

Guaranty Broadcasting Company of Baton Rouge, LLC

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

EEO PUBLIC FILE REPORT

*February 1, 2023 – February 1, 2024**

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
Radio Account Executive	41, 44	44
Marketing Consultant	41, 44	44

*This Report includes recruitment data collected from February 1, 2023 – February 1, 2024

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	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) 928-7780	N	0
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. (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	0
13.	LSU Mass Communications Department 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	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	0
17.	Grambling University Career Services (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	0

20.	Loyola University Career Services 6363 St. Charles Street, Campus Box 201 New Orleans, Louisiana 70118 (504) 865-3430	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	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	Y	0
26.	On-Air Announcements (one or more SEU stations)	N	0
27.	Women in Media Fax (225) 231-1869 www.womeninmedia.net Via Email: info@womeninmedia.net	Y	0
28.	Sales Marketing & Executive of Greater Baton Rouge Smegbr.org	Y	0

RS Number	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month Period
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	0
36.	SEU Internship Programs	N	0
37.	Non-Employee Referral	N	0
38.	Self-Referral/Walk-In	N	0
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

RS Number	RS Information	Source Entitled To Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over 12-month Period
41.	Employee Referral	N	3
42.	www.indeed.com 800-462-5842	N	0
43.	Radio Station's Facebook	N	0
44.	LinkedIn	N	2
	TOTAL INTERVIEWEES DURING REPORTING PERIOD:		5

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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 22, 2023, our Video Producer attended a job fair at St. Michael’s High School.
2.	Participated in Event with Educational Institution (Initiative Number 10)	On April 4, 2023, GBCC participated in the LAB Pelicans Sports Media Day for Students.
3.	Participated in Event with Educational Institution (Initiative Number 10)	On July 11, 2023, a BRCC student shadowed our video production team.
4.	Participated in Event with Educational Institution (Initiative Number 10)	On July 27, 2023, a BRCC student shadowed our video production team.
5.	Participated in Event with Educational Institution (Initiative Number 10)	On August 8, 2023, a BRCC student shadowed our video production team.
6.	Participated in Event with Educational Institution (Initiative Number 10)	On August 31, 2023, an LSU media student shadowed one of our radio personalities for his afternoon ESPN AFR show.
	Participated in Event with Educational Institution (Initiative Number 10)	On August 31, 2023, an LSU media student shadowed one of our radio personalities for his afternoon ESPN AFR show.
	Participated in Event with Educational Institution (Initiative Number 10)	In the summer of 2023, GBCC partnered with Career Explorers through the Big Buddy organization and held a media day with studio tours.
	Participated in Event with Educational Institution (Initiative Number 10)	In 2023, Eagle 98.1 worked with the BR Soldier Outreach group to gain publicity for their organization.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
8.	Established Internship Program (Initiative Number 5)	GBCC 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 Programming and Production Departments in the Fall of 2023. Supervised by one of our Production Managers, 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.	Established Internship Program (Initiative Number 5)	GBCC 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 2023. Supervised by our Human Resources Manager, the interns' duties included basic production, on-air time, and radio sales assistance.
	Established Internship Program (Initiative Number 5)	GBCC partnered with the Baton Rouge Area Chamber and the EBR Parish school system to host a high school senior for a future job-related internship. The student is exposed to daily business and radio operations. The student is managed by one of our Production Managers and is learning video, production and editing skills.
10.	Participated in Scholarship Program (Initiative Number 7)	GBCC sponsored a scholarship for the Manship School of Mass Communication at Louisiana State University. One recipient was awarded a \$1,000.00 scholarship. The recipient had to major in mass communications, have a 3.0 grade point average, and demonstrate need. The scholarship was awarded in May 2023 for the Fall 2023 semester.
11.	Participated in Scholarship Program (Initiative Number 7)	GBCC sponsored a scholarship for a Mass Communications student 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 one scholarship winner. We awarded a \$1,000.00 scholarship to a Southern University student. 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 December 2023 for the Spring 2024 semester.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
12.	Establishment of Training Program (Initiative Number 8)	GBCC has a continuous training program that offers our station personnel and sales team to learn new skills or 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

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