



EEO Public File Report

for

WZJS, WXIT, WATA, WMMY, WWMY

BOONE, NORTH CAROLINA

This EEO Public File Report Covers the One-Year Period Ending on July 31, 2025

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

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, WZJS, WXIT, WATA, WMMY, WWMY

Boone, North Carolina

Summary: During the one-year period ending on July 31, 2025, the stations filled the following full-time vacancies:

Job Title	Referral Source
a. Account Executive	LinkedIn
b. Operations Coordinator	Internal Promotion

The station interviewed a total of 7 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	11/05/2024	6	See Appendix A
Operations Coordinator	06/09/2025	1	See Appendix A

* The Operations Coordinator position was filled by internal promotion of a current part time employee. Widespread recruitment was conducted for the position into which the employee was originally hired.

Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

Job Title: Account Executive **Source of Hiree:** Referral

Name of Organization Notified of Job Vacancy	Contact person	Address/Website	Phone number	Number of Interviewees Referred
EEO Distribution List	N/A	See Appendix A		(6) LinkedIn

EXHIBIT B

Outreach Activities for the time 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: Participation in an event sponsored by educational institutions relating to career opportunities in broadcasting. Activity Classification 10.

Date: June 6, 2025

Participants: Vice President of CMG Network

The General Manager of CMG News traveled to Atlanta to deliver a lecture at the Media Sales Institute, hosted by the National Association of Black Owned Broadcasters.

Appendix A – EEO Distribution List

Recruitment Source	Contact Information	Did Recruitment Source Request Notification?
Indeed	Indeed.com	No
Glassdoor	Glassdoor.com	No
Handshake (Career Development website that distributes our postings to various college and university career services contacts)	Handshake.com	No
ZipRecruiter	ZipRecruiter.com	No
Internal Job Postings	Curtis Media Group Locations	No
LinkedIn	LinkedIn.com	No
Curtis Media Group Websites	www.curtismedia.com	No
Walk - ins	General application dropped off at various CMG locations.	No