

WCSG
ANNUAL EEO PUBLIC FILE REPORT
June 1, 2019 – May 31, 2020

Cornerstone University of Grand Rapids, Michigan, the licensee of Stations WCSG, WCXK, WCXB, and WCFG, is a religious broadcaster as defined by the regulations of the Federal Communications Commission. See 47 C.F.R. § 73.2080(c)(1); Review of the Commission's Broadcast and Cable Equal Employment Opportunity Rules and Policies, 17 FCC Rcd. 24018 (2002). As a religious broadcaster, Cornerstone University has established a religious qualification for all employee positions at WCSG, WCXK, WCFG and WCXB. In accordance with the FCC's rules, Cornerstone University makes reasonable, good faith efforts to recruit applicants, without regard to race, color, national origin or gender, among those who are qualified for employment based on their religious belief or affiliation. Listed below are the full-time vacancies filled during this reporting period, followed by the list of recruitment sources used during the period to solicit applicants.

Employment Unit: WCSG, Grand Rapids, Michigan

Unit Members (Stations and Communities of License):

- WCSG Grand Rapids, Michigan FID # 13935
- WCXK Kalamazoo, Michigan FID # 24786
- WCFG Springfield, Michigan FID # 91422
- WCXB Benton Harbor, Michigan FID 91618

EEO Contact Information for Unit Member:

WCSG
 1159 E Beltline Ave NE
 Grand Rapids MI 49525

Contact: Chris Lemke, Executive Director
 ph:616.942.1500
 em: chris.lemke@cornerstone.edu

VACANCY LIST

See Master Recruitment Source List (MRSL) for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
	[For each recruitment source used for this vacancy, insert the number on the following page associated with that recruitment source.]	
Afternoon Cohost	1-7	1
Development Coordinator	1-7	7

Afternoon Cohost position posted 01/23/20 – 05/13/20

- 19 applicants. Five interviews. Position still open as of 05/31/20.

Development Coordinator position posted 01/23/20 – 03/11/20

- 20 applicants. Six interviews. Position filled 03/25/20.

MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Cornerstone University 1001 E Beltline Ave NE Grand Rapids MI 49525 https://www.cornerstone.edu/why-cornerstone-university/campus-locations/university-offices/human-resources/employment-applications/	Y	7
2	Indeed.com (www.indeed.com)	Y	
3	Christian Music Broadcasters (http://cmbonline.org/jobs/)	Y	2
4	All Access (https://www.allaccess.com/forum/viewforum.php?f=10)	Y	
5	HisAir.Net http://www.hisair.net/job/	Y	
6	Industry Referrals	Y	
7	Internal Candidates	Y	2
8			
9			
10			
11			
12			
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			11

JOB LISTING

WCSG Afternoon Co-Host

This person is responsible to grow the listening audience for WCSG and its Afternoon Show through the execution of communicating compelling content on WCSG, on the station's website and social media platforms, and through remote/event appearances. This person also assists with other duties in programming and production as needed.

DUTIES AND RESPONSIBILITIES:

- Host/produce WCSG Afternoon Show
 - Regular prep and follow-up through air checks
 - Develop a consistent quality and quantity of listener interaction via phone, mail, email, FaceBook/other social media
 - Enhance listening rapport/relationships through station associated events and on-site broadcast appearances
 - Mon-Fri live/Sat tracked, participate in WCSG Backstage podcast
- Help deepen relationships with listeners through selective follow up accomplished through phone call, email, or letter
- Become proficient in scheduling software to assist when necessary
- Serve as a representative of Radio and Cornerstone University at various events and activities
- Other duties as assigned by the Program Director

REQUIRED KNOWLEDGE, SKILLS and ABILITIES:

- Experience in the Christian music non-com radio field.
- Bachelor's degree and a minimum of 5 years' experience drive-time on air work.
- Highest standard of personal and professional integrity.
- Ministry/service orientation; team player.

ESSENTIAL QUALIFICATIONS:

- A personal relationship with Jesus Christ and an active Christian commitment.
- A theology that supports the values and mission of Cornerstone University evidenced by an ability to affirm and sign the university's doctrinal statement, "The Cornerstone Confession."
- Enthusiastic embrace of the Cornerstone University Identity, Mission and Vision statements.

Review of candidates will begin immediately. Please apply online if you are interested in this position. If you have any questions, you may email Human Resources at hr@cornerstone.edu.

DEVELOPMENT COORDINATOR

The Development Coordinator plays an important role by providing support to the Donor Development Office in the recruitment and cultivation of WCSG donors. This person participates in all fundraising activities including donor and public relations, direct mail appeals, and special events.

DUTIES AND RESPONSIBILITIES:

Other duties may be assigned.

- Assist in building donor relationships on behalf of WCSG.
- Work with committees to manage and prepare for key fundraising events.
- Assist in development of new events and enhance current events to support WCSG 91.3
- Coordinate productions and mailing of multiple appeal letters.
- Maintain guest lists and prepare registration materials and for fund-raising events.
- Prepare and assemble media materials for distribution.
- Grant Writing research, preparation & writing.
- Interaction with donors (monthly, one-time)
- Assists with maintaining records via donor database.
- Serve as a representative of Radio and Cornerstone University at various events and activities

REQUIRED KNOWLEDGE, SKILLS and ABILITIES:

- Familiarity with communications, fundraising
- Demonstrated ability to work well independently and as part of a team
- Ability to plan, organize and coordinate events and fundraising activities
- Excellent integrity and confidentiality.
- Ability to learn or Proficiency in Microsoft Word, Excel and Database Management.
- Ability to present information concisely and effectively, both verbally and in writing.
- Highest standard of personal and professional integrity.
- Bachelor's degree and a minimum of 2 years of experience in recruiting, retaining and nurturing donors or within the customer service industry.

ESSENTIAL QUALIFICATIONS:

- A personal relationship with Jesus Christ and an active Christian commitment.
- A theology that supports the values and mission of Cornerstone University evidenced by an ability to affirm and sign the university's doctrinal statement, "The Cornerstone Confession."
- Enthusiastic embrace of the Cornerstone University Identity, Mission and Vision statements.