

**Guaranty Broadcasting Company of Baton Rouge, LLC**

**FM RADIO STATIONS WDGL, WBRP, WNXX, WTGE & KNXX**

**EEO PUBLIC FILE REPORT**

*February 1, 2016 – January 31, 2017\**

**I. VACANCY LIST**

See Section II, the **Master Recruitment Source List** (“MRSL”) for recruitment source data.

<b>Job Title</b>	<b>Recruitment Sources (RS) Used To Fill Vacancy</b>	<b>RS Referring Hiree</b>
Sales Executive	1-9,11-14,16-30, 32-44	41
Board Operator	2-9, 12-19, 23-27, 29-30, 32-44	35

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**II. MASTER RECRUITMENT SOURCE LIST (MRS�)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled To Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over 12-month Period</b>
1.	<b>Nicholls State University</b> P. O. Box 2006 Thibodaux, LA 70313 (985) 446-8111 www.collegecentral.com/nicholls	Y	0
2.	<b>The Advocate, Classified</b> P.O. Box 588 Baton Rouge, LA 70821 (225) 388-0111	N	0
3.	<b>Baton Rouge Community College</b> 5310 Florida Blvd. Baton Rouge, LA 70806 (225) 216-8019 birksm@mybrcc.edu	Y	0
4.	<b>Southeastern University</b> Career Services Hammond, Louisiana (985) 549-2121 www.selu.edu/career	Y	0
5.	<b>Camelot Career College</b> 2618 Wooddale Blvd. Baton Rouge, LA 70805 (225) 928-3005	N	0
6.	<b>Delmont Service Center</b> 3535 Riley St Baton Rouge, LA 70805 (225) 389-5464	N	0
7.	<b>Delta College</b> Career Services 7380 Exchange Place Baton Rouge, LA 70806 (225) 927-7780	N	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled To Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over 12-month Period</b>
8.	<b>LA Works/Dept of Labor</b> Via website at: Laworks.net (225) 358-4516	N	0
9.	<b>Southern University Career Services</b> Career Services 730 Harding Blvd. Carlette_powell@subr.edu (225) 771-2200 www.subr.edu/careerservices	N	0
10.	<b>Louisianagrads.com</b> Internet Website	N	0
11.	<b>LAB Employment Clearinghouse</b> Polly Prince Johnson 660 Florida Blvd. Baton Rouge, LA 70801 (225) 267-4522 Via Email: lab@broadcasters.org	N	0
12.	<b>LSU Career Services</b> 1502 Ceba Baton Rouge, LA 70803 Fax (225)578-1548 www.lsu.edu	N	2
13.	<b>LSU Mass Communications Department</b> 207C Journalism Bldg. Baton Rouge, LA 70803 (225) 578-2236 www.manship.lsu.edu	Y	0
14.	<b>Allaboutcountry.com</b> Via email to: kim@allaboutcountry.com	N	0
15.	<b>Radio 1 Broadcast School</b> 700 3 <sup>rd</sup> Street N., Ste.LL7 Lacrosse, Wisconsin 54601 (800) 889-2221	Y	0
16.	<b>Southern University Mass Communications</b> Michael Keble P.O. Box 9770 Baton Rouge, LA 70813 (225) 771-5790	N	1

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled To Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over 12-month Period</b>
17.	<b>Grambling University</b> Career Services Via Email: <a href="mailto:millagea@gram.edu">millagea@gram.edu</a> (318) 274-2346	N	0
18.	<b>National Alliance of State Broadcasters</b> Via Website: Careerpage.com	N	0
19.	<b>The All Access Music Group</b> Via Website: www.allaccess.com	N	0
20.	<b>Loyola University</b> Career Services 6363 St. Charles Street, Campus Box 201 New Orleans, Louisiana 70118 (504) 865-3430 labeatty@loyno.edu	Y	0
21.	<b>Louisiana State University in Shreveport</b> Via Website: www.myinterfase.com.lsus/employer	Y	0
22.	<b>Dillard University</b> Career Services 2601 Gentilly Blvd. New Orleans, Louisiana 70122 (504) 816-44685 dwilliam@dillard.edu	Y	0
23.	<b>Radio 411</b> Via Website: radio@411.com	N	0
24.	<b>Bowen Foundation for Minority Interest in Media</b> Sandra D. Rice 523 W. 57 <sup>th</sup> Street New York, NY 10019 (301) 445-7100 fax (212) 975-5884 www.emmabowenfoundation.com	N	0
25.	<b>National Association of Black College Broadcaster</b> P. O. Box 3191 Atlanta, GA 30302 (404) 523-6136 bcmail@aol.com	Y	0

RS Number	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month Period
26.	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	N	3
27.	<b>Women in Media</b> Laurie Hardison Fax (225) 231-1869 <a href="http://www.womeninmedia.net">www.womeninmedia.net</a> Via Email: info@womeninmedia.net	Y	0
28.	<b>Sales Marketing &amp; Executive of Greater Baton Rouge</b> Nancy Carter Smegbr.org Via Email: nzcarter@mac.com	Y	0
29.	<b>Southern University NAACP</b> P. O. Box 11032 Baton Rouge, Louisiana 70813 (225) 771-2585 Via Email: josephsam41@gmail.com	Y	0
30.	<b>KSLU</b> SLU 107873 Hammond, Louisiana 70402 (985) 549-2330	Y	0
31.	<b>Louisiana Tech University</b> Career Services P. O. Box 3153 Ruston, Louisiana 71272 akelly@latech.edu	Y	0
32.	<b>Tulane University</b> <b>(504) 314-2216</b> <b>Via Email jobs@tulane.edu</b>	Y	0
33.	<b>National Council of Negro Women in Baton Rouge</b> P. O. Box 4571 Baton Rouge, LA 70821	Y	0
34.	<b>Alliance for Women in Media</b> 1760 Old Meadow Road, Suite 500 McLean, VA 22102 (703) 506-3290 <a href="http://www.allwomeninmedia.org">www.allwomeninmedia.org</a>	Y	0
35.	<b>Station Website</b>	N	2
36.	<b>SEU Internship Programs</b>	N	0
37.	<b>Non-Employee Referral</b>	N	0

<b>38.</b>	<b>Self-Referral/Walk-In</b>	N	1
<b>39.</b>	<b>Baton Rouge School of Computers</b> 10425 Plaza Americana Drive Baton Rouge, LA 70816 (225) 923-2525	N	0
<b>40.</b>	<b>Louisiana Technical College</b> 3250 N. Acadian Thruway East Baton Rouge, LA 70805 (225)359-9297	Y	0
<b>41.</b>	<b>Employee Referral</b>	N	1
<b>42.</b>	<b>www.indeed.com</b> Joe Takacs 800-462-5842	N	0
<b>43.</b>	<b>Radio Station's Facebook</b>	N	1
<b>44.</b>	<b>LinkedIn</b>	N	0
	<b>TOTAL INTERVIEWEES DURING REPORTING PERIOD:</b>		11

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
1.	<b>Participated in Event with Educational Institution (Initiative Number 10)</b>	In April 2016 our On-Air Talent participated in Catholic High School's Job Shadowing Program.
2.	<b>Established Internship Program (Initiative Number 5)</b>	We conducted an internship program in association with Louisiana State University in Baton Rouge in an effort to expose students to all aspects of the radio industry. We hosted two interns from LSU in the Programming and Production Departments in the Summer of 2016. Supervised by our Production Manager and Programming Manager, the interns' duties included basic audio editing for on-air use, work with social media, on-air time, and help with filing transmitter readings.
3.	<b>Participated in Scholarship Program (Initiative Number 7)</b>	We sponsored a scholarship program with the Mass Communications Department at Louisiana State University. We established the criteria for the scholarship recipient and awarded a grant of \$1,000 in our name to an LSU student. Recipients must be majoring in mass communications, have a 3.0 grade point average, and demonstrate need. The scholarship was awarded in November 2016 for the 2016-2017 school year.

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
4.	<b>Participated in Scholarship Program (Initiative Number 7)</b>	We sponsored a scholarship program with the Mass Communications Department at Southern University. We worked with its director to solicit scholarship applicants, established the criteria for the program and judged the applicants. We received the applications, interviewed the applicants and selected two scholarship winners. We awarded a \$500.00 scholarship to each of two Southern University students. To be chosen for the scholarship program, the student must be majoring in mass communications, have a 3.0 grade point average, and demonstrate need. The scholarships were awarded in November 2016 for the 2016-17 school year.
5.	<b>Establishment of Training Program (Initiative Number 8)</b>	We established a training program that offered our station personnel educational classes to learn new skills and update their existing skills which could qualify them for higher level positions. Over 40 employees participated during the reporting period in the following training classes: Social Media Strategies, Blogging, EAS, Meter Readings, Promo Suite, ADOBE Audition, ANDO, ADP, Radio Traffic, Sales Training.
6.	<b>Participated in Activity to Disseminate Information About Careers in Broadcasting (Initiative Number 16)</b>	On Friday, October 21, 2016, our Account Executive participated in the Big Buddy Program “Day of the Mentor” to make students aware of broadcast career opportunities.
7.	<b>Participated in Event with Educational Institution (Initiative Number 10)</b>	On Friday, February 19, 2016, our Production Manager spoke to Radio Production students at Southeastern University to make students aware of broadcast career opportunities.
8.	<b>Participated in Event with Educational Institution (Initiative Number 10)</b>	On Friday, November 11, 2016, our On-Air Talent participated as a guest speaker at Woodlawn Middle School Career Day.
9.	<b>Participated in Event with Educational Institution (Initiative Number 10)</b>	On Thursday, January 12, 2017 our On-Air Talent participated as a guest speaker at Glenn Oaks High School Career Day.
10.	<b>Participated in Event with Educational Institution (Initiative Number 10)</b>	On Thursday, January 26, 2017, our On-Air Talent participated as a guest speaker at Westdale Middle School Career Day.

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