



# EEO Public File Report

for

**WPTF, WPTK, WPLW (AM), WQDR-FM, WBBB,  
WKIX-FM, WPLW-FM, WWPL,  
and Corporate Office  
Raleigh – Durham, North Carolina**

This EEO Public File Report Covers the One-Year Period Ending on July 31, 2019.

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

Contact Person/Title: Liza Weidle, Director of Career Development  
[lweidle@curtismedia.com](mailto:lweidle@curtismedia.com); 919-882-3735

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

**Summary:** During the one-year period ending on July 31, 2019, the stations filled the following full-time vacancies:

<b>Job Title</b>	<b>Referral Source</b>
a. Payroll and Benefits Administrator	Networking Referral
b. Traffic/ Billing Coordinator (2)	Networking Referral, Glassdoor
c. Administrative Sales Manager	Internal Candidate
d. Director of Community Affairs and Involvement	Industry Referral
e. Account Executive (11)	Various Referrals (4), CMG Website, LinkedIn, Glassdoor, NCWorks, Indeed, Internal Candidate (1)
f. General Sales Manager (2)	Sierra Marketing, Internal Candidate
g. WBBB Morning Drive Host	Industry Referral
h. WQDR Assistant Program Director / Mid-Day Host	CMG Website

The station interviewed a total of **96** 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, WPLW (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>
Payroll and Benefits Administrator	10/9/18	8	See Appendix A
Traffic/Billing Coordinator (2)	10/3/19 and 10/22/19	12	See Appendix A
Administrative Sales Manager	8/20/18	2	Internal Candidate, Industry Referral
Director of Community Affairs and Involvement	5/16/19	5	Networking and Industry Referrals
Account Executives	8/5/18; 8/7/18; 8/13/18; 11/5/18 (2); 12/1/18; 2/4/19 (3); 2/18/19; 3/28/19;	55	See Appendix A
General Sales Manager (2)	12/10/19 and 2/11/19	7	See Appendix A
WBBB Morning Drive Host	10/12/18	2	Industry Referrals
WQDR APD/Mid-Day Host	10/8/18	5	See Appendix A

## Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

**Job Title:** Payroll and Benefits Administrator **Referral Source of Hiree:** Networking 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		(2) CMG website (3) Indeed, (1) Glassdoor	No
Networking Referral	CMG Recruiter	3012 Highwoods Blvd, Raleigh NC	919-882-3735	2	No

**Job Title:** Traffic/Billing Coordinator **Referral Source(s) of Hiree:** Glassdoor, Networking 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?
EEO Distribution List	N/A	See Appendix A		(2) NC Works (4) CMG Website (3) Glassdoor (1) Job Board	No
Networking Referral	CMG Recruiter	3012 Highwoods Blvd, Raleigh NC	919-882-3735	2	No

**Job Title:** Administrator Sales Manager **Referral Source of Hiree:** Internal Candidate

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		0	No
Networking Referral	Sales Manager	3012 Highwoods Blvd, Raleigh NC		1	No
Internal Candidate	N/A			1	No

**Job Title:** Account Executive **Referral Source(s) of Hiree:** Referrals, LinkedIn, NC Works, Internal, (11 Positions) and Indeed

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 (5) CMG Website (4) NC Works (2) Glassdoor (4) Indeed	No
Networking Referral	Sales Managers	3012 Highwoods Blvd, Raleigh NC		5	No
Networking Referral	CMG Recruiter	3012 Highwoods Blvd, Raleigh NC		29	No
Internal Candidate	N/A	3012 Highwoods Blvd, Raleigh, NC		1	No

**Job Title:** Director of Community Affairs **Referral Source of Hiree:** Industry 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		0	No
Industry Referral				1	No
Networking Referral	CMG Recruiter	3012 Highwoods Blvd, Raleigh NC		4	No

**Job Title:** General Sales Manager **Referral Source(s) of Hiree:** Sierra Marketing, Internal Candidate (2 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		(1) CMG Website	No
Sierra Marketing	Deb McCain	Deb@Sierra-Marketing.com	615-887-8859	4	No
Internal Candidate				1	No
Networking Referral	CMG Recruiter	3012 Highwoods Blvd	919-882-3735	1	No

**Job Title:** Morning Drive Host WBBB

**Referral Source of Hiree:** Industry Referral

<b>Name of Organization Notified of Job Vacancy</b>	<b>Contact person</b>	<b>Address/Website</b>	<b>Phone number</b>	<b>Number of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification?</b>
EEO Distribution List	N/A	See Appendix A		0	No
Industry Referral	Sales Manager	3012 Highwoods Blvd, Raleigh NC		1	No
Networking Referral	CMG Recruiter	3012 Highwoods Blvd, Raleigh NC		1	No

**Job Title:** Mid-Day Host and APD WQDR

**Referral Source of Hiree:** CMG Website

<b>Name of Organization Notified of Job Vacancy</b>	<b>Contact person</b>	<b>Address/Website</b>	<b>Phone number</b>	<b>Number of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification?</b>
EEO Distribution List	N/A	See Appendix A		(1)CMG Website (1) Indeed	No
Industry Referral	PD	3012 Highwoods Blvd, Raleigh NC		1	No
Internal Candidate				2	No

## EXHIBIT B

### Outreach Activities for the time 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:** Summer 2019

**Participants:** Corporate Offices

Curtis Media Group established a paid internship outreach at UNC-Chapel Hill to provide opportunities for students to experience radio station operations by shadowing employees and working on special projects. Four student interns were selected, and time was given for students to have mentorship time with the CEO Donald W. Curtis. Supervisors included Luanne Lane, Allison Smith and Jason Kong who worked with the interns to plan a project and then present their work.

**Date:** Ongoing

**Participants:** Corporate Offices

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.

During the reporting period, the employment units hosted 9 interns for academic credit. The interns worked under the supervision of Jud Heussler (WPLW), Bruce Ferrell (WPTF) and Corporate staff including Rachael Jackson, Jason Kong, and Lisa Hobbs.

**Initiative:** Workshop and Station Tour for Meredith College Communication Students. Activity Classification 16.

**Date:** February 22, 2019

**Participants:** WBBB, WPLW, WQDR, WYMY

More than 20 students had the opportunity to participate in a workshop led SVP David Stuckey on broadcast and radio opportunities. Students were given a tour of the studios and had a chance to spend time inside the WYMY, WPLW, WBBB and WQDR studios.

**Initiative:** Participation in Job banks and internet programs designed to promote outreach that is not primarily directed to providing notification of specific vacancy. Activity Classification 6.

**Date:** Ongoing

**Participants:** Corporate Offices

Liza Weidle, CMG Career Development Director, established a partnership with the Networking Women of the Triangle, a primarily online group that reaches more than 20,000 women in the Triangle area. Efforts included writing career development and interview blogs and Career Fair support.

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

**Date:** Ongoing

**Participants:** Corporate Offices

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 give four annual high school scholarships.

## Appendix A – EEO Distribution List

Recruitment Source	Contact Information
Appalachian State University Boone, North Carolina <a href="http://careers.appstate.edu">http://careers.appstate.edu</a>	Susan McCracken 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>	Stephanie Burns Assistant Director for Career Development 704-894-2132
East Carolina University Greenville, North Carolina <a href="https://www.ecu.edu/career">https://www.ecu.edu/career</a>	Adam Denney Associate Director, Employer Relations 252.328.6050 career@ecu.edu
Emory University Atlanta, Georgia <a href="http://www.career.emory.edu">http://www.career.emory.edu</a>	(404) 727-6211 recruiting@emory.edu
Furman University Greenville, South Carolina <a href="https://www.Furman.edu/ocs">https://www.Furman.edu/ocs</a>	career.engagement@furman.edu
Georgetown University Washington, District of Columbia <a href="https://georgetown.edu">https://georgetown.edu</a>	(202) 687-3493 careercenter@georgetown.edu
James Madison University Harrisonburg, Virginia <a href="http://www.jmu.edu">http://www.jmu.edu</a>	540-568-6555 cap@jmu.edu
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
University of Georgia Athens, Georgia <a href="http://www.career.uga.edu">http://www.career.uga.edu</a>	706-542-3375 career@uga.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 Administrative Support Specialist 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

Recruitment Source	Contact Information
Villanova University Villanova, Pennsylvania <a href="http://www.careers.villanova.edu">www.careers.villanova.edu</a> Recruitment Source	Kevin Grubb (610) 519-4060  Contact Information
University of South Carolina Columbia, South Carolina <a href="http://www.sc.edu/career">http://www.sc.edu/career</a>	803-777-7280
Virginia Commonwealth University Richmond, Virginia, United States <a href="http://www.vcu.edu">www.vcu.edu</a>	Anita Hazel Taylor P.H.R. Taylor Director, College of Engineering Career Services (804) 828-0100
University of Virginia Charlottesville, Virginia <a href="https://career.virginia.edu">https://career.virginia.edu</a>	434-924-8900 <a href="mailto:careercenter@virginia.edu">careercenter@virginia.edu</a>
Wake Forest University Winston-Salem, NC, USA <a href="http://opcd.wfu.edu">http://opcd.wfu.edu</a>	Lisa Simmons Associate Director 336.758.5902
NCWorks 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.kix1029.com">www.kix1029.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.sportshubtriad.com">www.sportshubtriad.com</a> <a href="http://www.justrightcountry.com">www.justrightcountry.com</a> <a href="http://www.929starfm.com">www.929starfm.com</a> <a href="http://www.wqbr.com">www.wqbr.com</a> <a href="http://www.stategovernmentradio.com">www.stategovernmentradio.com</a> <a href="http://www.v1033.com">www.v1033.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.ncjobsnow.com">www.ncjobsnow.com</a> <a href="http://www.enradio.com">www.enradio.com</a> <a href="http://www.justrightradio.com">www.justrightradio.com</a> <a href="http://www.SFNtoday.com">www.SFNtoday.com</a> <a href="http://www.trianglehelpwanted.com">www.trianglehelpwanted.com</a>
Job Fairs	Listed in Outreach activities
Indeed	Indeed.com
Glassdoor	Glassdoor.com
LinkedIn	LinkedIn.Com

<b>Recruitment Source</b>	<b>Contact Information</b>
Radio ads (on CMG-East Stations)	Various stations
Twitter	Twitter.com
Facebook	Facebook.com
Internal Job Postings	Curtis Media Group Locations
All Access	Allaccess.com
Walk - ins	General application dropped off at various CMG locations
DVRS - Raleigh	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 <a href="mailto:nate@sbfnc.com">nate@sbfnc.com</a> 919-819-7594
Colonial Jobseekers <a href="http://jobseekers.colonial.org/">http://jobseekers.colonial.org/</a>	Paula Bryan Colonial Baptist Church 6051 Tryon Road Cary, NC 27511 Phone: 919.233.9100 <a href="mailto:Jobseekers@colonial.org">Jobseekers@colonial.org</a> <a href="mailto:paulabryan@yahoo.com">paulabryan@yahoo.com</a>