Christy Pruden (Director of HR) and Christ Atwell (Recruiter) attended the Lee Hecht Harrison Career Fair on February 27, 2013. Christy Pruden (Director of HR) and Chris Atwell (Recruiter) attended the Garner Magnet High School Career Fair on March 8, 2013. Christy Pruden (Director of HR), Chris Atwell (Recruiter) and Sydney Little (Graphics Designer and ELON Alum) attended the Elon Career Fair on March 12, 2013. Rick Hielmann (GM) and David Stuckey (GM) attended the CREE Career Fair on May 9, 2013. Rod Salazar (AE for WYMY) attended the Chatham Middle School Career Fair on May 10, 2013. Christy Pruden (Director of HR) and Jon Bloom (GM) attended the NC Hispanic Career Fair on May 17, 2013.

3 Co-Sponsoring of Job Fair

Curtis Media Group and New Horizons Computer Learning Center co-sponsored a Career Fair at the New Horizon's Campus on January 15, 2013 from 10:00am to 2:00pm. There were at least 30 different employers there and we also had a CMG booth that was worked by Christy Pruden (Director of HR), Mike Hartel (GM), Jay Nachlis (Program Director) and Megan Talty (Account Executive).

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Events in the Community

- Christy Pruden (Director of Human Resources) volunteered at the Salvation Army Christmas Distribution - December, 2012.
- NC Children's Promise Radio/Telethon at the UNC Children's Hospital - November 2012
- Phil Zachary (President) is involved in the following: Board of Visitors for the NC Children's Hospital; Board of Directors for the Greater Raleigh Chamber of Commerce; Wake County Convention and Visitors Board; The 200 Club of Wake County; Triangle Flight of Honor; Rise-Up Raleigh; Appalachian State University Communication Department Advisory Board; High Point University; Nido Qubein School of Communication Advisory Board; Radio Advertising Bureau Board of Directors; N.C. State University Student Media Advisory Board; Elon University Parent's Council.
- Rick Martinez (News Director) is a Trustee at William Peace University; Trustee at UNC-TV Board of Trustees; Member of the NC Advisory Committee United States Commission on Civil Rights
- Mike Hartel (GM/NP) is on the Greater Raleigh Chamber of Commerce Membership Services Board; Board Member of the Leadership Raleigh Alumni Association of the Greater Raleigh Chamber of Commerce; Board Member of N.C. State Student Media; Board Member of Divine Mercy (Catholic Radio); Marketing Committee for the Triangle Family Services.
- Mike Hartel (GM) , Jay Nachlis (Program Director) and Joel Gillie (Promotions Coordinator) are all part of the Keller Institute at Appalachian University.
- The Garner Chamber of Commerce 2013 Business Expo on April 11, 2013.
- The Raleigh Chamber of Commerce 2013 Business Expo on May 1, 2013.

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Internship Program

Allowed students to receive academic credit for work performed while learning about the broadcast industry. The Internship program is on-going. It is open to any college student who maintains a GPA of 2.5 or higher, is recommended in writing by a faculty member in their

respective major, and is able to work a minimum of 10 hours a week for academic credit. Interns work in various departments including: News/Public Affairs, Programming/Productions, Marketing/Sales, and Promotions.

6 Scholarship Programs

Company Chairman/CEO has 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 has established the Bessemer City Curtis Scholars Program that will present four annual high school Scholarships each year. Each scholarship will be \$5k payable in four payments over four years. To renew the scholarship for each of the four years, the student must maintain a 2.5 GPA and have either a summer internship, summer job or be on a course of study or travel. Renewals will be confirmed by the selection committee. The grants will be paid directly to the college of choice selected by the student.

14 Management Training

On a continuous basis we provide training to management level personnel as to methods of ensuring equal employment opportunity. Our President, Phil Zachary, counsels General Managers on a quarterly basis in ways to promote diversity in hiring.

10 Programs offered by Education Institutions

- On a Continuous basis, Christy Pruden, Director of Human Resources serves on the Advisory Board of The Living Arts College @ School of Communication Arts in Raleigh, NC and regularly meets with students identified by faculty with promising broadcasting skills.
- A couple of people on our Management Team are involved in the Keller Radio Institute as a part of Appalachian University.