

# **WRCM EEO PUBLIC FILE REPORT**

## **For the Period August 1, 2009—July 31, 2010**

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**

One job position was open, recruited, and filled, for a morning show co-host. The position previously existed as part-time, and had been filled internally without recruitment. Recruiting for the new full-time position was done through the following sources:

1. Columbia International University

P.O. Box 3122  
Columbia, SC 29230  
Ph: 803-754-4100  
Contact: Winnie Roche  
e-mail: [wroche@ciu.edu](mailto:wroche@ciu.edu)

2. HisAir.net

P O Box 307  
Duplessis, LA 70728  
Contact: Ted Kelly  
(255) 744-3258  
Or [ted@hisair.net](mailto:ted@hisair.net) by e-mail  
job posting at [jobs@hisair.net](http://jobs@hisair.net)

3. University of North Carolina at Charlotte

9201 University City Blvd.  
Charlotte, NC 28223-0001  
Ph: 704-687-2231  
Fax: 704-6897-1683  
Contact: Career Center

4. Carolina School of Broadcasting

3435 Performance Road  
Charlotte, NC 28214  
Ph: 704-395-9272  
Fax: 704-531-7291  
Contact: Allison Young  
e-mail: [csbnc@bellsouth.net](mailto:csbnc@bellsouth.net)

5. University Park Baptist Church

6029 Beatties Ford Road  
Charlotte, NC  
Ph: 704-392-1681  
Contact: Michelle Wright  
e-mail: [mwright@upbc.org](mailto:mwright@upbc.org)

6. Wingate University

P.O. Box 5013  
Wingate, NC 28174-8017  
Ph: 704-233-8000  
Fax: 704-233-8017  
Contact: Beth Smedley  
e-mail: [esmedley@wingate.edu](mailto:esmedley@wingate.edu)

7. 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)

8. Wordnet

P.O. Box 16408  
Charlotte, NC 28297  
Ph: 704-393-1540  
Fax: 704-393-1527  
Contact: Carita Davis  
e-mail: [cdavis@wordnet.org](mailto:cdavis@wordnet.org)

9. Johnson C. Smith University

100 Beatties Ford Road  
Charlotte, NC 28216  
Ph: 704-378-1000  
Fax: 704-330-1494  
Contact: Human Resource Director  
e-mail: [hrrep@jcsu.edu](mailto:hrrep@jcsu.edu)

10. Nations Ford Baptist Church  
7410 Nations Ford Road  
Charlotte, NC 28217  
Ph: 704-522-6480  
Fax: 704-52-8499  
Contact: G. Bonner  
e-mail: [gbonner@nationsford.org](mailto:gbonner@nationsford.org)

11. Christian Radio Weekly  
Westar Media Group, Inc.  
5350 N. Academy Blvd.  
Suite 200  
Colorado Springs, CO 80918  
Ph: 719-536-9000  
Contact: Rebecca Bendt  
e-mail: [rbendt@westarmedialogroup.com](mailto:rbendt@westarmedialogroup.com)

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

- 1. The only vacancy filled was for the morning show co-host mentioned above.** This position was filled July 1, 2010.

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

**1. Morning Show Co-host.** The position was posted to all the sources listed above. The successful candidate was the current part-time morning show co-host and so was promoted internally. Only three candidates were considered qualified, resulting in the following interviews:

Source #2: Two interviews.

Current staff: One interview (this was the successful candidate).

## **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, and MC'd their annual awards banquet.
3. Three station employees appeared as guest speakers at various community events during the past year.
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 fund at Columbia International University for the purpose of enabling and enhancing the communications curriculum, of special interest to students in pursuit of a career in radio broadcasting.
6. The station sponsored a listener event at ZMax Dragway on June 26, 2010 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 8,500 persons.
7. During this reporting period the station sent five employees to the annual meeting of the Christian Music Broadcasters for the purpose of industry networking.
8. The station and its Director of Broadcasting hosted a regional fundraising seminar through Christian Music Broadcasters for radio and other non-profits, in January 2010.
9. The station provided a Job Shadowing opportunity for one middle school student, and a two-week internship for another middle school student, to expose them to the operation of a radio station.
10. The station hosted an event for listeners promoting the purpose and mission of the radio station, and hosted by the Director of Broadcasting.