

**EEO PUBLIC FILE
-AUGUST 1, 2008 THROUGH JULY 31, 2009-**

**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, 2008 - July 31, 2009, the stations filled the following full-time vacancies:

ACCOUNT EXECUTIVE, WZTK (1)

The station interviewed a total of 4 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:

| RECRUITMENT SOURCE | Address |
|------------------------------------|---|
| 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 mcguiredah@appstate.edu |
| BENNETT COLLEGE | Director of Placement 900 E. Washington Street Greensboro, NC 27401-3298 336-370-8623 career@bennett.edu |
| BROADCAST CENTER | 2360 Hampton Avenue Saint Louis, MO 63139 314-647-8181 Jim Bland, Placement Director janet@broadcastcenterinfo.com |
| BROADCASTING INSTITUTE OF MARYLAND | Director of Placement 7200 Harford Road Baltimore MD 21234 800-942-9246 nb@bim.org |

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

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

| RECRUITMENT SOURCE | Address |
|------------------------------|--|
| GASTON COLLEGE | 201 Highway 321 South Dallas, NC 28034 704-922-6212 Louise Davis louise.davis@gaston.edu |
| 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 career@gborocollege.edu |
| HIGH POINT COLLEGE [YES] | 833 Montlieu Avenue High Point, NC 27262 336-841-9025 sbeck@highpoint.edu |
| HOWARD UNIVERSTIY | Joan Browne, Assoc. Director 2400 Sixth Street, NW Washington, DC 20059 202-806-6100 202-806-7513 huocreruit@gmail.com |
| ISOTHERMAL COMMUNITY COLLEGE | Director of Placement P.O. Box 804 Spindale, NC 28160 828-286-3636 jsmith@isothermal.edu |

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

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

| RECRUITMENT SOURCE | Address |
|-----------------------------------|--|
| NC STATE UNIVERSITY CAREER CENTER | Joan Busko, or Director 2100 Pullen Hall Raleigh, NC 27695 919-515-2396 bridget_yarborough@ncsu.edu |
| NC STATE MEDIA ADVISING | 354 Witherspoon CB8607 Raleigh, NC 27695 919-515-2401 jamie_gilbert@ncsu.edu |
| 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 careercenter@peace.edu |
| PIEDMONT TECHNICAL COLLEGE | Placement Coordinator P.O. Box 1197 Roxboro, NC 27573 864-941-8376 omundson.a@ptc.edu |
| PITT COMMUNITY COLLEGE | P.O. Drawer 7007 Greenville, NC 27835-7007 252-493-7200 AJ Tyson, Director of Joblink browse@email.pittcc.edu |

| RECRUITMENT SOURCE | Address |
|---|--|
| SAINT AUGUSTINE COLLEGE | Director of Placement 1315 Oakwood Avenue Raleigh, NC 27610 919-516-4242 flalston@st-aug.edu |
| 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 mgreenedmonds@higherdigital.com |
| 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 jholley@shawu.edu |
| ST ANDREWS PRESBYTERIAN COLLEGE [YES] | Career Services 1700 Dogwood Mile Laurinburg, NC 28352 910-277-5555 careers@sapc.edu |
| UNC – ASHEVILLE | DIRECTOR OF PLACEMENT One University Heights Asheville, NC 28804 828-251-6515 career@unca.edu |

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

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

| RECRUITMENT SOURCE | Address |
|--|--|
| AMA JOB BANK | c/o Ericsson GE Mobile Comm Director of Job Placement P.O. Box 13969 Research-Triangle Park, NC 27709 amainfo@bellsouth.net |
| 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. oca@ocanatl.org |
| THE HOT SHEET | P.O. Box 1476 Palm Havor, FL 34682 |
| THE LINKS, INC. | 1200 Massachusetts Avenue NW Washington, DC 20005 800-574-3720 deborah.reeves@linksinc.org |
| 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 |

| RECRUITMENT SOURCE | Address |
|-----------------------------------|--|
| 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 yvonne.pena@durhamnc.gov |
| 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 jobbank@ncbroadcast.com |
| 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 |

| RECRUITMENT SOURCE | Address |
|---------------------------|--|
| 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 www.southcentralwakenaACP.com |
| AMA JOB BANK | Director of Placement P.O. Box 13969 RTP, NC 27709 |
| EMMA L. BOWEN FOUNDATION | 524 West 57 th Street New York, NY 10019 212-975-2545 / 202-637-4494 Sandra Rice, VP of Eastern Division phylis.eagle-oldson@corporate.ge.com |
| TRIANGLEHELPWANTED.COM | www.trianglehelpwanted.com |
| TRIADCAREERS.COM | www.triadcareers.com |
| REGIONALHELPWANTED.COM | www.regionalhelpwanted.com |
| ALLACCESS.COM | www.allaccess.com |
| RADIO AND RECORDS | www.randr.com |
| BURLINGTON TIMES-NEWS | 707 South Main Street Burlington, NC 27215 Tel (336) 227-0131 Fax (336) 228-1889 |
| JOB FAIRS | Listed in Outreach Activities |

| RECRUITMENT SOURCE | Address |
|----------------------------------|--|
| 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 |

| RECRUITMENT SOURCE | Address |
|-----------------------------------|--|
| CMG WEBSITES | http://www.Laley969.com/ http://www.wptf.com/ http://www.947QDR.com/ http://www.96rockonline.com/ http://www.Y1029.com http://www.620thebull.com http://www.570WDOX.com http://www.1550WCLY.com www.TheBestSongsOnTheRadio.com www.WGBR.com www.730WFMC.com www.FMTalk1011.com www.920WPCM.com www.WSJS.com www.Highway1061FM.com www.Mix1023.com www.MacFMrocks.com www.WATAradio.com www.Glory1130.com |
| SOCIETY OF BROADCASTING ENGINEERS | www.sbe.org |
| JACOB'S MEDIA | www.jacobsmedia.com |
| CRAIGSLIST | http://raleigh.craigslist.org |
| 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:

| POSITION FILLED | DATE FILLED | NO. OF INTERVIEWEES | REFERRAL SOURCES FOR INTERVIEWEES |
|--------------------------|--------------------|----------------------------|--|
| Account Executive (WZTK) | 06-08-09 | 4 | Referral (1) Triangle Help Wanted (2) All Access (1) |

FULL-TIME VACANCY INFORMATION

Job Title of Vacancy: Account Executive (WZTK)

**Recruitment Source That Referred
The Hiree:** All Access.com

Date Vacancy Opened 04-21-2009

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

Date Vacancy Filled: 06-08-2009

See Sources Listed at the Beginning of This Report

EXHIBIT B
OUTREACH INITIATIVES

Outreach Activities for the Period August 1, 2008 - July 31st, 2009

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

| <u>Initiative Classification</u> | <u>Type of Initiative</u> | <u>Brief Description</u> |
|----------------------------------|---------------------------|--|
| 1 | Job Fairs | On April 17, 2009, Christy Pruden, Director of Human Resources attended the Xtreme Beginnings at the McKimmon Center in Raleigh, NC; On October 23, 2008, 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 21, 2008 Sarah Perrill (Sales Assistant) and Abbie Byrom (Promotions Manager) attended the Great Xplorations Career Fair at the McKimmon Center in Raleigh, NC; Originally Christy Pruden, Director of Human Resources was supposed to attend the Enloe High School Career Fair, but it was cancelled the day before; Christy Pruden, Director of Human Resources and Adam Boardman (96rock DJ) Attended HIGHWIRE 2009 at the School of Communication Arts on March 12, 2009; Christy Pruden, Director of Human Resources attended the Wake Tech Community College Career Fair on April 1, 2009; Christy Pruden, Director of Human Resources attended the Central Carolina Community College Job Fair on March 18, 2009. |
| 3 | Co-Sponsoring of Job Fair | |

Curtis Media Group helped to sponsor the CREE Small Business Supplier Fair on April 28, 2009. Christy Pruden (Director of Human Resources) & Shelia Wilson (WCLY On-Air & Account Executive) worked the CMG booth at the Fair.

4 Events in the Community

On February 6, 2009, Christy Pruden, Director of Human Resources, Ryan MacMillan & Demetri Ravanos (96 Rock Jocks) visited the School of Communication Arts in Wake Forest, NC to recruit interns. Christy Pruden, Director of Human Resources took two of our newest Account Executives to the Garner Business Expo 2009 in Garner, NC.; WPTF and Curtis Media Group sponsored a booth at the 2009 Raleigh Business Expo on May 7, 2009. Christy Pruden, Director of Human Resources along with David Stuckey, GM of WPTF, and some of his staff worked the booth all 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 June 7-8, 2009, our Chairman/CEO, Don Curtis, attended seminars at the NCAB convention at the Holiday Inn Sunspree in Wrightsville Beach, NC. Our President, Phil Zachary, counsels General Managers on a quarterly basis in ways to promote diversity in hiring.

10

Programs offered by

On a Continuous basis, Christy Pruden, Director of Human

Education Institutions Relating

Resources serves on the Advisory Board of To Broadcasting Careers Communication Arts in Raleigh, NC and regularly meets with students identified by faculty with promising broadcasting skills.