

**EEO PUBLIC FILE  
-AUGUST 1, 2007 THROUGH JULY 31, 2008-**

**WPCM/WZTK  
Burlington, North Carolina**

This unit is part of the Curtis Media Group. 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.

This EEO Public File Report is filed in station WPCM/WZTK public inspection file pursuant to Section 73.2080 of the Federal Communication Commission's ("FCC") rules.

During the period August 1, 2007 - July 31, 2008, the stations filled the following full-time vacancies:

<b>ACCOUNT EXECUTIVE, WZTK</b>	<b>(1)</b>
<b>ACCOUNT EXECUTIVE, WZTK &amp; WSJS</b>	<b>(2)</b>
<b>TRAFFIC &amp; ADMINISTRATIVE COORD.</b>	<b>Consolidation</b>

The station interviewed a total of 18 people for all full-time vacancies during the period covered in this report. The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
ALAMANCE COMMUNITY COLLEGE [YES]	Director of Placement 1247 Jimmie Kerr Road Graham, NC 27253 336-506-4110
APPALACHIAN STATE UNIVERSITY [YES]	Career Development 301 Administration Annex PO Box 32032 Boone NC 28608 818-262-2180 <a href="mailto:mcguiredah@appstate.edu">mcguiredah@appstate.edu</a>
BENNETT COLLEGE	Director of Placement 900 E. Washington Street Greensboro, NC 27401-3298 336-370-8623 <a href="mailto:career@bennett.edu">career@bennett.edu</a>
BROADCAST CENTER	2360 Hampton Avenue Saint Louis, MO 63139 314-647-8181 Jim Bland, Placement Director <a href="mailto:janet@broadcastcenterinfo.com">janet@broadcastcenterinfo.com</a>
BROADCASTING INSTITUTE OF MARYLAND	Director of Placement 7200 Harford Road Baltimore MD 21234 800-942-9246 <a href="mailto:nb@bim.org">nb@bim.org</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
CAMPBELL UNIVERSITY [YES]	Director of Placement PO Box 4260 Buies Creek, NC 27506 910-893-1938 <a href="mailto:creech@campbell.edu">creech@campbell.edu</a>
CAPE FEAR COMMUNITY COLLEGE [YES]	Career Connection 411 N Front Street Wilmington NC 28401 910-362-7000 <a href="mailto:qyork@cfcc.edu">qyork@cfcc.edu</a>
CAROLINA SCHOOL OF BROADCASTING	Alyson Young, Exec VP 3435 Performance Road Charlotte, NC 27214-8085 704-395-9272 <a href="mailto:csbnc@bellsouth.net">csbnc@bellsouth.net</a>
CENTRAL CAROLINA COMMUNITY COLLEGE	Career Services 1105 Kelly Drive Sanford, NC 27330 919-718-7396 <a href="mailto:grdelv63@cccc.edu">grdelv63@cccc.edu</a>
DURHAM TECHNICAL COLLEGE [YES]	Director of Placement PO Drawer 11307 Durham NC 27703 919-686-3300 <a href="mailto:jobboard@durhamtech.edu">jobboard@durhamtech.edu</a>
EAST CAROLINA UNIVERSITY	Career Services East Fifth Street Greenville, NC 27858-4353 252-328-6050 <a href="mailto:career@mail.ecu.edu">career@mail.ecu.edu</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
EDGECOMBE COMMUNITY COLLEGE	Career Development 2009 W. Wilson Street Tarboro, NC 27886 252-823-5166 <a href="mailto:winsteadL@edgecombe.edu">winsteadL@edgecombe.edu</a>
ELIZABETH CITY STATE UNIVERSITY [YES]	Director of Placement 1704 Weeksville Road Elizabeth City, NC 27909 252-335-3305 <a href="mailto:bnjackson@mail.ecsu.edu">bnjackson@mail.ecsu.edu</a>
ELON UNIVERSITY [YES]	Director of Placement 2700 Campus Box Elon, NC 27244-2010 336-278-6538 <a href="mailto:walldebb@elon.edu">walldebb@elon.edu</a>
EMPLOYMENT SECURITY COMMISSION*	2720 S. Mebane Street Burlington, NC 27215 919-570-6800 <a href="mailto:william.pate@ncmail.net">william.pate@ncmail.net</a>
FAYETTEVILLE STATE UNIVERSITY	Career Services 1200 Murchison Road Fayetteville, NC 28301 910-672-1205 <a href="mailto:careerservices@uncfsu.edu">careerservices@uncfsu.edu</a>
FORSYTH TECHNICAL COLLEGE	Director of Placement 2100 Silas Creek Parkway Winston-Salem, NC 27103 336-734-7343 Darlene Jarette <a href="mailto:bbarringer@forsythtech.edu">bbarringer@forsythtech.edu</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
GASTON COLLEGE	201 Highway 321 South Dallas, NC 28034 704-922-6212 Louise Davis <a href="mailto:louise.davis@gaston.edu">louise.davis@gaston.edu</a>
GOLDSBORO HIGH SCHOOL	School Counselor P.O. Box 1757 Goldsboro, NC 27801 919-731-5930
GREENSBORO COLLEGE	815 West Market Street Greensboro, NC 27401 336-272-7102 Nicka Thornton – Dir. Of Career Services <a href="mailto:career@gborocollege.edu">career@gborocollege.edu</a>
HIGH POINT COLLEGE [YES]	833 Montlieu Avenue High Point, NC 27262 336-841-9025 <a href="mailto:sbeck@highpoint.edu">sbeck@highpoint.edu</a>
HOWARD UNIVERSTIY	Joan Browne, Assoc. Director 2400 Sixth Street, NW Washington, DC 20059 202-806-6100 202-806-7513 <a href="mailto:huocreruit@gmail.com">huocreruit@gmail.com</a>
ISOTHERMAL COMMUNITY COLLEGE	Director of Placement P.O. Box 804 Spindale, NC 28160 828-286-3636 <a href="mailto:jsmith@isothermal.edu">jsmith@isothermal.edu</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
JOHNSON C. SMITH UNIVERSITY DIRECTOR OF PLACEMENT	100 Beatties Ford Road Charlotte, NC 28216 704-378-1042 Barbara Wilkes <a href="mailto:bwilkes@jcsu.edu">bwilkes@jcsu.edu</a>
JOHNSTON COMMUNITY COLLEGE [YES]	Placement Office P.O. Box 2350 Smithfield, NC 27577 919-934-3051 <a href="mailto:edwardsd@johnstoncc.edu">edwardsd@johnstoncc.edu</a>
LENOIR COMMUNITY COLLEGE	Director of Placement P.O. Box 188, 231 HWY 58 South Kinston, NC 28502 252-527-6223 <a href="mailto:fgaskins@lenoircc.edu">fgaskins@lenoircc.edu</a>
LENOIR-RHYNE COLLEGE	Director of Placement 625 7 <sup>th</sup> Avenue Hickory, NC 28601 828-328-1741 <a href="mailto:nicholsr@lrc.edu">nicholsr@lrc.edu</a>
LOUISBURG COLLEGE	501 North Main Street Louisburg, North Carolina 27549 919-496-2521 Sharon Moore, Manager <a href="mailto:rgill@louisburg.edu">rgill@louisburg.edu</a>
MARSHALL UNIVERSITY	1 John Marshall Drive Huntington, West Virginia 25755 304-696-2370 Patricia Gallagher, Recruiting Coordinator <a href="mailto:career-services@marshall.edu">career-services@marshall.edu</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
MEREDITH COLLEGE [YES]	3800 Hillsborough Street Raleigh, NC 27605 919-760-8341 Marie Sumerel, Career Center Director <a href="mailto:career@meredith.edu">career@meredith.edu</a>
METHODIST COLLEGE	5400 Ramsey Street Fayetteville, North Carolina 28311 910-630-7027/7279 Marisa Saenz, Director of Career Services <a href="mailto:gstewart@methodist.edu">gstewart@methodist.edu</a>
METROPOLITAN BAPTIST CHURCH*	1213 Leggett Road Rocky Mount, NC 27801 252-442-4623 <a href="mailto:metropolitanbaptist1@earthlink.net">metropolitanbaptist1@earthlink.net</a>
NASH COUNTY COMMUNITY COLLEGE	P.O. Box 7488 Rocky Mount, NC 27804 252-443-4011 Georgia Roberon, Job Placement Officer <a href="mailto:georgia@nashcc.edu">georgia@nashcc.edu</a>
NORTH CAROLINA A&T UNIVERSITY	Career Services 1601 E. Market Street Greensboro, NC 27411 336-334-7755 <a href="mailto:markc@ncat.edu">markc@ncat.edu</a>
NC CENTRAL UNIVERSITY	Director of Placement 1801 Fayetteville and Lawson Street Durham, NC 27707 919-530-6100 <a href="mailto:nccucareerservices@ncu.edu">nccucareerservices@ncu.edu</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
NC STATE UNIVERSITY CAREER CENTER	Joan Busko, or Director 2100 Pullen Hall Raleigh, NC 27695 919-515-2396 <a href="mailto:bridget_yarborough@ncsu.edu">bridget_yarborough@ncsu.edu</a>
NC STATE MEDIA ADVISING	354 Witherspoon CB8607 Raleigh, NC 27695 919-515-2401 <a href="mailto:jamie_gilbert@ncsu.edu">jamie_gilbert@ncsu.edu</a>
NC WESLEYAN COLLEGE	Career Services 3400 N. Wesleyan Blvd. Rocky Mount, NC 27804-9906 252-985-5100
PEACE COLLEGE	15 East Peace Street Raleigh, NC 27601 919-508-2006 Barbara Efirid <a href="mailto:careercenter@peace.edu">careercenter@peace.edu</a>
PIEDMONT TECHNICAL COLLEGE	Placement Coordinator P.O. Box 1197 Roxboro, NC 27573 864-941-8376 <a href="mailto:omundson.a@ptc.edu">omundson.a@ptc.edu</a>
PITT COMMUNITY COLLEGE	P.O. Drawer 7007 Greenville, NC 27835-7007 252-493-7200 AJ Tyson, Director of Joblink <a href="mailto:brouse@email.pittcc.edu">brouse@email.pittcc.edu</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
SAINT AUGUSTINE COLLEGE	Director of Placement 1315 Oakwood Avenue Raleigh, NC 27610 919-516-4242 <a href="mailto:flalston@st-aug.edu">flalston@st-aug.edu</a>
SALEM COLLEGE [YES]	P.O. Box 10548 Winston-Salem, NC 27108-0548 336-721-2625 Andrea R. Hall, Director of Career Services
SCHOOL OF COMMUNICATION ARTS [YES for 2006, NO for 2007]	3000 Wakefield Crossings Drive Raleigh, NC 27614 919-488-8495 Lynn McGee, Director of Professional Services <a href="mailto:mgreenedmonds@higherdigital.com">mgreenedmonds@higherdigital.com</a>
SEYMOUR JOHNSON FAMILY SUPPORT*	1255 Andrews Street, Bldg. 3616 SJAFB, NC 27531
SHAW UNIVERSITY [YES]	Career Development 118 E. South Street Raleigh, NC 27601 919-546-8280 <a href="mailto:jholley@shawu.edu">jholley@shawu.edu</a>
ST ANDREWS PRESBYTERIAN COLLEGE [YES]	Career Services 1700 Dogwood Mile Laurinburg, NC 28352 910-277-5555 <a href="mailto:careers@sapc.edu">careers@sapc.edu</a>
UNC – ASHEVILLE	DIRECTOR OF PLACEMENT One University Heights Asheville, NC 28804 828-251-6515 <a href="mailto:career@unca.edu">career@unca.edu</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL	Career Services Campus Box 5140 Chapel Hill, NC 27599 919-962-6507 <a href="mailto:ucs@unc.edu">ucs@unc.edu</a>
UNC – CHAPEL HILL JOURNALISM AND MASS COMMUNICATION	Howell Hall, CB 3365 Chapel Hill, NC 27599 919-962-1204 <a href="mailto:jeubank@email.unc.edu">jeubank@email.unc.edu</a>
UNC – CHARLOTTE	Career Center 9201 University City Blvd. Charlotte, NC 28223-0001 704-687-2231 <a href="mailto:career@email.uncc.edu">career@email.uncc.edu</a>
UNC – GREENSBORO	P.O. Box 26170 Greensboro, NC 27402-6170 336-334-5454 Donna Seckar – Director of Career Services <a href="mailto:career_services@uncg.edu">career_services@uncg.edu</a>
UNC – PEMBROKE	Career Services P.O. Box 1510 Pembroke, NC 28372-1510 910-521-6270 <a href="mailto:brenda.jacobs@uncp.edu">brenda.jacobs@uncp.edu</a>
UNC – WILMINGTON	Career Services 601 College Road Wilmington, NC 28403 910-962-3000 <a href="mailto:careercenter@uncw.edu">careercenter@uncw.edu</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
VANCE-GRANVILLE COMMUNITY COLLEGE [YES]	Career Center P.O. Box 917 Henderson, NC 27536 252-492-2061 Barbara Smith, Career Center Coord. <a href="mailto:smith@vgcc.edu">smith@vgcc.edu</a>
WAKE TECHNICAL COMMUNITY COLLEGE	Director of Placement 9101 Fayetteville Road Raleigh, NC 27603 919-866-5696 <a href="mailto:jmoss@waketech.edu">jmoss@waketech.edu</a>
WAYNE COMMUNITY COLLEGE	Anne Millington, Director of Job Placement and Referrals 300 Wayne Memorial Drive Goldsboro, NC 27534 919-735-5152 <a href="mailto:loriew@waynecc.edu">loriew@waynecc.edu</a>
WESTERN CAROLINA UNIVERSITY [YES]	460 HFR Administration Building Cullowhee, NC 28723 828-227-7133 <a href="mailto:ferrara@wcu.edu">ferrara@wcu.edu</a>
WILSON COUNTY TECHNICAL COLLEGE	Placement Office P.O. Box 4305 Woodard Station Wilson, NC 27893 252-291-1195 <a href="mailto:tblack@wilsontech.edu">tblack@wilsontech.edu</a>
WINSTON-SALEM STATE UNIVERSITY	Director of Placement 601 Martin Luther King Jr. Drive Winston-Salem, NC 27110 336-750-3240 <a href="mailto:careersvcs@wssu.edu">careersvcs@wssu.edu</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
AMA JOB BANK	c/o Ericsson GE Mobile Comm Director of Job Placement P.O. Box 13969 Research-Triangle Park, NC 27709 <a href="mailto:amainfo@bellsouth.net">amainfo@bellsouth.net</a>
HISPANIC LINK NEWS SERVICE, Inc.	1420 N. Street NW Washington, DC 20036 202-234-0280
NAB EMPLOYMENT CLEARINGHOUSE	1771 North Street NW Washington, DC 20036 202-429-5497
NATIVE AMERICAN PBC	P.O. Box 83111 Lincoln, NE 68501 402-472-3522
ORGANIZATION OF CHINESE AMERICANS	1001 Conn. Avenue NW St. Washington, DC 20036 202-223-5500 Vana Tran, Director of Prog. <a href="mailto:oca@ocanatl.org">oca@ocanatl.org</a>
THE HOT SHEET	P.O. Box 1476 Palm Havor, FL 34682
THE LINKS, INC.	1200 Massachusetts Avenue NW Washington, DC 20005 800-574-3720 <a href="mailto:deborah.reeves@linksinc.org">deborah.reeves@linksinc.org</a>
BROOKS, PIERCE, McLENDON HUMPHREY & LEONARD [YES]	1600 First Union Capital Center 150 Fayetteville Street Mall Raleigh, NC 27601 919-839-0300
NATIONAL HISPANIC MEDIA ORGANIZATION	2514 South Grand Avenue Los Angeles, CA 90007-2651

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
EMPLOYMENT SECURITY COMMISSION	309 N. William Street Goldsboro, NC 27530 919-731-7950 William Pate, Manager
DURHAM HUMAN RELATIONS COMMISSION	Director of Placement 101 City Hall Plaza Durham, NC 27713 919-560-4107 <a href="mailto:yvonne.pena@durhamnc.gov">yvonne.pena@durhamnc.gov</a>
EMPLOYMENT SECURITY COMMISSION	Job Placement Office 700 Wade Avenue Raleigh, NC 27605 919-212-3849
NAACP	Reverend Elbert Lee, President 1121 Sandon Circle Rocky Mount, NC 27801
NCAB JOB BANK	P.O. Box 627 Raleigh, NC 27602 919-821-7300 <a href="mailto:jobbank@ncbroadcast.com">jobbank@ncbroadcast.com</a>
OFFICE OF THE GOVERNOR	20301 Mail Service Center Raleigh, NC 27699-0301 919-733-4240 919-733-5811
WOMEN'S CENTER OF RALEIGH	128 East Hargett Street 10 Raleigh, NC 27601 919-829-3711 Denise Rhodes, Employment Counselor
GOLDSBORO – WAYNE NAACP	PO Drawer 1205 Goldsboro, NC 27530 919-734-7299

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
RED BUD HOLY CHURCH	1108 Luper Street Rocky Mount, NC 27801 252-977-1337
SOUTH CENTRAL WAKE NAACP	7749 Kingsberry Court Raleigh, NC 27615-5041 919-846-7045 <a href="http://www.southcentralwakenaACP.com">www.southcentralwakenaACP.com</a>
AMA JOB BANK	Director of Placement P.O. Box 13969 RTP, NC 27709
EMMA L. BOWEN FOUNDATION	524 West 57 <sup>th</sup> Street New York, NY 10019 212-975-2545 / 202-637-4494 Sandra Rice, VP of Eastern Division <a href="mailto:phylis.eagle-oldson@corporate.ge.com">phylis.eagle-oldson@corporate.ge.com</a>
TRIANGLEHELPWANTED.COM	<a href="http://www.trianglehelpwanted.com">www.trianglehelpwanted.com</a>
TRIADCAREERS.COM	<a href="http://www.triadcareers.com">www.triadcareers.com</a>
REGIONALHELPWANTED.COM	<a href="http://www.regionalhelpwanted.com">www.regionalhelpwanted.com</a>
ALLACCESS.COM	<a href="http://www.allaccess.com">www.allaccess.com</a>
RADIO AND RECORDS	<a href="http://www.randr.com">www.randr.com</a>
BURLINGTON TIMES-NEWS	707 South Main Street Burlington, NC 27215 Tel (336) 227-0131 Fax (336) 228-1889
JOB FAIRS	Listed in Outreach Activities

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
REFERRALS	Variety of Sources, Including Various Colleagues
EXISTING EMPLOYEES	Various
INTERNAL JOB POSTINGS	Various Curtis Media Group Locations
GOLDSBORO NEWS ARGUS	310 N. Berkeley Blvd. P.O. Box 10629 Goldsboro, N.C. 27532 Tel (919) 778-2211 Fax (919) 778-9891
UNSOLICITED APPLICATIONS	Various
RADIO ADS (ON CMG-EAST STATIONS)	Various Curtis Media Group Stations
CMG WEBSITES	<a href="http://www.Laley969.com/">http://www.Laley969.com/</a> <a href="http://www.wptf.com/">http://www.wptf.com/</a> <a href="http://www.947QDR.com/">http://www.947QDR.com/</a> <a href="http://www.96rockonline.com/">http://www.96rockonline.com/</a> <a href="http://www.Y1029.com">http://www.Y1029.com</a> <a href="http://www.620thebull.com">http://www.620thebull.com</a> <a href="http://www.570WDOX.com">http://www.570WDOX.com</a> <a href="http://www.1550WCLY.com">http://www.1550WCLY.com</a> <a href="http://www.KixOnline.com">www.KixOnline.com</a> <a href="http://www.WGBR.com">www.WGBR.com</a> <a href="http://www.730WFMC.com">www.730WFMC.com</a> <a href="http://www.FMTalk1011.com">www.FMTalk1011.com</a> <a href="http://www.920WPCM.com">www.920WPCM.com</a> <a href="http://www.WSJS.com">www.WSJS.com</a>

<b>RECRUITMENT SOURCE</b>	<b>Address</b>
SOCIETY OF BROADCASTING ENGINEERS	<a href="http://www.sbe.org">www.sbe.org</a>
JACOB'S MEDIA	<a href="http://www.jacobsmedia.com">www.jacobsmedia.com</a>
CRAIGSLIST	<a href="http://raleigh.craigslist.org">http://raleigh.craigslist.org</a>
GREER STAFFING GROUP	3109 Charles B. Root Wynd Raleigh, NC 27612 Phone: 919-571-0051

**Exhibit A** contains the following information for each full time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person, and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each 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.

**EXHIBIT A**

**EEO INFORMATION FOR FULL-TIME VACANCIES**

**For WPCM/WZTK  
Burlington, NC**

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:

<b>POSITION FILLED</b>	<b>DATE FILLED</b>	<b>NO. OF INTERVIEWEES</b>	<b>REFERRAL SOURCES FOR INTERVIEWEES</b>
Traffic & Admin Coordinator	March 22, 2008	Consolidation of existing employees	Existing Employees at WZTK & WSJS
Account Executive (WZTK)	October 9, 2007	5	TriangleHelpWanted.com (3) TriadCareers.com (1) CMG Website (1)
Account Executive (WZTK & WSJS)	April 3, 2008	9	TriadCareers.com (5) Referral (2) Radio Ad (2)
Account Executive (WZTK & WSJS)	June 26, 2008	4	Unsolicited Application (1) TriadCareers.com (1) Referral (1) TriangleHelpWanted.com (1)

**FULL-TIME VACANCY INFORMATION**

**Job Title of Vacancy: TRAFFIC & ADMINISTRATIVE COORDINATOR**

**Recruitment Source That Referred  
The Hire: Existing Employees**

**Date Vacancy Opened 2-15-2008**

**Total Number of Persons  
Interviewed for the Vacancy:  
0 – Consolidation of Employees**

**Date Vacancy Filled: 3-22-2008**

**See Sources Listed at the Beginning of This Report**

**FULL-TIME VACANCY INFORMATION**

**Job Title of Vacancy:** ACCOUNT EXECUTIVE (WZTK)

**Recruitment Source That Referred  
The Hire:** CMG Website

**Date Vacancy Opened** 4-19-2007 & 9-4-2007

**Total Number of Persons  
Interviewed for the Vacancy:**  
5

**Date Vacancy Filled:** 10-9--2007

**See Sources Listed at the Beginning of This Report**

**FULL-TIME VACANCY INFORMATION**

**Job Title of Vacancy:** ACCOUNT EXECUTIVE (WZTK & WSJS) **Recruitment Source That Referred  
The Hiree:** TriadCareers.com

**Date Vacancy Opened** 01-30-2008

**Total Number of Persons  
Interviewed for the Vacancy:**  
9

**Date Vacancy Filled:** 04-03-2008

**See Sources Listed at the Beginning of This Report**

**FULL-TIME VACANCY INFORMATION**

**Job Title of Vacancy:** ACCOUNT EXECUTIVE (WZTK & WSJS) **Recruitment Source That Referred  
The Hiree:** Unsolicited Application

**Date Vacancy Opened** 5-15-2008

**Total Number of Persons  
Interviewed for the Vacancy:**  
4

**Date Vacancy Filled:** 06-26-2008

**See Sources Listed at the Beginning of This Report**

**EXHIBIT B**

**OUTREACH INITIATIVES**

## Outreach Activities for the Period August 1, 2007 - July 31<sup>st</sup>, 2008

Stations WZTK/WPCM has engaged in the following outreach initiatives during the year covered by this report:

<u>Initiative Classification</u>	<u>Type of Initiative</u>	<b>Brief Description</b>
1	Job Fairs	<p>On April 18, 2008, Christy Pruden, Director of Human Resources attended the Xtreme Beginnings at the McKimmon Center in Raleigh, NC; On October 11, 2007, Christy Pruden, Director of Human Resources and Julie Garza, Program Director for LaLey (WYMY), attended the Hispanic Career Fair at Sanderson High School; On November 2, 2007 Christy Pruden, Director of Human Resources attended the Great Xplorations Career Fair at the McKimmon Center in Raleigh, NC; On March 12, 2008 Christy Pruden, Director of Human Resources, Ryan MacMillan &amp; Demetri Ravanos (96 Rock Jocks) attended the “Highwire 2008” Networking Event at the School of Communication Arts in Raleigh, NC; On September 26, 2007 Kim Feltes and Scott Griffin (WSJS) attended the University of North Carolina Greensboro Career Fair.</p>
3	Co-sponsoring of one Job Fair	<p>On October 4, 2007 Curtis Media Group (WBBB 96 Rock) co-hosted as a strong media partner in the 8<sup>th</sup> Annual “Field of Dreams” Career Expo hosted by the Durham Bulls Athletic Park. This event hosted as many as 75 companies and 3000 job seekers. Curtis Media Group ran commercials to help promote the annual event and also set up a table at the Career Fair to promote our business, internship program, and industry.</p>

Summer Morgan (Account Executive) and Christina Serafino (Promotions Director) represented our company at this event.

4 Events in the Community

On July 20-22, 2007 Our Chairman/CEO, Don Curtis, attended the NCAB Convention at the Grove Park Inn in Asheville, NC; On October 4, 2007, Summer Morgan & Christina Serafino attended the 8<sup>th</sup> Annual “Field of Dreams” Career Expo at the Durham Bulls Athletic Park. On Sunday, October 14, 2007 Christy Pruden, Director of Human Resources spoke at Jobs for Life at Trinity Baptist Church in Raleigh, NC; On February 29, 2007 Christy Pruden participated in the Moore Square Middle School Business Alliance Career Day.

5 Internship Program

Allowed students to receive academic credit for work performed while learning about the broadcast industry. The Internship program is on-going. It is open to any college student who maintains a GPA of 2.5 or higher, is recommended in writing by a faculty member in their respective major, and is able to work a minimum of 10 hours a week for academic credit. Interns work in various departments including: News/Public Affairs, Programming/Productions, Marketing/Sales, and Promotions.

7 Scholarship Programs

Company Chairman/CEO has 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 has established the Bessemer City Curtis Scholars Program that will present four annual high school Scholarships each year. Each scholarship will be \$5k payable in four payments over four years. To renew the scholarship for each of the four years, the student must maintain a 2.5 GPA and have either a summer internship, summer job or be on a course of study or travel. Renewals will be confirmed by the selection committee. The grants will be paid directly to the college of choice selected by the student.

14

Management Training

On a continuous basis we provide training to management level personnel as to methods of ensuring equal employment opportunity. On July 20-22, our Chairman/CEO, Don Curtis, attended seminars at the NCAB convention at the Grove Park Inn in Asheville, NC. Our President, Phil Zachary, counsels General Managers on a quarterly basis in ways to promote diversity in hiring.

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Programs offered by  
Education Institutions Relating  
To Broadcasting Careers

On a Continuous basis, Christy Pruden, Director of Human Resources serves on the Advisory Board of Communication Arts in Raleigh, NC and regularly meets with students identified by faculty with promising broadcasting skills.

