

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

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

**EEO PUBLIC FILE REPORT**

*February 1, 2021 – February 1, 2022\**

**I. VACANCY LIST**

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

| <b>Job Title</b> | <b>Recruitment Sources (RS)<br/>Used To Fill Vacancy</b> | <b>RS Referring Hiree</b> |
|------------------|--|---------------------------|
| Sales Executive  | 2-4, 9-10, 12-17, 20-25, 27-29,<br>35-45                 | 45                        |
| Sales Executive  | 2-4, 9-10, 12-17, 20-25, 27-29,<br>35-45                 | 39                        |
| Sales Executive  | 2-4, 9-10, 12-17, 20-25, 27-29,<br>35-45                 | 36                        |
| Video Producer   | 1-4, 9-10, 12-17, 24, 36, 38-45                          | 43                        |
| On-Air Talent    | 2-5, 9-16, 17-20, 24, 27, 38-39,<br>42-45                | 42                        |

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\*This Report includes recruitment data collected from February 1, 2021 – February 1, 2022

## II. MASTER RECRUITMENT SOURCE LIST (MRSL)

| <b>RS<br/>Number</b> | <b>RS Information</b>   | <b>Source<br/>Entitled To<br/>Vacancy<br/>Notification?<br/>(Yes/No)</b> | <b>No. of<br/>Interviewees<br/>Referred by RS<br/>Over 12-month<br/>Period</b> |
|----------------------|---|--|--|
| 1.                   | <b>Nicholls State University</b><br>P. O. Box 2006<br>Thibodaux, LA 70313<br>(985) 446-8111<br><a href="http://www.collegecentral.com/nicholls">www.collegecentral.com/nicholls</a> | Y  | 0  |
| 2.                   | <b>The Advocate, Classified</b><br>P.O. Box 588<br>Baton Rouge, LA 70821<br>(225) 388-0111  | N  | 0  |
| 3.                   | <b>Baton Rouge Community College</b><br>5310 Florida Blvd.<br>Baton Rouge, LA 70806<br>(225) 216-8019   | Y  | 0  |
| 4.                   | <b>Southeastern University</b><br>Career Services<br>Hammond, Louisiana<br>(985) 549-2121<br><a href="http://www.selu.edu/career">www.selu.edu/career</a>                           | Y  | 1  |
| 5.                   | <b>Camelot Career College</b><br>2618 Wooddale Blvd.<br>Baton Rouge, LA 70805<br>(225) 928-3005   | N  | 0  |

|    |  |   |   |
|----|--|---|---|
| 6. | <b>Delmont Service Center</b><br>3535 Riley St<br>Baton Rouge, LA 70805<br>(225) 389-5464                  | N | 0 |
| 7. | <b>Delta College<br/>Career Services</b><br>7380 Exchange Place<br>Baton Rouge, LA 70806<br>(225) 928-7780 | N | 0 |
| 8. | <b>LA Works/Dept of Labor</b><br>Via website at:<br><b>Laworks.net</b><br>(225) 358-4516                   | N | 0 |

| RS Number | RS Information   | Source Entitled To Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over 12-month Period |
|-----------|--|---|---|
| 9.        | <b>Southern University Career Services</b><br>Career Services<br>730 Harding Blvd.<br>(225) 771-2200<br>www.subr.edu/careerservices                            | N   | 0   |
| 10.       | <b>Louisianagrads.com</b><br>Internet Website  | N   | 0   |
| 11.       | <b>LAB Employment Clearinghouse</b><br>Polly Prince Johnson<br>660 Florida Blvd.<br>Baton Rouge, LA 70801<br>(225) 267-4522<br>Via Email: lab@broadcasters.org | N   | 0   |
| 12.       | <b>LSU Career Services</b><br>1502 Ceba<br>Baton Rouge, LA 70803<br>Fax (225)578-1548<br>www.lsu.edu   | N   | 1   |
| 13.       | <b>LSU Mass Communications Department</b><br>207C Journalism Bldg.<br>Baton Rouge, LA 70803<br>(225) 578-2236<br>www.manship.lsu.edu                           | Y   | 0   |
| 14.       | <b>Allaboutcountry.com</b><br>Via email to:<br>kim@allaboutcountry.com   | N   | 0   |

|            |  |   |   |
|------------|--|---|---|
| <b>15.</b> | <b>Radio 1 Broadcast School</b><br>700 3 <sup>rd</sup> Street N., Ste.LL7<br>Lacrosse, Wisconsin 54601<br>(800) 889-2221 | Y | 0 |
| <b>16.</b> | <b>Southern University Mass Communications</b><br>P.O. Box 9770<br>Baton Rouge, LA 70813<br>(225) 771-5790               | N | 2 |
| <b>17.</b> | <b>Grambling University</b><br>Career Services<br>(318) 274-2346   | N | 0 |
| <b>18.</b> | <b>National Alliance of State Broadcasters</b><br>Via Website: Careerpage.com  | N | 0 |
| <b>19.</b> | <b>The All Access Music Group</b><br>Via Website: www.allaccess.com  | 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> |
|------------------|--|--|--|
| <b>20.</b>       | <b>Loyola University</b><br>Career Services<br>6363 St. Charles Street, Campus Box 201<br>New Orleans, Louisiana 70118<br>(504) 865-3430 | Y  | 0  |
| <b>21.</b>       | <b>Louisiana State University in Shreveport</b><br>Via Website: www.myinterfase.com.lsus/employer  | Y  | 0  |
| <b>22.</b>       | <b>Dillard University</b><br>Career Services<br>2601 Gentilly Blvd.<br>New Orleans, Louisiana 70122<br>(504) 816-44685                   | Y  | 0  |
| <b>23.</b>       | <b>Radio 411</b><br>Via Website: radio@411.com   | N  | 0  |

|            |   |   |   |
|------------|---|---|---|
| <b>24.</b> | <b>Bowen Foundation for Minority Interest in Media</b><br>Sandra D. Rice<br>523 W. 57 <sup>th</sup> Street<br>New York, NY 10019<br>(301) 445-7100<br>fax (212) 975-5884<br>www.emmabowenfoundation.com | N | 0 |
| <b>25.</b> | <b>National Association of Black College Broadcaster</b><br>P. O. Box 3191<br>Atlanta, GA 30302<br>(404) 523-6136   | Y | 0 |
| <b>26.</b> | <b>On-Air Announcements (one or more SEU stations)</b>  | N | 0 |
| <b>27.</b> | <b>Women in Media</b><br>Fax (225) 231-1869<br>www.womeninmedia.net<br>Via Email: info@womeninmedia.net   | Y | 0 |
| <b>28.</b> | <b>Sales Marketing &amp; Executive of Greater Baton Rouge</b><br>Smegbr.org   | Y | 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> |
|------------------|---|--|--|
| <b>29.</b>       | <b>Southern University NAACP</b><br>P. O. Box 11032<br>Baton Rouge, Louisiana 70813<br>(225) 771-2585<br>Via Email: josephsam41@gmail.com | Y  | 0  |
| <b>30.</b>       | <b>KSLU</b><br>SLU 107873<br>Hammond, Louisiana 70402<br>(985) 549-2330   | Y  | 0  |
| <b>31.</b>       | <b>Louisiana Tech University</b><br>Career Services<br>P. O. Box 3153<br>Ruston, Louisiana 71272<br>akelly@latech.edu                     | Y  | 0  |
| <b>32.</b>       | <b>Tulane University</b><br>(504) 314-2216<br>Via Email jobs@tulane.edu   | Y  | 0  |

|                  |  |  |  |
|------------------|--|--|--|
| 33.              | <b>National Council of Negro Women in Baton Rouge</b><br>P. O. Box 4571<br>Baton Rouge, LA 70821                                       | Y  | 0  |
| 34.              | <b>Alliance for Women in Media</b><br>1760 Old Meadow Road, Suite 500<br>McLean, VA 22102<br>(703) 506-3290<br>www.allwomeninmedia.org | 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  |
| 38.              | <b>Self-Referral/Walk-In</b>   | N  | 2  |
| 39.              | <b>Baton Rouge School of Computers</b><br>10425 Plaza Americana Drive<br>Baton Rouge, LA 70816<br>(225) 923-2525                       | 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> |
| 40.              | <b>Louisiana Technical College</b><br>3250 N. Acadian Thruway East<br>Baton Rouge, LA 70805<br>(225)359-9297                           | Y  | 0  |
| 41.              | <b>Employee Referral</b>   | N  | 2  |
| 42.              | <b>www.indeed.com</b><br>800-462-5842  | N  | 2  |
| 43.              | <b>Radio Station's Facebook</b>  | N  | 1  |
| 44.              | <b>LinkedIn</b>  | N  | 4  |
|                  | <b>TOTAL INTERVIEWEES DURING REPORTING PERIOD:</b>   |  | 17   |

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

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

**EEO PUBLIC FILE REPORT**

*January 29, 2020 – January 29, 2021\**

**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> | On February 11, 2021, our On-Air Talent was part of the sports summit panel at Niagra University Sports Communication class (via Skype).                 |
| 2. | <b>Participated in Event with Educational Institution (Initiative Number 10)</b> | On February 24, 2021, our On-Air Talent participated in a job shadowing program for an Ascension Christian student who wants to be a sports broadcaster. |
| 3. | <b>Participated in Event with Educational Institution (Initiative Number 10)</b> | On March 1, 2021, our On-Air Talent participated in a career day at Catholic High School.  |

|    | <b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>                           | <b>BRIEF DESCRIPTION OF ACTIVITY</b>   |
|----|--|--|
| 4. | <b>Participated in Event with Educational Institution (Initiative Number 10)</b> | On March 4, 2021, the Human Resources Manager attended a virtual career networking day at LSU for advertising, marketing, and media students.  |
| 5. | <b>Participated in Event with Educational Institution (Initiative Number 10)</b> | On October 21, 2021, our On-Air Talent participated as a guest speaker at Niagra University.   |
| 6. | <b>Participated in Training Program (Initiative Number 14)</b>                   | On March 17, 2021, the Human Resources Manager attend a 3-hour virtual Diversity and Inclusion Event by LSU. The focus was on diverse and inclusive hiring practices and work environments.  |
| 7. | <b>Established Internship Program (Initiative Number 5)</b>                      | We conducted an internship program in association with Louisiana State University in Baton Rouge to expose students to all aspects of the radio industry. We hosted one intern from LSU in the Programing and Production Departments in the Spring of 2021. Supervised by our Manager and Programing 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. |
| 8. | <b>Established Internship Program (Initiative Number 5)</b>                      | We conducted an internship program in association with Southern University in Baton Rouge to expose students to all aspects of the radio industry. We hosted one intern from SU in the Programing and Production Departments in the Spring of 2021. Supervised by our Programing 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.                     |
| 9. | <b>Established Internship Program (Initiative Number 5)</b>                      | We conducted an internship program in association with The Cristo Rey School of Baton Rouge to expose students to all aspects of the radio industry. We hosted two interns from Cristo Rey in the Production Departments in the Spring and Fall of 2021. Supervised by our Human Resources Manager, the interns' duties included basic production, on-air time, and radio sales assistance.  |



|     | <b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>                           | <b>BRIEF DESCRIPTION OF ACTIVITY</b>  |
|-----|--|---|
| 10. | <b>Participated in Scholarship Program (Initiative Number 7)</b>                 | We sponsored a scholarship program with the Manship School of Mass Communication 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 2021 for the 2021-2022 school year.   |
| 11. | <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 2021 for the 2021-2022 school year. |
| 12. | <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. Approximately 15 employees participated during the reporting period in the following training classes: Social Media Strategies, WideOrbit, Sales Training,   |
| 13. | <b>Participated in Event with Educational Institution (Initiative Number 10)</b> | On October 26, 2021, our On-Air Talent participated in a job shadowing program for a Southeastern University student.   |
| 14. | <b>Participated in Event with Educational Institution (Initiative Number 10)</b> | On November 11, 2021, our On-Air Talent participated as a guest speaker in a Mass Communications class at Louisiana State University.   |
| 14. | <b>Participated in Event with Educational Institution (Initiative Number 10)</b> | On February 1, 2022, our On-Air Talent participated as a guest speaker in a Mass Communications class at Louisiana State University.  |

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