

Southeastern Broadcasting, Coast Radio Group, and JLE Broadcasting

WGUO-FM, KDLC-FM, KCIL-FM
dba Bayou Radio Group
Houma, La

Reporting period: 2/1/2023 through 2/1/2024

2023 EEO Vacancy Information

Position Vacant	Responses	# Interviews	Hire Source	Recruitment Resources*
Sales Representative 4.17.23-4.30.23	1	1	6	6
Front Office/Reception 4.10.23-4.16.23	9	7	6	6

Southeastern Broadcasting Narrative Statement

Southeastern Broadcasting has an ongoing effort to recruit for all positions, regardless of vacancy, through annual notification to partnership entities. In addition to these efforts, we continually search for and accept applications of qualified applicants for future openings. When a position becomes available, our normal process is to place an invitation for any and all applicants to mail, e-mail or hand deliver an application.

INITIATIVE 1: Online Outreach

Each of our station's websites prominently displays requests for applications. This is done on a continuous basis year round on each of our web pages at the following locations:

www.Gumbo949.com

www.rock977.net

www.967kcil.com

www.Jamz1047.com

Online resources for Bayou Radio Group are used during hiring and non-hiring periods as a means of continuously communicating the opportunity to apply and be considered for employment opportunities. All applications received via this method are securely housed and considered for positions that become available. This year we received a total of 0 applications during non-hiring periods with 0 being interviewed. When any position becomes available we attempt to communicate with the applicant per the contact information provided on their application.

INITIATIVE 2: In the course of normal operations we vetted and on boarded two university students from Nicholls State University in Thibodaux. Both interned with Bayou Radio Group, focusing in the area of on-air programming. One was in the Spring 2023 semester and the other in the Fall 2023 semester. Bayou Radio Group has developed an ongoing relationship with Nicholls State University; our contact with Nicholls State is Dr. James Stewart, Department Head for the Mass Communications Department.

INITIATIVE 3: On-air Announcement of Position Vacancies

As a normal process and an effort to reach all possible applicants we utilize each of our stations to broadcast an open request for applications and encourage anyone with an interest or questions pertaining to the process or position to contact us. **From April 10, 2023 to April 16, 2023 - 223** announcements were aired notifying the communities we serve of position vacancies for the Front Office Position. These commercial announcements ran around the clock. This was done to ensure the maximum numbers of applications were received. This, along with other recruitment efforts, resulted in the receipt of 9 applications with 7 individuals being interviewed. **From April 17, 2023 to April 30, 2023 - 322** announcements were aired notifying the communities we serve of position vacancies for the Front Office Position. These commercial announcements ran around the clock. This was done to ensure the maximum numbers of applications were received. This, along with other recruitment efforts, resulted in the receipt of 1 application with 1 individuals being interviewed. Interviews were conducted without regard to race, color, religion, national origin, sex, age disability or genetic information.

INITIATIVE 4: February 25, 2023 Bayou Radio Group participated Louisiana Association of Broadcasters Student Career Workshop and Job Fair at the University of Louisiana Lafayette. A hiring manager was present to answer questions regarding on air talent, sales and marketing and to receive resumes and applications for employment for those interested and deemed qualified.

INITIATIVE 5: On January 16, 2024 there was a meeting with each hiring manager for Bayou Radio Group partnership to insure their complete understanding of FCC and corporate internal policies for non-discrimination and cover step by step company expectations for each and every hire. Present were General Manager, Joe Darden, Program Manager Donald Vicknair and Sales Manager Cyndi Daigle.

As a company, our standard is to meet or exceed each of the FCC's requirements for non-discrimination. Discrimination in any form will not be tolerated. In essence Bayou Radio Group corporate expectations mirror the Commission's goal to expand the hiring pool by giving the public additional notice of broadcast job openings as well as additional information regarding the duties and requirements for broadcast positions. Major topics discussed in detail are as follow:

Prong 1 – Wide Dissemination

Prong 2 – Notice to Community Groups

Prong 3 – Supplemental Efforts

The document discussed in detail was our corporate “EEO Basics” internal expectations document.

Recruitment Resources

1. Nicholls State University (Mass Communications Department)
 - i) Contact: Dr. James Stewart
 - ii) Physical Address: 102 Talbot Hall Thibodaux, LA 70301
 - iii) Mailing Address: PO Box 2031 Thibodaux, LA 70310
 - iv) Email: james.stewart@nicholls.edu
 - v) Phone: 985-448-4578

2. Nicholls State University- (College of Business)
 - i) Contact: Lindsey Spencer – Records Clerk
 - ii) Physical Address: 106 White Hall Thibodaux, La 70301
 - iii) Email: linsdey.spencer@nicholls.edu
 - iv) Phone: 985-448-4172
 - v)

3. Fletcher Community College
 - i) Contact: Janel Ricca- Director Job Placement
 - ii) Physical Address: 1407 Hwy 311 Schriever, La 70395 Room 127B
 - iii) Email: janel.ricca@fletcher.edu
 - iv) Phone: 985-448-7906

4. Louisiana Workforce Commission
 - i) Contact: Laura Fanguy Rougeau
 - ii) Physical Address: 200 Point St. Houma, La 70360
 - iii) Email: lfanguy@lwc.la.gov
 - iv) Phone: 985-876-8990

5. Walk In's
 - i) Physical Address: 6282 West Main St. Houma, La 70360
 - ii) Phone: 985-274-0117

6. On Air Presence for WGUO-Gumbo 94.9FM, KDLC-Rock 97.7FM, KCIL-96.7FM and KJIN – Jamz104.7

7. Applications received from Non-vacancy periods

8. Social Media advertisement/post

9. Word of mouth



February 25, 2023

This letter certifies that one or more hiring managers from Bayou Radio Group participated in the LAB Student Career Workshop & Job Fair on Saturday, February 25, 2023, at the ULL Student Union Atchafalaya Ballroom in Lafayette, Louisiana. It was a five hour event from 8am until 1pm.

This career fair was held in conjunction with our annual Student Career Workshop. Each company's participation included advance promotion of the career fair on their respective stations and other distribution channels, interaction with career fair attendees, and in some cases on the spot interviews. This Student Career Workshop & Job Fair qualifies for 1 EEO credit.

Please include this letter along with any other applicable materials in your FCC EEO records.

Thank you again for your participation.

Sincerely,

A handwritten signature in black ink that reads 'Polly Prince Johnson'.

Polly Prince Johnson
President/CEO