

WCSG ANNUAL EEO PUBLIC FILE REPORT

June 1, 2020 – May 31, 2021

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
3181 Bradford Dr 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
Afternoon Cohost	1-7	7
Business Development Associate	1-7	6

Afternoon Cohost position. Position posted 08/12/20 – 09/17/20

- Seven applicants. One interview. Position filled as of 10/01/20.

Business Development Associate. Position posted 03/15/21 – 04/21/21

- Six applicants. Four interviews. Position filled 05/03/21

MASTER RECRUITMENT SOURCE LIST (MRSL)

RS #	RS Information	Source Entitled to Vacancy Notification	# of interviews referred to by RS over 12 mo.
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	3
2	Indeed www.indeed.com	Y	
3	Christian Music Broadcasters http://cmbonline.org/jobs/	Y	
4	All Access.com https://www.allaccess.com/forum/viewforum.php?f=10	Y	
5	HisAir.Net http://www.hisair.net/job/	Y	
6	Industry Referrals	Y	1
7	Internal Candidates	Y	1
	Total Interviews over 12 months		5

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.

JOB LISTING

Business Development Representative

SUMMARY:

This person is responsible to develop strategic sales relationships with existing and prospective business and ministry partners, inclusive of helping the prospective or existing client meet WCSG's non-commercial content requirements. Responsibilities include: achieve revenue goals; create multi-platform (radio, digital, events, etc) sponsorship opportunities; follow-up on accounts (collections); provide update reports and attend meetings as necessary; look for creative, new underwriting ideas, staying informed on programming, events and other potential marketing opportunities.

DUTIES AND RESPONSIBILITIES:

- Ability to prospect and develop new business partnerships
- Ability to maintain, grow and deepen existing business relationships
- Willingness to actively participate in collections
- Ability to develop and deliver sales proposals, including closing the sale and providing follow-up
- Strong financial, math and written communications skills
- Knowledge of broadcasting operations and procedures
- Ability to understand and apply market research
- Serve as a representative of WCSG and Cornerstone University at various events and activities
- Other duties may be assigned

REQUIRED KNOWLEDGE, SKILLS and ABILITIES:

- Bachelor's degree preferred
- Three years demonstrated success in the area of media sales
- Basic computer skills to include experience in Microsoft Word, Excel, etc.
- Christian broadcasting, public broadcasting or commercial broadcasting sales experience and passion for non-commercial media with strong cold-calling skills
- 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 the ability to affirm and sign the university's doctrinal statement, "The Cornerstone Confession."
- Enthusiastic embrace of the Cornerstone University and WCSG's Identity, Mission, Vision and Values 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.