



**FOR IMMEDIATE RELEASE**

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## **PAR Certified As Best Christian Workplace**

BLACKSBURG, VA – Positive Alternative Radio has been certified as a Best Christian Workplace for 2023, according to BCW’s Jay Bransford, President, and CEO. His organization’s recent survey showed that PAR employees are highly engaged and enjoy a thriving workplace culture.

“Our passionate and hard-working team members tell us a lot that they love coming to work here,” said Brian Sanders, Executive Vice President of PAR. “So, this survey is a wonderful confirmation of what we hear all the time.”

The anonymous BCW survey questions measured overall engagement and how PAR Team members felt about various issues, including communication, compensation, and training. Results show that out of a possible score of 5, PAR earned an overall score of 4.24, with team members giving PAR high marks for such attributes as having a great team in place, providing life-giving work, rewarding compensation, and having a sustainable strategy in place.

“We are thrilled that this survey validates all the effort and time spent keeping our team engaged and creating a winning culture,” said Eddie Baker, President of PAR.

Best Christian Workplaces has certified hundreds of non-profits and ministries worldwide for the past 20 years. The survey is drawn from the world’s largest and most used Christian employee database. For details, visit [www.workplaces.org](http://www.workplaces.org)

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### **About Positive Alternative Radio (PAR)**

PAR is a non-profit ministry founded in 1985 by Edward Baker’s father, the late Dr. Vernon H. Baker, and his mother, Virginia. Today, PAR owns and operates stations and networks in key markets in Virginia, eastern Tennessee, West Virginia, Ohio, North Carolina, and South Carolina. They include WCQR, broadcasting from Johnson City, Tenn.; Walk FM, Ashland, Ky.; Spirit FM, Lynchburg, Va.; Joy FM, Winston-Salem, N.C. and WPER-FM, Fredericksburg, Va. The stations provide adult contemporary Christian and Gospel music, as well as Christian content available across a variety of digital platforms.

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