



EEO Public File Report

for

**WNCT (AM), WIKS, WMGV, WSFL-FM, WMJV,
WELS-FM, WAVQ**

New Bern, Greenville, Kinston and Jacksonville, 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:

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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:

WNCT (AM), WIKS, WMGV, WSFL-FM, WMJV, WELS-FM, WAVQ

New Bern, Greenville, Kinston and Jacksonville, North Carolina

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	LinkedIn, Referral
b. Sales Leader	LinkedIn
c. Traffic Manager	LinkedIn
d. Engineer	LinkedIn, Indeed, Co. Website

The station interviewed a total of 24 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

WNCT (AM), WIKS, WMGV, WSFL-FM, WMJV, WELS-FM, WAVQ

New Bern, Greenville, Kinston and Jacksonville, 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	06/10/2024	12	See Appendix A
Engineer	12/20/2023	5	See Appendix A
Sales Leader	09/12/2023	5	See Appendix A
Traffic Manager	04/08/2024	2	See Appendix A

Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

Job Title: Account Executive **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		(11) LinkedIn (1) Referral	No
LinkedIn	N/A	N/A	N/A	11	No
Referral	N/A	N/A	N/A	1	No

Job Title: Engineer

Referral Source of Hire: 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		(1) Company Website (3) LinkedIn (1) Indeed	No
Company Website	N/A	N/A	N/A	1	No
Indeed	N/A	N/A	N/A	1	No
LinkedIn	N/A	N/A	N/A	3	No

Job Title: Traffic Manager

Referral Source of Hire: 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		(2) LinkedIn	No
LinkedIn	N/A	N/A	N/A	2	No

Job Title: Sales Leader

Referral Source of Hire: 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) LinkedIn	No
LinkedIn	N/A	N/A	N/A	5	No

EXHIBIT B

Outreach Activities for the period covered by this report

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 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: Kiss Kuts for Kids. Activity Classification 10.

Date: August 24, 2023

Description: Program Director visited the barber school at Craven Community College, and spoke to college students and children receiving haircuts about the radio industry, including employment opportunities.

Initiative: Black History Month Event. Activity Classification 10.

Date: February 28, 2024

Description: Station on-air personality attended Oaks Road Elementary school and spoke about his career in radio.

Initiative: Trial Day in Radio. Activity Classification 10.

Date: April 24, 2024

Description: Program Director hosted students from Farmville Central High School at the station. Students learned about various aspects of radio station operations.

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.

Initiative: Participation in Carteret County Business Expo. Activity Classification 5.

Date: July 20, 2024

Participants: Various CMG staff members

Appendix A – EEO Distribution List

Recruitment Source	Contact Information
Job Fairs	Listed in Outreach activities
Indeed	Indeed.com
LinkedIn	LinkedIn.com
Internal Job Postings	Curtis Media Group Locations
All Access	Allaccess.com
All Access Glass Door Zip Recruiter Adzuna Talent.com Jobcase.com Job.com Sercanto Career Jet	Allaccess.com Glassdoor.com Ziprecruiter.com Adzuna.com Talent.com Jobcase.com Job.com Sercanto.com Careerjet.com
Recruitment Source	Contact Information
Handshake (Career Development website that distributes our postings to various college and university career services contacts)	Handshake.com
Curtis Media Group Websites	www.curtismedia.com
Walk - ins	General application dropped off at various CMG locations