



# **EEO Public File Report**

for

**WKVS, WJRI, WKGX**

Lenoir, NC

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:

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## 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:

**WKVS, WJRI, WKGX**  
Lenoir, NC

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

<b>Job Title</b>	<b>Referral Source</b>
Account Executive (2)	Referral, LinkedIn

The station interviewed a total of 3 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

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 (2)	08/05/2024, 09/03/2024	3	See Appendix A

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

**Job Title:** Account Executive (2)

**Referral Source of Hiree:** Referral, LinkedIn

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		(1) Referral (2) LinkedIn

\* The Unit filled two Account Executive Positions as the result of a single recruitment effort.

## 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:** Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment. Activity Classification 5.

**Date:** June 1, 2025 – July 25, 2025

**Participants:** General Manager

These are for-credit programs that allowed students the opportunity to experience radio station operations by shadowing station employees on-air, in the studio, projects, events and promotions. The intern was rotated through several departments at CMG Lenoir, including Programming, Promotions, and On-Air. Key station staff who provided mentorship and training included CMG's Promotions Director, who guided the intern through daily promotional planning and live event coordination; and On-Air Personality, who supervised shadowing sessions during live broadcasts and assisted with voice tracking basics.

**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.

**Initiative:** Participation in NC Works job fair. Activity Classification 1.

**Date:** July 16, 2025

**Participants:** General Manager

The General Manager of CMG's Lenoir district attended the annual Job Fair in Lenoir, NC hosted by NC Works to possibly recruit for advertising and broadcasting.

## 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	<a href="http://www.curtismedia.com">www.curtismedia.com</a>	No
Walk - ins	General application dropped off at various CMG locations.	No