



EEO Public File Report

for

WECR, WZJS, WXIT, WATA, WMMY, WWMY
BOONE, 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 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:

WECR, WZJS, WXIT, WATA, WMMY, WWMY

Boone, 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. General Manager	Referral, LinkedIn
b. Morning Show Host/ Operations	Referral, Indeed

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
General Manager	02/01/2024	5	See Appendix A
Morning Show Host/Operations	12/14/2023	2	See Appendix A

Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

Job Title: General Manager Source of Hire: 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		1 – Referral 4- LinkedIn	No
Referral	N/A	N/A	N/A	1	No
LinkedIn	N/A	N/A	N/A	4	No

Job Title: Morning Show Host/Operations Source of Hire: 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		1 – Referral 1- Indeed	No
Referral	N/A	N/A	N/A	1	No
Indeed	N/A	N/A	N/A	1	No

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: 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: 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 and Presentation at Career Fair. Activity Classification 10.

Date: November 2, 2023

Participants: Curtis Media/High Country Radio employees including PD/AM show host, Mark Norris, PD/AM Show host Jeff Brown and AE Tripp Winkler represented the stations and Curtis Media in allowing students to experience the equipment and simulated on-air experiences along with sharing information on sales opportunities in radio and digital media.

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 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