



**WODT (AM), WYLD (AM), WYLD-FM, WQUE-FM,  
WNOE-FM, KVDU-FM & WRNO-FM**

**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<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 reporting period</b>
1	ClearChannel.com (Clear Careers Website)	No	19
2	www.allaccess.com	No	2
3	www.wnoe.com	No	0
4	www.wyldfm.com	No	0
5	www.sportsradio1280.com	No	0
6	www.Q93.com	No	7
7	www.am940.com	No	0
8	www.therockofneworleans.com	No	0
9	www.wrno.com	No	0
10	www.therockofneworleans.com	No	0
11	Dillard University – Dewain Lee, Director of Educational Enhancement Opportunities; 2601 Gentilly Blvd., New Orleans, LA 70122; 504-816-4697	Yes	0
12	Grambling University – Johnny Patterson, Director of Career Placement; 100 Main St., Grambling, LA 71245	Yes	0
13	Louisiana State University – Career Services; 4600 Essen, Baton Rouge, LA 70809; 225-578-2162	No	0
14	Loyola University – Career Development Center; 6363 St. Charles Ave., New Orleans, LA 70118	No	0
15	Southeastern University – Ken Ridgedell, Director of Career Services; Office of Career Services, SLU 10492, Hammond, LA 70402; 985-549-2121	Yes	0
16	Southern University – Baton Rouge – Al Barron, Director of Career Services; Baton Rouge, LA 70813; 225-771-2200	Yes	0
17	Southern University – New Orleans – Marvin Birks, Director of Career Counseling; 6400 Press Dr., New Orleans, LA 70126	Yes	0
18	Tulane University – 6823 St. Charles Ave., New Orleans, LA 70118; 504-865-5107	No	0
19	University of New Orleans – Leonard Williams, Director of Career Development; 2000 Lakeshore Dr., New Orleans, LA 70122; 504-280-5027	Yes	0
20	Xavier University – Carolyn Thomas, Director of Career	Yes	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
	Placement; 1 Drexel Dr., New Orleans, LA 70125; 504-483-7364		
21	Dress for Success , Career Services Department, 4304 Magazine Street, New Orleans, LA 70115	Yes	0
22	Louisiana Department of Labor – 735 St. Charles Ave., New Orleans, LA 70113; 504-568-7141	Yes	0
23	On-Air Announcements	Yes	0
24	InsideRadio.com	No	0
25	Internal Posting	No	1
26	Staff Referral	No	6
27	Industry Referral	No	3
28	Corporate Staff Referral	No	1
29	Internship Program	No	0
30	Walk-Ins	No	0
31	<a href="http://www.linkedin.com/Job?">www.linkedin.com/Job?</a>	No	2
32	<a href="http://www.careerbuilder.com/JobSeeker">www.careerbuilder.com/JobSeeker</a>	No	5
33	<a href="http://www.postcraigslist.org/manage">www.postcraigslist.org/manage</a>	No	0
34	<a href="http://www.hiring.monster.com/jpw/jobs">www.hiring.monster.com/jpw/jobs</a>	No	1
35	Promoted within the Organization	No	1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			45

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WNOE-FM, KOBW-FM & WRNO-FM**

**III. RECRUITMENT INITIATIVES**

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program - Promotions Department	<p>This SEU regularly hosts interns from area colleges and universities in its Promotions Department. During this reporting period, our SEU hosted a total of 11 interns as follows:</p> <p><u>Spring Semester</u> – Dillard University (1), Southern University (1)</p> <p><u>Summer Semester</u> – Loyola University (2), Xavier University (1), and Tulane University (1)</p> <p><u>Fall Semester</u> – Dillard University (2), Delgado (1) Tulane University (1), University of New Orleans (1)</p> <p>Our interns learn all aspects of the radio business while participating in the our internship programs. A portion of their time is spent learning in the following areas: planning, scheduling, and helping with onsite promotions; executing on-air promotions; assisting with promotional campaigns for radio station events, including St Jude, the Crimestoppers Teen Summit, Mardi Gras, Bayou Classic, Jazz Festival, Essence Festival, and the Caring Hands Toy Drive; coordinating and implementing promotional inventory; and assisting the Promotions Department with off-site client remotes and community events.</p>

2

Host Event/Program Sponsored  
By or On Behalf of an  
Educational Organization  
Relating to Careers in  
Broadcasting

During this reporting period, our SEU hosted students from the following schools and universities for a tour of the stations:

June 8<sup>th</sup>, 2012

Dillard University Summer Program Group Tour (40) students 9<sup>th</sup> through 12th graders.

July 30<sup>th</sup>, 2012

Field trip of 50 kids as part of the Wild Wayne Summer Experience

The tours included a comprehensive look at all aspects of the business, including the Promotions, Sales and Programming Departments. Students participated in hands-on activities such as producing commercials and reading on-air liners. They also spoke with members of the on-air staff about the path they took to achieve their broadcast careers.

4/15

A Programming Manager of the SEU conducted a seminar at the Jr. Achievement High School Lunch event. The seminar dealt with presenting yourself in a positive light in a job interview. The event took place at Delgado Community College

4/26

A Member of the Sales Staff of the SEU made a presentation at the Sophie B Wright Charter School Career Day. The presentation dealt with accessing jobs in sales and broadcast.

6/20-23

The Director of Sales of the SEU attended the National Association of Black Journalists Scholarship Golf Tournament and distributed information at the Career Fair.

7/5

HR and a Member of the Sales Staff of the SEU attended the Welcome Affair at the National Urban League national conference and distributed information about job opportunities