

Guaranty Broadcasting Company of Baton Rouge, LLC

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

EEO PUBLIC FILE REPORT

*February 1, 2018 – January 31, 2019**

I. VACANCY LIST

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

Job Title	Recruitment Sources (RS) Used To Fill Vacancy	RS Referring Hiree
Creative Director	11, 26, 35, 41,43	41

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

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

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

RS Number	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month Period
17.	Grambling University Career Services Via Email: millagea@gram.edu (318) 274-2346	N	0
18.	National Alliance of State Broadcasters Via Website: Careerpage.com	N	0
19.	The All Access Music Group Via Website: www.allaccess.com	N	1
20.	Loyola University Career Services 6363 St. Charles Street, Campus Box 201 New Orleans, Louisiana 70118 (504) 865-3430 labeatty@loyno.edu	Y	0
21.	Louisiana State University in Shreveport Via Website: www.myinterfase.com.lsus/employer	Y	0
22.	Dillard University Career Services 2601 Gentilly Blvd. New Orleans, Louisiana 70122 (504) 816-44685 dwilliam@dillard.edu	Y	0
23.	Radio 411 Via Website: radio@411.com	N	0
24.	Bowen Foundation for Minority Interest in Media Sandra D. Rice 523 W. 57 th Street New York, NY 10019 (301) 445-7100 fax (212) 975-5884 www.emmabowenfoundation.com	N	0
25.	National Association of Black College Broadcaster P. O. Box 3191 Atlanta, GA 30302 (404) 523-6136 bcrmail@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.	On-Air Announcements (<i>one or more SEU stations</i>)	N	6
27.	Women in Media Laurie Hardison Fax (225) 231-1869 www.womeninmedia.net Via Email: info@womeninmedia.net	Y	0
28.	Sales Marketing & Executive of Greater Baton Rouge Smegbr.org Via Email: nzcarter@mac.com	Y	0
29.	Southern University NAACP P. O. Box 11032 Baton Rouge, Louisiana 70813 (225) 771-2585 Via Email: josephsam41@gmail.com	Y	0
30.	KSLU SLU 107873 Hammond, Louisiana 70402 (985) 549-2330	Y	0
31.	Louisiana Tech University Career Services P. O. Box 3153 Ruston, Louisiana 71272 akelly@latech.edu	Y	0
32.	Tulane University (504) 314-2216 Via Email jobs@tulane.edu	Y	0
33.	National Council of Negro Women in Baton Rouge P. O. Box 4571 Baton Rouge, LA 70821	Y	0
34.	Alliance for Women in Media 1760 Old Meadow Road, Suite 500 McLean, VA 22102 (703) 506-3290 www.allwomeninmedia.org	Y	0
35.	Station Website	N	8
36.	SEU Internship Programs	N	0
37.	Non-Employee Referral	N	1

38.	Self-Referral/Walk-In	N	2
39.	Baton Rouge School of Computers 10425 Plaza Americana Drive Baton Rouge, LA 70816 (225) 923-2525	N	0
40.	Louisiana Technical College 3250 N. Acadian Thruway East Baton Rouge, LA 70805 (225)359-9297	Y	0
41.	Employee Referral	N	1
42.	www.indeed.com 800-462-5842	N	0
43.	Radio Station's Facebook	N	0
44.	LinkedIn	N	0
	TOTAL INTERVIEWEES DURING REPORTING PERIOD:		23

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1.	Participated in Event with Educational Institution (Initiative Number 10)	On March 19, 2018, our On-Air Talent participated in a job shadowing program for Catholic High School in Baton Rouge.
2.	Participated in Event with Educational Institution (Initiative Number 10)	On March 19, 2018, our On-Air Talent participated in a job shadowing program for Catholic High School in Baton Rouge.
3.	Participated in Event with Educational Institution (Initiative Number 10)	On April 5, 2018 our On-Air Talent participated as a guest speaker in a Mass Communications class at Louisiana State University.
4.	Established Internship Program (Initiative Number 5)	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 one intern from LSU in the Programing and Production Departments in the Spring of 2018. Supervised by our Interim Operations 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.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
5.	Established Internship Program (Initiative Number 5)	We conducted an internship program in association with Southern University in Baton Rouge in an effort to expose students to all aspects of the radio industry. We hosted one intern from SU in the Programming and Production Departments in the Spring and Summer of 2018. Supervised by our Interim Operations 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.
6.	Participated in Event with Educational Institution (Initiative Number 10)	On July 2, 2018, our On-Air Talent participated in a job shadowing program for a Louisiana State University student.
7.	Participated in Scholarship Program (Initiative Number 7)	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 2018 for the 2018-2019 school year.
8.	Participated in Scholarship Program (Initiative Number 7)	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 October 2018 for the 2018-19 school year.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
9.	Establishment of Training Program (Initiative Number 8)	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 35 employees participated during the reporting period in the following training classes: Social Media Strategies, EAS, Meter Readings, Promo Suite, ADOBE Audition, ANDO, Radio Traffic, Sales Training, VCreative.
10.	Participated in Event with Educational Institution (Initiative Number 10)	On October 17, 2018, our On-Air Talent participated in a job shadowing program for a Southern University student.
11.	Participated in Activity to Disseminate Information About Careers in Broadcasting (Initiative Number 16)	On Friday, October 26, 2018, our Account Executive participated in the Big Buddy Program “Day of the Mentor” to make students aware of broadcast career opportunities.
12.	Participated in Activity to Disseminate Information About Careers in Broadcasting (Initiative Number 16)	On Friday, October 26, 2018, our Account Executive participated in the Big Buddy Program “Day of the Mentor” to make students aware of broadcast career opportunities.
13.	Participated in Event with Educational Institution (Initiative Number 10)	On November 21, 2018 our On-Air Talent participated as a guest speaker in a Mass Communications class at Louisiana State University.
14.	Participated in Activity to Disseminate Information About Careers in Broadcasting (Initiative Number 16)	On Thursday, November 8, 2018, our General Manager participated in the Louisiana Scholastic Press Association Fall Conference to make students from 20 area schools aware of broadcast career opportunities.
15.	Participated in Event with Educational Institution (Initiative Number 10)	On December 12, 2018, our On-Air Talent participated in a job shadowing program for a Louisiana State University student.
16.	Participated in Event with Educational Institution (Initiative Number 10)	On December 13, 2018, our On-Air Talent participated in a job shadowing program for a Louisiana State University student.
17.	Participated in Event with Educational Institution (Initiative Number 10)	On Tuesday, January 22, 2019 our On-Air Talent participated as a guest speaker in a Sports Writing and Communications Class at Cristo Rey High School.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
18.	Participated in Event with Educational Institution (Initiative Number 10)	On January 8, 2019, our On-Air Talent participated in a job shadowing program for a Louisiana State University student.

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