



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, 2019

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:

3012 Highwoods Blvd, Suite 201
Raleigh, NC 27609

Contact Person/Title: Liza Weidle, Director of Career Development
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:

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, 2019, the stations filled the following full-time vacancies:

Job Title	Referral Source
a. Account Executive (4)	Referral, Indeed, and Walk-in
b. Market Manager	Sierra Marketing

The station interviewed a total of **21** 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

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 Executive	8/17/18; 1/7/19; 2/18/19 and 1/22/19	13	See Appendix A
Market Manager	7/22/19	8	See Appendix A

Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

Job Title: Account Executive **Referral Source of Hiree:** Referral, Walk-in, 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		(3) CMG Website (7) Indeed	No
Industry Referral	CMG Recruiter	3012 Highwoods Blvd, Raleigh NC		2	No
Walk-In	N/A			1	No

Job Title: Market Manager

Referral Source of Hiree:

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 – CMG website 1 - Glassdoor	No
Sierra Marketing	Deb McCain	Deb@Sierra-marketing .com	615-887-8859	1	No
Networking	CMG Recruiter	3021 Highwoods Blvd, Raleigh NC	919-882-3735	1	No

EXHIBIT B

Outreach Activities for the time period covered by this report

Initiative: Participation is at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting. Activity Classification 10.

Date: May 2019

Participants: WXIT

Braxton Critcher, On-Air/Marketing staff person was the keynote speaker at the Homeschool Association graduation in Wilkesboro.

Date: Spring 2019

Participants: WXIT

Appalachian State's Department of Communication held the Spring Forward event and Braxton Critcher, On-Air/Marketing staff person was on a panel discussing radio production and on-air responsibilities.

Date: November 2018

Participants: WXIT

Braxton Critcher, On-Air/Marketing staff person spoke to a Appalachian State Sports Reporting Class.

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.

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.

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	Stephanie Burns Assistant Director for Career Development 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 Administrative Support Specialist 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
NCWorks 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.wgbr.com www.stategovernmentradio.com www.v1033.com www.1019online.com www.wsfl.com www.beachboogieandblues.com www.ncjobsnow.com www.enradio.com www.justtrightradio.com www.SFNtoday.com www.trianglehelpwanted.com
Job Fairs	Listed in Outreach activities

Indeed	Indeed.com
Glassdoor	Glassdoor.com
LinkedIn	LinkedIn.Com
Recruitment Source	Contact Information
Radio ads (on CMG-East 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
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 nate@sbfqnc.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