

Guaranty Broadcasting Company of Baton Rouge, LLC

WDGL (FM), WYPY (FM), WNXX (FM), WTGE (FM) & KNXX (FM)

EEO PUBLIC FILE REPORT

February 1, 2011 – January 31, 2012¹

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
Announcer	46.*	
Announcer	46.*	
Announcer	46.*	
Sales Executive	1-17,19-35	28
Sales Executive	1-17,19-35	41

¹ This Report includes recruitment data collected from January 23, 2011 through January 21, 2012.

Guaranty Broadcasting Company of Baton Rouge, LLC

**WDGL (FM), WYPY (FM), WNXX (FM), WTGE (FM) & KNXX (FM)
EEO PUBLIC FILE REPORT**

February 1, 2011 – January 31, 2012

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 Christy Tauzin 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 <i>(Cost)</i>	2
3.	Baton Rouge Community College Marvin Berks 5310 Florida Blvd. Baton Rouge, LA 70806 (225) 216-8019 birksm@mybrcc.edu	Y	0
4.	Southeastern University Kenneth Ridgedell Career Services Hammond, Louisiana (985) 549-2121 www.selu.edu./career	Y	0
5.	Camelot Career College Aaron Simon Wesley Gordon 2618 Wooddale Blvd. Baton Rouge, LA 70805 (225) 928-3005	N	0
6.	Delmont Service Center Julie Newman 3535 Riley St Baton Rouge, LA 70805 (225) 389-5464	N	0

RS Number	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month Period
7.	Delta College Amy Renn 7380 Exchange Place Baton Rouge, LA 70806 (225) 927-7780	N	0
8.	LA Works/Dept of Labor Via website at: Laworks.net (225) 358-4516	N	0
9.	Southern University Career Services Charlotte Powell 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 Lou Munson 660 Florida Blvd. Baton Rouge, LA 70801 (225) 267-4522 Via Email: lab@broadcasters.org	N	1
12.	LSU Career Services Amy Caillouet 1502 Ceba Baton Rouge, LA 70803 Fax (225)578-1548 www.lsu.edu	N	0
13.	LSU Mass Communications Department Mary Ann Sternberg 207C Journalism Bldg. Baton Rouge, LA 70803 (225) 578-2236 www.manship.lsu.edu	Y	0
14.	Allaboutcountry.com Via email to: kim@allaboutcountry.com	N <i>Added 6/17/11</i>	0
15.	Radio 1 Broadcast School Joe Casper Deschler 700 3 rd Street N., Ste.LL7 Lacrosse, Wisconsin 54601 (800) 889-2221	Y	0

RS Number	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month Period
16.	Remington College Julie Blouin 10057 Coursey Blvd. Baton Rouge, LA 70816 (225) 922-3990	N	0
17.	Southern University Mass Communications Michael Keble P.O. Box 9770 Baton Rouge, LA 70813 (225) 771-5790	Y	0
18.	Grambling University Career Services Via Email: millagea@gram.edu (318) 274-2346	N <i>Added</i> <i>7/25/11</i>	0
19.	National Alliance of State Broadcasters Via Website: Careerpage.com	N	0
20.	The All Access Music Group Via Website: www.allaccess.com	N	0
21.	Loyola University Laura Beatty 6363 St. Charles Street, Campus Box 201 New Orleans, Louisiana 70118 (504) 865-3430 labbeatty@loyno.edu	Y <i>Added</i> <i>06/1/11</i>	0
22.	Louisiana State University in Shreveport Via Website: www.myinterfase.com.lsus/employer	Y <i>Added</i> <i>6/13/11</i>	0
23.	Dillard University Don Williams 2601 Gentilly Blvd. New Orleans, Louisiana 70122 (504) 816-44685 dwilliam@dillard.edu	Y <i>Added</i> 6/2/11	0
24.	Radio 411 Via Website: radio@411.com	N	0
25.	Batonrouge.craigslist.org	N	0
26.	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

RS Number	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month Period
27.	National Association of Black College Broadcaster P. O. Box 3191 Atlanta, GA 30302 (404) 523-6136 bcrmail@aol.com	Y	0
28.	On-Air Announcements (<i>one or more SEU stations</i>)	N	4
29.	Women in Media Laurie Hardison Fax (225) 231-1869 www.womeninmediabr.net Via Email: info@womeninmedia.net	Y	0
30.	Sales Marketing & Executive of Greater Baton Rouge Nancy Carter Smegbr.org Via Email: nzcarter@mac.com	Y <i>(Sales & Marketing Notices Only)</i>	0
31.	Southern University NAACP Joseph Sam Jr. P. O. Box 11032 Baton Rouge, Louisiana 70813 (225) 771-2585 Via Email: josephsam41@gmail.com	Y <i>Added 05/1/11</i>	0
32.	KSLU Todd Delaney SLU 107873 Hammond, Louisiana 70402 (985) 549-2330	Y <i>Added 6/2/11</i>	0
33.	Ohio/Illinois Centers for Broadcasting Gary Bonaire 9885 Rockside Valley View, Ohio 44125 (216) 447-9117 gary@beonair.com	Y	0
34.	Louisiana Tech University Angie Kelly P. O. Box 3153 Ruston, Louisiana 71272 akelly@latech.edu	Y <i>Added 6/2/11 (Marketing Notices Only)</i>	0
35.	Cypress Vocational Rehabilitation Kari Desha 2213 Spoitj Renger Ave Gonzales, LA 70737 (225) 620-2708	Y <i>Added 5/11/11</i>	0

RS Number	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month Period
36.	Tulane University (504) 314-2216 Via Email: jobs@tulane.edu	N <i>Added</i> 7/25/11	0
37.	National Council of Negro Women in Baton Rouge Julia B. Purnell P. O. Box 4571 Baton Rouge, LA 70821	Y <i>Added</i> 7/25/11	0
38.	Alliance for Women in Media Kate Niswander 1760 Old Meadow Road, Suite 500 McLean, VA 22102 (703) 506-3290 www.allwomeninmedia.org	Y <i>(Cost)</i>	0
39.	NAB Website Via Website: www.nab.org	N <i>(Cost)</i>	0
40.	SEU Internship Programs	N	0
41.	Non-Employee Referral	N	2
42.	Self-Referral/Walk-In	N	0
43,	Baton Rouge School of Computers Brenda Boss 10425 Plaza Americana Drive Baton Rouge, LA 70816 (225) 923-2525	N <i>(I.S. notices only)</i>	0
44.	Louisiana Technical College Cheryl Hall 3250 N. Acadian Thruway East Baton Rouge, LA 70805 (225)_359-9297	Y <i>(I.S. notices only)</i>	0
45.	Office of Women Services Eleanor Shirley 1201 N. 3 rd Street #6-160 Baton Rouge, LA 70802 (225) 219-9720	N <i>Effective</i> 05/11/2011 <i>no notices</i>	0
46.	Employee Referral	N	5
	TOTAL INTERVIEWEES DURING REPORTING PERIOD:		14

Guaranty Broadcasting Company of Baton Rouge, LLC

WDGL (FM), WYPY (FM), WNXX (FM), WTGE (FM) & KNXX (FM)

EEO PUBLIC FILE REPORT

February 1, 2011 – January 31, 2012²

III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1.	Participated in Job Fair	On April 14, 2011, the stations participated in an on-campus recruiting job fair at Southeastern Louisiana University. Station participants included our Human Resource Manager and our Southeastern intern.
2.	Internship Program	Guaranty Broadcasting Company of Baton Rouge, LLC conducts 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 an intern for the Sales and Promotion department in Summer and Fall 2011. Supervised by our Promotions and Sales Managers, the intern's duties included setting up events, remotes, generating reports and spreadsheets for station management, creating sales packages, and setting up proposals from different vendors.
3.	Internship Program	Guaranty Broadcasting Company of Baton Rouge, LLC conducts 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 four interns from LSU in the Sales and Promotion department in Spring, Summer and Fall 2011. Supervised by our Promotions and Sales Managers, the intern's duties included setting up events, remotes, generating reports and spreadsheets for station management, creating sales packages, and setting up proposals from different vendors.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4.	Scholarship Program	<p>Guaranty Broadcasting Company of Baton Rouge, LLC sponsors a scholarship program with the mass communications program at Louisiana State University. We establish the criteria for the scholarship recipient and award a grant of \$1,000 in our name to a LSU student on an annual basis. Recipients must be majoring in mass communications, have a 3.0 grade point average, and demonstrate need. During this reporting period, the scholarship was awarded October 1, 2011, 2011-2012 school years.</p>
5.	Scholarship Program	<p>Guaranty Broadcasting Company of Baton Rouge, LLC sponsors a scholarship program with the mass communications program at Southern University. We work with the program director to solicit scholarship applicants, establish the criteria for the program and judge the applicants. We award a grant of \$1,000 to a Southern University student on annual basis. 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 recipient for this reporting period will receive the award during a presentation scheduled for Spring 2012.</p>
6	Participated in Job Fair	<p>On April 6, 2011, the stations participated in a career festival at Southern University in the Mass Communication Department. Judy Martin Davis represented Guaranty. She spoke to the students about our radio stations; the process to obtain scholarships and how Guaranty Broadcasting Company's internship allows the students to receive hands on experience working in the radio industry. It was a great opportunity for our station to network with Southern University.</p>
7.	Participated in Job Fair	<p>On April 20, 2011, the stations participated in a Veterans Job Fair sponsored by the Workforce Commission. Stations participant included the Human Resource Manager.</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
8.	Management-Level Training Regarding Equal Employment Opportunity and Preventing Discrimination	<p>On August 5, 2011, The EEO Coordinator/Human Resource Manager held training sessions entitled “EEO-Training: Legal Issues in Hiring”, “Legal Issues in Firing” and “EEO Discrimination”. The participants included the President, General Manager, Sales Manager and the Local Sales Manager of Guaranty Broadcasting Company, LLC.</p>
9.	Host Event/Program on Behalf of Community, Related to Careers in Broadcasting	<p>On November 16, 2011, Dave Dunaway, Operations Manager gave a Cub Scout Troop a tour of our radio stations. We believe this is helping young students become aware of the broadcasting industry.</p>
10	Event with Educational Institution	<p>Guaranty Broadcasting Company participated in a job shadowing program with Baton Rouge High School from February through April 2011. Dan Day, on Air Talent, participants in the program not only to give back to the community but to mentor students, giving them a true learning experience about the radio broadcasting industry.</p>
11	Event with Educational Institution	<p>On April 22, 2011, Dan Day, on Air Talent participated in a career day program with Westdale Middle School. Dan spoke about the opportunities in the radio industry and his own radio career experiences.</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
12	Event with Educational Institution	On May 14, 2011, Dan Day, on Air Talent participated in high school project with Denham Springs High School. The project was a fund raiser called "Project Graduation". Dan hosted a battle of the bands to help raise money for the event.
13	EEO Training	Paulette Caillouet, EEO Coordinator/Human Resource Manager, Lisa Wilson, Traffic Manager, Dave Dunaway, Operations Manager and Flynn Foster, President of Guaranty Broadcasting Company, participated in an online webinar "Navigating the FCC's Equal Employment Opportunity Rules Webinar". The webinar was sponsored by the Louisiana Association of Broadcasting and David Wright Termaine LLP.
14	Participate in Event/Program Sponsored by Community Organization Relating to Careers in Broadcasting	Mike Benson, Senior Sales Executive is on the board of directors of the Baton Rouge Chamber of Commerce. This community-based organization conducts monthly meetings to allow businesses to exchange information pertaining to their professions with the broadcasting field being among them. Guaranty Broadcasting Company sponsored one of the board meetings which ended in a studio tour.
15	Public Out Reach	On November 15, 2011, Dan Day on air Talent, attended Live Oak High School's fourth annual career day. Dan gave a presentation on his career in the radio industry.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
16	Internship Program	Guaranty Broadcasting Company of Baton Rouge, LLC conducts an internship program in association with Southeastern University in Hammond. We hosted an intern for the General Management Department in Summer and Fall 2011. Supervised by our Traffic Manager, the intern's duties included filing, mailing invoices, inputting radio orders in the traffic system and running sales reports.
17	Host Event/Program on Behalf of Community, Related to Careers in Broadcasting	On December 3, 2011, Anna Maran, on air Talent, gave a Cub Scout Troup a tour of our radio stations. We believe this is helping young students become aware of the broadcasting industry.

