

# **WRCM EEO PUBLIC FILE REPORT**

## **For the Period August 1, 2008—July 31, 2009**

Columbia Bible College Broadcasting Company, licensee of radio station WRCM, is a religious broadcaster as defined by the regulations of the Federal Communications Commission in 47 C.F.R. Section 73.2080(c)(1) of its Rules. As such, the licensee has established religious qualifications for all employee positions at WRCM. The station makes reasonable and good faith efforts to recruit applicants without regard to race, color, gender or national origin from among those who are qualified with respect to their religious beliefs, faith and practice. Listed in this report are the full-time vacancies filled during the reporting period, and a list of recruitment sources used during the period to solicit for applicants.

### **I. Recruitment Sources Notified of Open Job Positions**

*Because of the declining economy, there were no job positions open during this reporting period, and consequently, no notifications sent to any recruitment sources. The sources listed below are taken from the prior year's report and listed as possible and likely references regarding future openings when and if such future openings should occur.*

1. Columbia International University

P.O. Box 3122, Columbia, SC 29230, Ph: 803-754-4100, Fax: 803-786-4209

Contact: Winnie Roche; e-mail: [wroche@ciu.edu](mailto:wroche@ciu.edu)

CIU Website; CIU Bulletin Boards; Alumni Communications

2. Radio & Records, Inc

10100 Santa Monica Blvd. 3<sup>rd</sup> Floor, Los Angeles, CA 90067. Ph: 310-788-1621

Fax: 310-203-8727. Contact: Henry Mowery; e-mail: [hmowery@radioandrecords.com](mailto:hmowery@radioandrecords.com)

3. The Charlotte Observer

600 South Tryon Street, Charlotte, NC 28202. Ph 704-377-5555, Fax 704-358-5340

Contact: Robin Collins; e-mail: [rcollins@charlotteobserver.com](mailto:rcollins@charlotteobserver.com)

4. The Charlotte Post

P.O. Box 30144, Charlotte, NC 28230, Ph: 704-376-0496, Fax: 704-342-2160

Contact: Jeri Thompson; e-mail: [classified@thecharlottepost.com](mailto:classified@thecharlottepost.com)

5 Christian Radio Weekly

Westar Media Group, Inc., 5350 N. Academy Blvd., Suite 200, Colorado Springs, CO 80918, Ph: 719-

536-9000, Contact: Sheena Ulibarri, e-mail: [sheena@chriatianradioweekly.com](mailto:sheena@chriatianradioweekly.com)

6. Intercristo

19303 Fremont Ave N, MS #20, Seattle, WA 98133, Contact: FAX at (206) 546-7375

Employer's e-mail: [employeehelp@intercristo.com](mailto:employeehelp@intercristo.com)

7. ACSI—Association of Christian Schools International

P O Box 65130, Colorado Springs, CO 80962-5130; 731 Chapel Hills Dr, Colorado Springs, CO 80920-1027. Contact: Main Phone: (719) 528-6906; FAX at (719) 531-0631; Customer Service at 1-800-367-0798

8. CCCU--Council for Christian Colleges and Universities. Posted on council's website: [www.cccu.org](http://www.cccu.org) with council offices at 321 Eighth St NE, Washington, DC 20002 (202) 546-8713. Program Director: Anita Stemmier.

9. All Access Music Group. 11 Music Circle South, Suite 101, Nashville, TN 37203. (615) 252-6400; FAX:(615) 252-4838. Contact: Paul Colbert; e-mail [pcolbert@allaccess.com](mailto:pcolbert@allaccess.com) .

10. Christian Music Update. 634 South 51st St, Omaha, NE 68106. Contact: Linda Meyers, e-mail: [aspemeyers@msn.com](mailto:aspemeyers@msn.com)

11. HisAir.net. P O Box 307, Duplessis, LA 70728. (255) 744-3524. FAX: (255) 612-7040. Contact: Ted Kelly, e-mail at [ted@hisair.net](mailto:ted@hisair.net)

12. The Enquirer Journal

P.O. Box 5040, Monroe, NC 28111. Ph: 704-289-1541, Fax: 704-289-2929. Contact: Sharon Starnes; e-mail [Sharon@thej.com](mailto:Sharon@thej.com)

## **II. Vacancies Filled during this Reporting Period**

*Because of the declining economy, Radio Station WRCM had no vacancies to fill during this reporting period and instead was forced to impose several layoffs for the purpose of staff reduction.*

## **III. Statistical Summary of Interviewee Referrals**

*Again, because of the declining economy, there were no interviews during the current reporting period, and thus, no interviewee referrals to be analyzed. The statistics on interviews from the prior year's report are here duplicated to indicate the relative efficacy of sources during 2007-2008.*

The advertising (*in 2007-2008*) led to numerous responses by e-mail, postal mail, personal contact and telephone to the ads placed in various media, from which 15 applications were mailed. The statistics related to interviews correlated with sources are as follows:

Source #2: One interview.

Third-party word-of-mouth referral: One interview.

Industry Conference Referral: One interview.

Hires resulted from all three above referenced interviews, the only three candidates whose applications showed them to be possibly qualified for the various openings. The third interviewee was re-directed and later hired for an employment opportunity at another co-owned radio station.

#### **IV. Outreach Initiatives Exercised in this Reporting Period**

1. The station's Director of Broadcasting networked with other industry leaders by serving on the executive board of the Christian Music Broadcasters in Nashville, Tennessee.
2. The Director of Broadcasting served on the Executive Board of Youth Commission International.
3. Three station employees appeared as guest speakers at various community events during the past year, including appearances on commercial and public radio stations in Charlotte and Rock Hill (SC).
4. During the reporting period, the station conducted frequent tours of the radio station for young people that included church youth groups, scouts, and students from home school associations and the like ranging from elementary age to high school age.
5. The station contributed to a scholarship program at Columbia International University for the purpose of encouraging students to enroll in the communications curriculum in pursuit of a career in radio broadcasting.
6. The station sponsored a listener event at the Knights Baseball Stadium on June 28, 2009 to express its gratitude for listener support of 16 years of listener-supported broadcasting, and to host a concert and fireworks display in celebration of the upcoming July Fourth holiday. While the primary public relations purpose of this rally was to be associated with a family-friendly patriotic event, an ancillary accomplishment was building relationships with listeners and offering a special attraction to those who might have an affinity for, or an interest in, a possible future career in broadcasting. The event was attended by approximately 9,000 persons.
7. During this reporting period the station sent five employees to the annual meeting of the Gospel Music Association for the purpose of industry networking.
8. The station sent two employees to a broadcasting professional development conference in Asheville, North Carolina.
9. The station provided a Job Shadowing opportunity for one middle school and one high school student to expose them to the operation of a radio station.
10. During the reporting period radio station provided a professional development exercise for the entire staff, meeting together with a corporate vice president for an all-day seminar addressing synergistic corporate business practices.