



1820 Wynnton Road  
Columbus, GA 31906  
(P) 706-327-1217  
(F) 706-596-4600

June 1, 2023

Ms. Elizabeth Goldin  
Assistant Chief, Investigations & Hearings Division  
Federal Communications Commission  
Washington, DC 20554

RE: Audit Response for WRCG-AM

Dear Ms. Goldin,

Please find below and attached the requested information as part of WRCG-AM’s EEO Program Audit. The Employment Unit, which includes WRCG-AM, also includes the following stations:

Call Sign	Facility ID	City of License
WCGQ	141662	Columbus
WKN	54670	Fort Benning South
WLTC	60372	Cusseta
WRCG	72090	Columbus
WBOJ*	36685	Columbus

\*Please note that WBOJ is licensed by 88.5 The Truth, Inc. PMB Broadcasting, LLC programs the station pursuant to a Local Programming and Marketing Agreement. PMB employees are involved in the programming of WBOJ. There are no PMB employees that work exclusively for the brokered station and this report applies to all PMB employees

During the Audit Period, PMB Broadcasting, LLC was the licensee of Station WMJB, Valley, Facility ID 52040 (formerly WRLD). On April 10, 2023, PMB Broadcasting and Augusta Radio Fellowship filed the Notice of Consummation for the Assignment of Authorization filed on December 7, 2022 from PMB Broadcasting to Augusta Radio Fellowship.

Answers below are given according to the numbering used in the letter EEO Random Audit Letter dated April 24, 2023 that was sent to PMB Broadcasting, LLC.

2(b)(i) Reports attached as “Appendix A.”

2(b)(ii) Station websites are as follows:

WCGQ – <http://www.Q1073.com>

WKCN – <http://www.Kissin993.com>

WLTC – <http://www.1037Lite.fm>

WRCG – <http://www.ClassicRock1055.com>

WBOJ – <http://www.Boomer1025.com>

2(b)(iii) The Unit filled no full-time positions during the audit period.

2(b)(iv) Because the Unit did not fill any full-time positions during the audit period, there were no interviews conducted.

2(b)(v) At the time the audit letter was issued, PMB Broadcasting, LLC employed nine (9) full-time employees. As of July 1, 2022, the estimated population as provided by the Census Bureau for the Columbus, GA / AL Metropolitan Statistical Area is 324,110. Based upon these two factors, the Unit is required to perform four initiatives within a two-year period.

PMB Broadcasting, LLC, licensee of WRCG-AM, engages in a robust partnership with Columbus State University's Department of Communication. Each fall and spring semester, our Programming Department led by Operations Manager Dave Arwood assists teaching a Radio Practicum to students of the Department. Mr. Arwood's time is given at no cost to the University and is part of his regular duties of PMB Broadcasting.

Attached as "Appendix B" is a summary of the material covered by Mr. Arwood, the official class syllabus as provided by the University, a listing of the specific sections taught during the audit-period, and a letter from Chair of the Department, Dr. Danna Gibson summarizing the course and partnership. The class is taught on-campus and at PMB Broadcasting's studio facilities with the assistance of other Unit Employees such as Wade Collier, Michael McCormick, and Lori Davis.

Additionally, PMB Broadcasting provided \$2,000 in Internship Scholarships to students over the Summer Semester of 2021. Attached as "Appendix C" is an email request from Dr. Gibson and an "invoice" from the Department for the Scholarships.

Finally, during the Audit Period from February 22 through February 25, 2021, General Manager Joseph Brannan conducted mock interviews with students of Shaw High School located in Columbus, Georgia. These High School Students were "applying" for jobs in various industries to include Broadcasting. Attached as "Appendix D" is a summary from the school, including sample questions & scoring rubric, and email from the Department director regarding the program.

2(b)(vi) There were no pending or resolved complaints involving the Unit during the current license term.

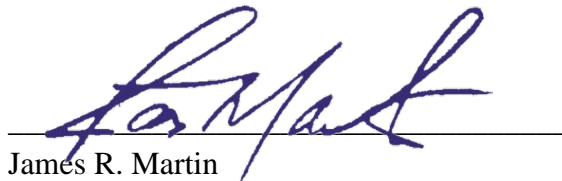
- 2(b)(vii) The primary responsibility for implementing Unit EEO policies is Joseph Brannan, General Manager. He is responsible for maintaining the annual EEO report, ensuring the EEO Recruitment Programs are active, and disseminating EEO information to current and prospective employees. Job applicants and current employees are informed about our EEO policies and programs when they are hired via new hire-paperwork and the Employee Handbook. Additionally, any “Now Hiring” advertisements would include language indicating the Unit is an Equal opportunity employer.
- 2(b)(viii) After each vacancy is filled, but at least annually, General Manager Joseph Brannan and LLC Managing Member James Martin review recruitment efforts of the Unit to determine if the efforts are attracting a wide pool of applicants and address any noted issues for future recruitment efforts.
- 2(b)(ix) At least annually, General Manager Joseph Brannan and LLC Managing Member Jim Martin review the pay and benefits offerings for every employee to ensure equal opportunity and not discriminatory. The Unit has no union agreements.

The entity has no employees subject to a religious qualification.

2(b)(x)

We are happy to answer any additional questions the Commission may have. Please contact Joseph Brannan, General Manager. His email address is [jbrannan@pmbradio.com](mailto:jbrannan@pmbradio.com).

Sincerely;



James R. Martin  
Managing Member  
PMB Broadcasting, LLC

*Formal Declaration Page is found at the end of the report.*

**WCGQ-FM / WKCN-FM / WRLD-FM / WLTC-FM / WRCG-AM  
EEO Public File Report**

December 1, 2020 - November 30, 2021

**I. VACANCY LIST**

See Master Recruitment Source List (MRS� for recruitment source data)

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
<i>No New Hires during the Reporting Period</i>		

# WCGQ-FM / WKNF-FM / WRLD-FM / WLTC-FM / WRCG-AM EEO Public File Report

December 1, 2020 - November 30, 2021

## II. MASTER RECRUITMENT LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. Interviewees Referred by RS over 12 month period
1	<b>Columbus Technical College</b> Career Connections Center 928 Manchester Expressway Columbus, Georgia 31904 PH: (706) 649-1055	No	0
2	<b>Albany State University</b> GLORIA WILLIAMS 504 College Dr. Albany, Georgia 31705 PH: (229) 430-4654	No	0
3	<b>Clark University - Atlanta</b> ERNITA HEMMITT 223 James P. Brawley Dr. Atlanta, Georgia 30314 PH: (404) 880-6701	No	0
4	<b>Columbus Ledger-Enquirer</b> CLASSIFIED ADS 17 West 12th St. Columbus, GA 31901 PH: (706) 322-4500	No	0
5	<b>Columbus State University</b> KIMBERLY MILLER 4225 University Avenue Columbus, GA 31907 PH: (706) 569-3198	No	0
6	<b>Fort Valley State University</b> ROMELDA SIMMONS 1005 State University Drive Ft. Valley, Georgia 31030 PH: (478-825-6202	No	0
7	<b>Georgia Association of Broadcasters</b> KATHY HAUGEN 8010 Roswell Rd., Suite 150 Atlanta, Georgia 30350 PH: (770) 395-7200	No	0
8	<b>Georgia Department of Labor</b> JAMES LLOYD 700 Veterans Parkway Columbus, GA 31901 (706) 649-7423	No	0
9	Georgia State University DIRECTOR of CAREER CENTER 33 Gilmer St., S.E. Atlanta, GA 30303 PH: (800) 999-8725 Monstertrack	No	0

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11	<b>La Grange College</b> DIANA GOLDWIRE 601 Broad Street La Grange, Georgia 30240 PH: (706) 888-8177	No	0
12	<b>Macon State College</b> ANN LOYD 100 College Station Drive Macon, GA 31206 PH: ( 478) 471-2714	No	0
13	<b>Metro Columbus Urban League</b> LA FINI MOSBY 802 First Avenue Columbus, Georgia 31901 PH: (706) 323-367	No	0
14	<b>Morehouse College</b> HUMAN RESOURCES 830 Westview Drive, S.W. Atlanta, GA 30314 PH: (404) 681-2800 Ext. 2656	No	0
15	<b>NAACP</b> BILL MADISON 514 First Avenue Columbus, GA 31901 PH: (706) 322-1437	No	0
16	<b>Spelman College</b> HAROLD BELL 350 Spelman Lane, S.W. Atlanta, GA 30314 PH: (404) 270-5273	No	0
17	<b>University of Georgia</b> SCOTT T. WILLIAMS Clark Howell Hall, 2nd Floor Athens, GA 30602 PH: (706) 542-3375	No	0

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19	<b>National Gay &amp; Lesbian Journalism Association</b> 1420 K Street, N.W., Suite 910 Washington, DC 20005 PH: (202) 588-9888	No	0
20	<b>United States Army Readiness Program</b> MARK MILLS Building 2624, Soldiers Plaza Fort Benning, GA 31905 Email: mark.mils4@us.army.mil	No	0
21	<b>Troy State University</b> KENNY MARCUM 2605 University Place Department of Business Phenix City, AL 36869 PH: (334) 488-5113	No	0
22	<b>Chattahoochee-HelpWanted.com</b> ERIC STRAUSS Regional Help Wanted.com One Civic Center Plaza, Suite 506 Poughkeepsie, New York 12601 PH: (800) 265-8630	No	0
23	<b>LinkedIn.com Website</b>	No	0
24	<b>All Access Website: allaccess.com</b>	No	0
25	<b>Manpower</b> Mary Pat Rowland 1648 Whittlesey Road #100 Columbus, GA 31904 706-596-1313	No	0
26	<b>Staffing Connections</b> Candace Boyett 5629 Princeton Avenue, Suite #1 Columbus, GA 31904 706-324-1910	No	0

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30	Stations On-Air Announcements	No	0
31	Station Website	No	0
32	Internal Referral	No	0
33			
<b>Total Interviews over 12 month period</b>			<b>0</b>



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**III. Recruitment Initiatives**

	<b>Type of Recruitment Initiatives</b>	<b>Brief Description of Activity</b>
1	Columbus State University NPACE Center	PMB Broadcasting entered into a partnership with Columbus State University's Communications Department whereby PMB constructed an operating radio studio at the college at a cost of approximately \$7,500. Additionally, PMB staff works with the students in the Mass Communications program in a lab environment.
2	Columbus State University Department of Communication	PMB provided to CSU's Communications Department, at no-cost, our Operations Manager to teach a Practicum course. OM teaches hands-on skills about radio including audio editing, proper on-air announcing techniques, and methods to get involved with broadcasting companies and potentially gain full-time employment in the industry.
3	Columbus State University Department of Communication Internships	PMB works with CSU's Communication Department to place semester-long paid-interns inside PMB Broadcasting for hands on training in a commercial operating environment.

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PMB Broadcasting, LLC / WRCG-AM / EEO Audit

Columbus State University  
Department of Communication  
COMM 3498  
RADIO PRACTICUM  
CRN 26288  
SPRING 2021 PACKET

Contents:

- Course Syllabus
- Radio Lesson Plan
- Email from Department  
Chair regarding Practicum



**COMM 3498 RADIO PRACTICUM  
CRN 26288  
SPRING 2021  
January 25, 2021 – May 8, 2021**

Instructor of Record: Dr. Danna M. Gibson  
Office Phone: 706 507-8601

Office: 208 Carpenter Hall  
[gibson\\_danna@columbusstate.edu](mailto:gibson_danna@columbusstate.edu)

**COUGARVIEW: All students MUST LOG IN to the COUGARVIEW site for this class by the end of the first week of classes. Failure to do so will be interpreted as intention to drop the class.** Documents such as syllabi, assignments, and so forth are posted on the course homepage in COUGARVIEW. You will keep your journal on COUGARVIEW, your paperwork will be tracked on COUGARVIEW, and your grades will also be posted there. *If you fail to use COUGARVIEW to track your own paperwork and end the semester not knowing something is missing, that is YOUR PROBLEM, not mine.* COUGARVIEW also will be used to communicate with the class via COUGARVIEW e-mail accounts.

**Course Prerequisites/Co-requisites:**

- 1. Completion of at least 9 hours of Communications coursework or Department of Communication Chair Approval.** Before enrolling in practicum, you should have worked with your academic adviser and WCUG management team member(s) to assess your individual preparation that corresponds with your background and goals.

**And / Or**

- 2. Approval of an academic adviser and a practicum site supervisor.** Finding a practicum site is each student's responsibility. The proposal form requires the signatures of both your academic adviser and your site supervisor.

**Course Description:**

Practicum is an opportunity to begin applying coursework to hands on experience. Students must find an on-campus site where they can work a *minimum* of 50 hours during the semester. The work they do must be relevant to their academic and professional goals in the field of mass communications and must be supervised by a person qualified and committed to furthering the student's knowledge and skills. For this class, you will be working to assist the Department of Communication and its NPACE center You will be working alongside Sho Irikawa, Lewis Myers, Logan Swaim, and Austin Slocomb. Your primary work location will be in the WCUG studio with potential secondary location at PMB BROADCASTING locations.

**The success of the Practicum depends on student initiative.** It is up to **YOU** to negotiate with your site supervisors – Dr. Gibson and assigned WCUG management team member - for hours and tasks that will ensure successful completion of training workshops and work sessions. Attempts to explain an inadequate number of hours or a lack of learning opportunities by blaming it on your site supervisors or the course instructor ***will be unsuccessful.***

**The course instructor is NOT responsible for reminding you of obligations and deadlines.** You are expected to set up your own system to ensure that you complete requirements by the deadlines. Part of the purpose of Practicum is to test your ability to function like a professional. Take it seriously. ***It is possible to fail this course due to missed deadlines, missing and mismanaged paperwork, failure to complete ungraded requirements and other unprofessional behavior.***

**Course Objectives and Outcomes:**

By applying conceptual and theoretical knowledge in a practical work environment, students should expand on understandings gained from previous coursework, develop practical and problem-solving skills in relation to the work being performed, build a base of experience upon which to strengthen future course work, *and* gain a perspective in making career choices.

To this end, students pursuing Practicum are expected to demonstrate that learning has taken place, *and* demonstrate integration of knowledge gained in the classroom with experience in the field, *and* demonstrate professionalism.

## APPENDIX "B"

**Textbooks Required:** None.

**Instructional Methods and Activities:** Class meetings consist of an orientation at the beginning of the practicum, workshops with PMB personnel, and consistent training sessions with assigned WCUG management team members. At semester's end, students will have created a portfolio demonstrating the work they have done while in the practicum and will present their work to department chair and others designated. In addition, each student meets with her/his academic advisor or the course instructor for at least one required consultation. Other interim consultations can be arranged at the initiative of students.

**Mid-Term Grades:** Undergraduate mid-term grades will be posted online for students to view in COUGARVIEW course shell. Only two mid-term grades are possible: "IP" or "F." If you have completed all requirements of the course to that point, a mid-term grade of "IP" will be entered. If any of your paperwork is missing or you have failed to meet any of the other requirements of the course that are due by mid-term, a mid-term grade of "F" will be entered. *Therefore, if you receive a mid-term grade of F, you need to see the course instructor IMMEDIATELY to determine what the problem is and fix it. If you fail to check your mid-term grades and the problem persists to the end of the semester, expect a grade of D or F in the course.*

**Final Grades:** Students are evaluated by their site supervisors at mid-term and at the end of the semester. In addition, students must attend at least 2 training sessions held by PMB supervisor, participate in training opportunities offered through WCUG, and work with assigned WCUG management team member to complete the practicum proposal. Once your assigned WCUG management team member has approved your proposal, you will submit it to the department chair no later than 2 weeks after your practicum begins. Students must complete a *minimum* of 50 hours of hands-on work, create a digital portfolio documenting work done, and submit a final presentation to department chair and assigned panel demonstrating work completed. Final grades will be computed as follows:

Assignment Examples	250 points
Supervisor Evaluations	250 points
Quality of Final Presentation	250 points
Quality of Portfolio	250 points
TOTAL	1,000 points

**Grade Value: A = 1000-900; B = 899-799; C = 798-698; D = 697-597; F = below 597.**

**Up to one full grade penalty will be assessed on late materials, including ungraded paperwork** such as timesheets, etc. Incomplete paperwork will be returned to be fixed and counted late when it comes in. Sloppy paperwork will be penalized.

PLEASE NOTE: Only 20% of your grade depends on your site supervisor's evaluations. Even if your site supervisor thinks you did a fabulous job, *it is possible to fail this course due to lack of attention to the details outlined in this syllabus and presented in this orientation.*

### **Class Policies and Procedures:**

Attendance: Attendance at the orientation and the oral presentations is required. Site supervisors will evaluate you on "dependability," which is to say, showing up for work as scheduled and on time. Low scores in dependability will affect the final grade and could result in failing the class.

Cell Phones: Practicum students are expected to observe cell phone and other personnel policies of their work sites.

### **Course Requirements:**

1. **An approved Practicum proposal.** The student is encouraged to write a detailed description of the proposed Practicum including experience, activities, expectations, and outcomes. **Your enrollment in this course is not complete until you have submitted an approved Practicum Proposal, with your signature, and the signatures of your Practicum Site Supervisor and your Academic Adviser.**

## APPENDIX "B"

2. **Completion of a minimum of 50 clock hours of supervised, unpaid work**, extending over an entire semester or, in the summer, over both summer sessions. All hours must be completed between the orientation and oral presentation dates for the academic term in which the student is enrolled in Practicum.
3. **Supervisor evaluation.** Make sure your name and the due date are printed at the top.
4. **Student's Evaluation of the Practicum.**
5. **Final project and presentation—a complete digital packet—demonstrating what you learned and other reflections (typed, double-spaced, with 1-inch margins, if written work is assigned) on your practicum experience. The projects will be assigned by Sho Irikawa and /or your assigned WCUG Management Team Member.** Review any questions you have regarding the portfolio (either digital or paper depending upon practicum) with your on-site supervisors. Your project must be *organized and demonstrates assigned points of learning*.
6. **Oral presentation, 5-6 minutes in length, using appropriate reinforcement(s).** The oral presentation should be well prepared and should be effectively delivered, commensurate with the skills to be expected of a student of communication. The presentation also will include the audio-visual product(s) on which you worked during the semester. Going over the time limit will hurt your grade. The oral presentation (and any written work assigned) must be *organized around points of learning*.

### Evaluation:

**Digital (or written work depending upon practicum) and oral presentation are the only tangible records of your Practicum, and should be given high emphasis because this work is the majority your final grade for Practicum.**

Be the projects included in the portfolio reflects creative endeavor, error-free, depth of thought, reflection, and the application of workshop, training knowledge. (NOTE Final presentation should be organized around 3, 4 or 5 points of learning with explications of how you learned them. Points of learning can be anything from skills (e.g., "I learned to create PSA" or "I learned to create liners") to "big-picture" items like "teamwork" or "time management." Don't forget to provide examples and details of HOW you learned these things and WHY they matter. Consider also these questions:

- Do you accurately and appropriately apply previous classroom knowledge and skills to the Practicum situation?
- Do you go beyond a listing of activities to explain fresh perspectives and knowledge gained from new experiences – more than an inventory of what was done, but an analysis of what you learned from what was done?
- Do you demonstrate a balance between technical information (e.g., equipment operation, technical theory), the message or content of the project(s) completed in the Practicum (e.g., audience analysis, scripting, client goals, evaluation of effectiveness), and workplace dynamics (e.g., worker interaction, organizational structure)?
- Are you able to effectively communicate about your experiences orally and in writing?
- **Penalties up to one full grade will be assessed on all late items, including paperwork. *It is possible to fail this course due to missed deadlines, sloppy production or paperwork, failure to complete ungraded requirements, and other unprofessional behavior.***

Your written final project is your opportunity to communicate the quality of your Practicum to the faculty. As such, it should not be a rushed afterthought, but it should be an insightful analysis of the Practicum experience. This package must be professional. Any written components must be mechanically "clean," with proper grammar, spelling, and punctuation.

**Refer any on-the-job problems to Dr. Bruce Getz or Dr. Danna Gibson immediately.**

**Any student failing to complete the minimum number of clock hours will receive a final grade of "F" regardless of the circumstances that resulted in too few hours. PLAN AHEAD AND PLAN FOR CONTINGENCIES!**

## APPENDIX "B"

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**Department of Communication**

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*Located at: #4, 9th Street*

Carpenter Building, 2nd Floor

Columbus, GA • 31901

TEL: (706) 507-8601 • FAX: (706) 507-8609

[www.ColumbusState.edu](http://www.ColumbusState.edu)

June 1, 2023

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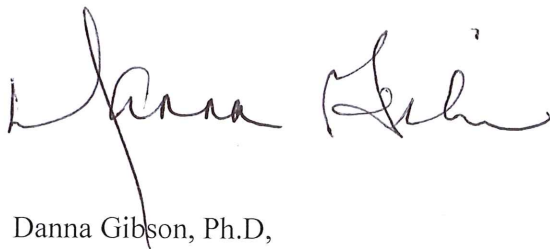
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Columbus State University  
Department of Communication  
COMM 3498  
RADIO PRACTICUM  
CRN 81308  
FALL 2021 PACKET

Contents:

- Course Syllabus
- Radio Lesson Plan
- Email from Department  
Chair regarding Practicum



**COMM 3498 RADIO PRACTICUM  
CRN 81308  
FALL 2021  
August 16, 2021 – December 9, 2021**

Instructor of Record: Dr. Danna M. Gibson  
Office Phone: 706 507-8601

Office: 208 Carpenter Hall  
[gibson\\_danna@columbusstate.edu](mailto:gibson_danna@columbusstate.edu)

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**And / Or**

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**The success of the Practicum depends on student initiative.** It is up to **YOU** to negotiate with your site supervisors – Dr. Gibson and assigned WCUG management team member - for hours and tasks that will ensure successful completion of training workshops and work sessions. Attempts to explain an inadequate number of hours or a lack of learning opportunities by blaming it on your site supervisors or the course instructor **will be unsuccessful.**

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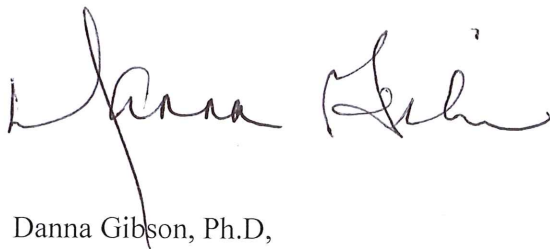
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Columbus State University  
Department of Communication  
COMM 3498  
RADIO PRACTICUM  
CRN 26327  
SPRING 2022 PACKET

Contents:

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**COMM 3498 RADIO PRACTICUM**  
**CRN 26327**  
**SPRING 2022**  
**January 18, 2022 – May 9, 2022**

Instructor of Record: Dr. Danna M. Gibson  
Office Phone: 706 507-8601

Office: 208 Carpenter Hall  
[gibson\\_danna@columbusstate.edu](mailto:gibson_danna@columbusstate.edu)

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creative to the core.

**Department of Communication**

4225 University Avenue  
Columbus, GA 31907-5645

*Located at: #4, 9th Street*

Carpenter Building, 2nd Floor

Columbus, GA • 31901

TEL: (706) 507-8601 • FAX: (706) 507-8609

[www.ColumbusState.edu](http://www.ColumbusState.edu)

June 1, 2023

To Whom It May Concern

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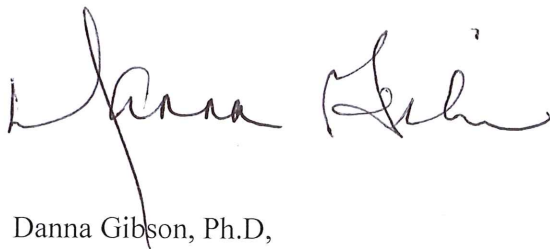
On the academic side, we could not have asked for more support than what we have received from Dave Arwood and Bear O'Brian. They always are available to train, mentor, and / or model best practices for our students. Over these semesters, these mentorship opportunities have been largely responsible for most of the success markers the Department of Communication's radio station WCUG-88.5 FM Cougar Radio has enjoyed. Students who were trained in this PMB partnership environment have received professional recognition for their work. For the past five consecutive years, one of our WCUG student workers has been awarded the Georgia Association of Broadcasters (GAB) Lanier Finch Scholarships. Yet another student who benefitted from this partnership has just completed her MS in Broadcast / Digital Journalism training at Syracuse University where she continues to work in broadcasting after her graduation. Another student is working on his PhD in Communications at the University of Wisconsin. Dave and Bear have been instrumental collaborators in helping to train our students on subjects related to technology, production, and promotion. They are always available to conduct special topics workshops on special issues of interest not only to student volunteers enrolled in the course but also to our WCUG student radio management team. Even when they are not holding workshops, they are always approachable and welcome Q&A time with our students.

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Finally, the partnership with PMB has provided training that helps our students build impressive employment portfolios. Dave, Bear, and Joseph spend hours with our students to encourage, train, and provide internship opportunities for their growth. In fact, PMB is responsible for igniting the love of broadcasting among our students. Thanks to this partnership, many of our student resumes reflect either an internship, practicum, Part-time or Full-time experience with PMB Broadcasting. There is absolutely no way our radio station and its student workers could have accomplished so much in such a short time without the partnership with PMB. I am happy to provide any additional information you need.

Most Cordially,



Danna Gibson, Ph.D,  
Professor and Department Chair

CREATE  
YOU

PMB Broadcasting, LLC / WRCG-AM / EEO Audit

Columbus State University  
Department of Communication  
COMM 3498  
RADIO PRACTICUM  
CRN 81159  
FALL 2022 PACKET

Contents:

- Course Syllabus
- Radio Lesson Plan
- Email from Department  
Chair regarding Practicum



**COMM 3498 RADIO PRACTICUM  
CRN 81159  
FALL 2022  
August 15, 2022 – December 5, 2022**

Instructor of Record: Dr. Danna M. Gibson  
Office Phone: 706 507-8601

Office: 208 Carpenter Hall  
[gibson\\_danna@columbusstate.edu](mailto:gibson_danna@columbusstate.edu)

**COUGARVIEW: All students MUST LOG IN to the COUGARVIEW site for this class by the end of the first week of classes. Failure to do so will be interpreted as intention to drop the class.** Documents such as syllabi, assignments, and so forth are posted on the course homepage in COUGARVIEW. You will keep your journal on COUGARVIEW, your paperwork will be tracked on COUGARVIEW, and your grades will also be posted there. *If you fail to use COUGARVIEW to track your own paperwork and end the semester not knowing something is missing, that is YOUR PROBLEM, not mine.* COUGARVIEW also will be used to communicate with the class via COUGARVIEW e-mail accounts.

**Course Prerequisites/Co-requisites:**

- 1. Completion of at least 9 hours of Communications coursework or Department of Communication Chair Approval.** Before enrolling in practicum, you should have worked with your academic adviser and WCUG management team member(s) to assess your individual preparation that corresponds with your background and goals.

**And / Or**

- 2. Approval of an academic adviser and a practicum site supervisor.** Finding a practicum site is each student's responsibility. The proposal form requires the signatures of both your academic adviser and your site supervisor.

**Course Description:**

Practicum is an opportunity to begin applying coursework to hands on experience. Students must find an on-campus site where they can work a *minimum* of 50 hours during the semester. The work they do must be relevant to their academic and professional goals in the field of mass communications and must be supervised by a person qualified and committed to furthering the student's knowledge and skills. For this class, you will be working to assist the Department of Communication and its NPACE center You will be working alongside Sho Irikawa, Lewis Myers, Logan Swaim, and Austin Slocomb. Your primary work location will be in the WCUG studio with potential secondary location at PMB BROADCASTING locations.

**The success of the Practicum depends on student initiative.** It is up to **YOU** to negotiate with your site supervisors – Dr. Gibson and assigned WCUG management team member - for hours and tasks that will ensure successful completion of training workshops and work sessions. Attempts to explain an inadequate number of hours or a lack of learning opportunities by blaming it on your site supervisors or the course instructor **will be unsuccessful.**

**The course instructor is NOT responsible for reminding you of obligations and deadlines.** You are expected to set up your own system to ensure that you complete requirements by the deadlines. Part of the purpose of Practicum is to test your ability to function like a professional. Take it seriously. ***It is possible to fail this course due to missed deadlines, missing and mismanaged paperwork, failure to complete ungraded requirements and other unprofessional behavior.***

**Course Objectives and Outcomes:**

By applying conceptual and theoretical knowledge in a practical work environment, students should expand on understandings gained from previous coursework, develop practical and problem-solving skills in relation to the work being performed, build a base of experience upon which to strengthen future course work, *and* gain a perspective in making career choices.

To this end, students pursuing Practicum are expected to demonstrate that learning has taken place, *and* demonstrate integration of knowledge gained in the classroom with experience in the field, *and* demonstrate professionalism.

## APPENDIX "B"

**Textbooks Required:** None.

**Instructional Methods and Activities:** Class meetings consist of an orientation at the beginning of the practicum, workshops with PMB personnel, and consistent training sessions with assigned WCUG management team members. At semester's end, students will have created a portfolio demonstrating the work they have done while in the practicum and will present their work to department chair and others designated. In addition, each student meets with her/his academic advisor or the course instructor for at least one required consultation. Other interim consultations can be arranged at the initiative of students.

**Mid-Term Grades:** Undergraduate mid-term grades will be posted online for students to view in COUGARVIEW course shell. Only two mid-term grades are possible: "IP" or "F." If you have completed all requirements of the course to that point, a mid-term grade of "IP" will be entered. If any of your paperwork is missing or you have failed to meet any of the other requirements of the course that are due by mid-term, a mid-term grade of "F" will be entered. *Therefore, if you receive a mid-term grade of F, you need to see the course instructor IMMEDIATELY to determine what the problem is and fix it. If you fail to check your mid-term grades and the problem persists to the end of the semester, expect a grade of D or F in the course.*

**Final Grades:** Students are evaluated by their site supervisors at mid-term and at the end of the semester. In addition, students must attend at least 2 training sessions held by PMB supervisor, participate in training opportunities offered through WCUG, and work with assigned WCUG management team member to complete the practicum proposal. Once your assigned WCUG management team member has approved your proposal, you will submit it to the department chair no later than 2 weeks after your practicum begins. Students must complete a *minimum* of 50 hours of hands-on work, create a digital portfolio documenting work done, and submit a final presentation to department chair and assigned panel demonstrating work completed. Final grades will be computed as follows:

Assignment Examples	250 points
Supervisor Evaluations	250 points
Quality of Final Presentation	250 points
Quality of Portfolio	250 points
TOTAL	1,000 points

**Grade Value: A = 1000-900; B = 899-799; C = 798-698; D = 697-597; F = below 597.**

**Up to one full grade penalty will be assessed on late materials, including ungraded paperwork** such as timesheets, etc. Incomplete paperwork will be returned to be fixed and counted late when it comes in. Sloppy paperwork will be penalized.

PLEASE NOTE: Only 20% of your grade depends on your site supervisor's evaluations. Even if your site supervisor thinks you did a fabulous job, *it is possible to fail this course due to lack of attention to the details outlined in this syllabus and presented in this orientation.*

### **Class Policies and Procedures:**

Attendance: Attendance at the orientation and the oral presentations is required. Site supervisors will evaluate you on "dependability," which is to say, showing up for work as scheduled and on time. Low scores in dependability will affect the final grade and could result in failing the class.

Cell Phones: Practicum students are expected to observe cell phone and other personnel policies of their work sites.

### **Course Requirements:**

1. **An approved Practicum proposal.** The student is encouraged to write a detailed description of the proposed Practicum including experience, activities, expectations, and outcomes. **Your enrollment in this course is not complete until you have submitted an approved Practicum Proposal, with your signature, and the signatures of your Practicum Site Supervisor and your Academic Adviser.**

## APPENDIX "B"

2. **Completion of a minimum of 50 clock hours of supervised, unpaid work**, extending over an entire semester or, in the summer, over both summer sessions. All hours must be completed between the orientation and oral presentation dates for the academic term in which the student is enrolled in Practicum.
3. **Supervisor evaluation.** Make sure your name and the due date are printed at the top.
4. **Student's Evaluation of the Practicum.**
5. **Final project and presentation—a complete digital packet—demonstrating what you learned and other reflections (typed, double-spaced, with 1-inch margins, if written work is assigned) on your practicum experience. The projects will be assigned by Sho Irikawa and /or your assigned WCUG Management Team Member.** Review any questions you have regarding the portfolio (either digital or paper depending upon practicum) with your on-site supervisors. Your project must be *organized and demonstrates assigned points of learning*.
6. **Oral presentation, 5-6 minutes in length, using appropriate reinforcement(s).** The oral presentation should be well prepared and should be effectively delivered, commensurate with the skills to be expected of a student of communication. The presentation also will include the audio-visual product(s) on which you worked during the semester. Going over the time limit will hurt your grade. The oral presentation (and any written work assigned) must be *organized around points of learning*.

### Evaluation:

**Digital (or written work depending upon practicum) and oral presentation are the only tangible records of your Practicum, and should be given high emphasis because this work is the majority your final grade for Practicum.**

Be the projects included in the portfolio reflects creative endeavor, error-free, depth of thought, reflection, and the application of workshop, training knowledge. (NOTE Final presentation should be organized around 3, 4 or 5 points of learning with explications of how you learned them. Points of learning can be anything from skills (e.g., "I learned to create PSA" or "I learned to create liners") to "big-picture" items like "teamwork" or "time management." Don't forget to provide examples and details of HOW you learned these things and WHY they matter. Consider also these questions:

- Do you accurately and appropriately apply previous classroom knowledge and skills to the Practicum situation?
- Do you go beyond a listing of activities to explain fresh perspectives and knowledge gained from new experiences – more than an inventory of what was done, but an analysis of what you learned from what was done?
- Do you demonstrate a balance between technical information (e.g., equipment operation, technical theory), the message or content of the project(s) completed in the Practicum (e.g., audience analysis, scripting, client goals, evaluation of effectiveness), and workplace dynamics (e.g., worker interaction, organizational structure)?
- Are you able to effectively communicate about your experiences orally and in writing?
- **Penalties up to one full grade will be assessed on all late items, including paperwork. *It is possible to fail this course due to missed deadlines, sloppy production or paperwork, failure to complete ungraded requirements, and other unprofessional behavior.***

Your written final project is your opportunity to communicate the quality of your Practicum to the faculty. As such, it should not be a rushed afterthought, but it should be an insightful analysis of the Practicum experience. This package must be professional. Any written components must be mechanically "clean," with proper grammar, spelling, and punctuation.

**Refer any on-the-job problems to Dr. Bruce Getz or Dr. Danna Gibson immediately.**

**Any student failing to complete the minimum number of clock hours will receive a final grade of "F" regardless of the circumstances that resulted in too few hours. PLAN AHEAD AND PLAN FOR CONTINGENCIES!**

PMB Broadcasting / Columbus State University – Radio Practicum Lesson Plan

My name is Dave Arwood. I assist Dr. Danna Gibson in teaching a radio practicum each semester at CSU's Communications Department in conjunction with PMB Broadcasting. We teach students commercial radio basics based on the following topics:

Music  
Information  
Personality  
Promotion  
Community Involvement

There are usually four to five radio practicum classes per semester.

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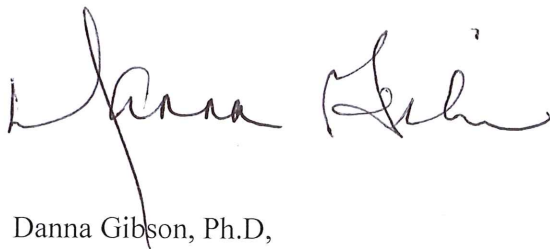
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Danna Gibson, Ph.D,  
Professor and Department Chair

CREATE  
YOU



Joseph Brannan &lt;jbrannan@pmbradio.com&gt;

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## WCUG Sponsorship Request

---

**Danna Gibson** <gibson\_danna@columbusstate.edu>

Wed, Apr 28, 2021 at 1:41 PM

To: Joseph Brannan <jbrannan@pmbradio.com>

Joseph

As you know, the money we secure to hire our 4 WCUG student workers comes from course fees and can only be used to provide PT work during fall and spring semesters. As programming needs progress, we need to have workers in the studio over the summer and I have no funding to make this happen. Would PMB consider a \$2,000.00 sponsorship that would pay for 200 hours of student work to produce:

A summer production block that consists of music and launching WCUG Podcast Network. The block would be called **Summer Sound** - beachy / fun summer music across multiple genres....program would be voiced....and would include phoner / check-ins with students who are on summer break...We will chat with them ....see what is going on in their lives.....and ask for what they would like for us to play....Some of these calls will be made to students who have produced podcasts....We will engage them in conversation about those podcasts and use this as an opportunity to promote our podcasting network We would like to run the 1-2 hour program from May to August.

We will play sponsorship spots multiple times throughout the day...and additional mention will be given during the actual voiced block....

Would it be possible for PMB to provide sponsorship to support the next area of growth for WCUG? I am happy to answer any additional questions you may have about the sponsorship.

Many thanks for your help

Danna

--  
Danna M. Gibson, Ph.D.  
Professor & Department Chair  
Department of Communication  
Columbus State University  
[4225 University Ave.](#)  
[Columbus, GA 31907](#)  
Private Office: 706 507-8603  
Departmental Office: 706 507-8601  
Fax: 706 507-8609







**You are cordially invited to**  
WILLIAM HENRY SHAW HIGH SCHOOL'S  
**Employability Expo**

MOCK INTERVIEWS TO TAKE PLACE  
VIA ZOOM  
FEBRUARY 22<sup>ND</sup> TO FEBRUARY 25<sup>TH</sup>  
FROM 8:30 AM TO 3:00 PM

We thank you in advance for allowing our students to participate in this opportunity!

Sincerely,  
The CTAE Department

Dear Interviewer,

APPENDIX "D"

Thank you so much for volunteering your valuable time to help grow career opportunities for the students of Shaw High School. We know that the employability skills they learn through mock interviews like these are invaluable and will follow them well beyond their high school years.

The students who you interview today signed up to interview in your particular area of expertise (Business, Communication, Construction, and Public Safety). Please use the provided interview questions as a general guide, but feel free to go “off script” and ask industry-specific questions as well.

As you conduct the interview, please complete the “Job Interview Rating Sheet” for the student. A total of 20 minutes has been set aside for each interview. After the official “interview” portion, feel free to give the student feedback and advice for future use.

We appreciate all you do to help our students!

Sincerely,

The CTAE Department

Shaw High School



**General Interview Questions**

In what type of position are you most interested?  
Tell me about yourself.  
What starting salary do you expect?  
Why do you want to work for our company?  
How long do you expect to work for this company?  
Do you have references?  
What do you bring to the table that would put you above the rest?  
What motivates you to keep going in your work place?  
Why do you think we should hire you for this job?  
What are your short-term goals?  
What are your long-term goals?  
Do you prefer to work by yourself or with others?  
What are your hobbies?  
What school activities do you participate in?  
What are your strengths?  
What are your strongest skills?  
What are your weaknesses?  
When can you start work?  
What personal characteristics do you feel are necessary for success?  
Do you feel that you have done your best academically?  
What would your teachers say about you?  
If you were previously employed these questions may apply to you?  
What kind of job experience do you have?  
Why did you leave your last job?  
How do you think your education in school prepared you for this position?  
What did you like most/least about your last job?  
What kinds of recommendations would you receive from previous employers?

**Tough Interview Questions**

What are your occupational objectives?  
What do you like most about this occupation?  
Why do you want to work for our company?  
What two accomplishments have given you the most satisfaction?  
How would you describe your ideal job?  
What do you think determines a person's progress within a company?  
What do you consider to be your outstanding job-related personal characteristics or strengths?  
What qualifications and characteristics do you have that makes you feel you will succeed in your work?  
What about our company interest you?  
What can you do for us that someone else cannot do?  
What new skills or capabilities have you developed recently?  
What has been your greatest accomplishment?  
Give me an example in previous job where you have shown initiative.  
What is important to you in a job?  
What motivates you in your work?  
What qualities do you find important in a coworker?  
How will you judge yourself successful?  
How will you achieve success?  
How will this job fit in your career plans?  
How do you think your education has prepared you for this position?  
Why did you choose this career path?

**Shaw High School  
Job Interview Rating Sheet**

Name: \_\_\_\_\_

Interviewer Name: \_\_\_\_\_

	Would Hire		Call Back		Not Hire	
Resume	Exemplary	Accomplished	Proficient	Progressing	Needs major work	No proof shown
<b>Overall Appearance/Style Format - Clear and precise presentation in a logical arrangement. Neat and legible.</b>	5.0	4.5	4.0	3.5	3.0	0
<b>Correct grammar, spelling, punctuation, and capitalization.</b>	5.0	4.5	4.0	3.5	3.0	0
<b>Category Selection – Appropriate choice of subject headers, most important items in the first half. Sufficient amount of categories chosen with substantiate information within each.</b>	5.0	4.5	4.0	3.5	3.0	0
<b>Experience and Education - Proficient presentation of facts. All areas filled in. Use of N/A appropriately.</b>	5.0	4.5	4.0	3.5	3.0	0
Job Interview						
<b>Professional appearance. Grooming, appropriate attire. No t-shirts or sweatshirts.</b>	5.0	4.5	4.0	3.5	3.0	0
<b>Adequate lighting and camera position for Zoom camera. Appropriate background/backdrop.</b>	5.0	4.5	4.0	3.5	3.0	0
<b>Proper greeting, introduction, and closing</b>	5.0	4.5	4.0	3.5	3.0	0
<b>Displayed poise, maturity, and a positive attitude</b>	5.0	4.5	4.0	3.5	3.0	0
<b>Answered questions completely and with confidence</b>	5.0	4.5	4.0	3.5	3.0	0
<b>Expressed him/herself clearly (Personal salesmanship)</b>	5.0	4.5	4.0	3.5	3.0	0
<b>Displayed appropriate body language and eye contact</b>	5.0	4.5	4.0	3.5	3.0	0
					<b>Points Earned</b>	
					<b>Total Points * 2</b>	

Comments:



Joseph Brannan <jbrannan@pmbradio.com>

## Shaw High School Employability Expo

Kinkade Taylor E <Kinkade.Taylor.E@ > Fri, Feb 19, 2021 at 2:41 PM

To: [Redacted]

Hello Employability Expo Interviewers!

We want to thank you so much for volunteering your time to give our students this amazing opportunity to interview for their “dream job”. This is our first year hosting this event virtually, so offer us some grace when it comes to tech issues 😊

We are asking you log on to the Zoom before your designated time. Students will join five minutes before their scheduled time. The facilitator will put you in breakout rooms online with your interviewee. At that time, the student should share their resume with you, and you should begin the interview process.

Please see the attached document for details, a grading rubric, and a list of sample interview questions you can use.

Not only are students being graded on their performance, but we are also offering awards for several categories (including best dressed, best resume, “would hire”, etc ). If you interview any student that impresses you or deserves extra recognition, please make note of it on your scoring rubric.

At the end of your “shift” please email all your documents to that day’s facilitator (their email addresses are listed on the CC line).

I have tried to include more than enough information in this e mail, so please don’t get overwhelmed. Feel free to reach out if you have any additional questions or concerns.

The evolving calendar can be viewed here (please do not edit it)

[Redacted]

All student resumes will be uploaded here:

**PMB BROADCASTING, LLC / WRCG-AM 2023 EEO AUDIT RESPONSE**

The Zoom link for everyone is:

Your daily Zoom facilitators are:

Monday – Mrs. Jenkins

Tuesday – Mrs. Kinkade

Wednesday Ms McKenna

Thursday – Mrs. Maddox

Again, thank you SO much for your support of this event!

The CTAE Staff at Shaw High School

*Mrs. Taylor Kinkade, M.Ed.*

Shaw High School Mass Communication Academy

Audio/Video Technology & Film Teacher

SkillsUSA Advisor

**“It’s GREAT to be a Shaw Raider!”**

---

 **Employability Expo Interviewer Packet.pdf**  
117K

## Declaration of James R. Martin

I, James R. Martin, declare under penalty of perjury that the following information is true and correct.

I am a Member of PMB Broadcasting, LLC (“PMB”), the licensee of WRCG(AM), Columbus, Georgia (Facility ID No. 72090) (“WRCG”). This Statement is submitted in response to the April 24, 2023 letter of Elizabeth E. Goldin, Assistant Chief, Investigations & Hearings Division, Enforcement Bureau, Federal Communications Commission, concerning a random audit of Stations’ EEO compliance (the “EEO Audit Letter”).

I have review the forgoing response to the EEO Audit Letter, and the information contained therein is correct to the best of my knowledge and belief.



James R. Martin  
Member  
PMB Broadcasting, LLC

Executed on this 1st day of June, 2023