

Guaranty Broadcasting Company of Baton Rouge, LLC

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

EEO PUBLIC FILE REPORT

February 1, 2014 – January 31, 2015

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
Sales Executive	1-9,11-36,39-41,44,46-47	44
Sales Executive	1-9,11-36,39-41,44,46-47	44

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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 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	0
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 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 Polly Prince Johnson 660 Florida Blvd. Baton Rouge, LA 70801 (225) 267-4522 Via Email: lab@broadcasters.org	N	0
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	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	N	0
18.	Grambling University Career Services Via Email: millagea@gram.edu (318) 274-2346	N	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 labeatty@loyno.edu	Y	0
22.	Louisiana State University in Shreveport Via Website: www.myinterfase.com.lsus/employer	Y	0
23.	Dillard University Don Williams 2601 Gentilly Blvd. New Orleans, Louisiana 70122 (504) 816-44685 dwilliam@dillard.edu	Y	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	3
29.	Women in Media Laurie Hardison Fax (225) 231-1869 www.womeninmedia.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	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	0
32.	KSLU Todd Delaney SLU 107873 Hammond, Louisiana 70402 (985) 549-2330	Y	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	0
35.	Tulane University (504) 314-2216 Via Email jobs@tulane.edu	Y	0

36.	National Council of Negro Women in Baton Rouge Julia B. Purnell P. O. Box 4571 Baton Rouge, LA 70821	Y	0
37.	Alliance for Women in Media Kate Niswander 1760 Old Meadow Road, Suite 500 McLean, VA 22102 (703) 506-3290 www.allwomeninmedia.org	Y	0
38.	NAB Website Via Website: www.nab.org	N	0
39.	SEU Internship Programs	N	0
40.	Non-Employee Referral	N	0
41.	Self-Referral/Walk-In	N	0
42.	Baton Rouge School of Computers Brenda Boss 10425 Plaza Americana Drive Baton Rouge, LA 70816 (225) 923-2525	N	0
43.	Louisiana Technical College Cheryl Hall 3250 N. Acadian Thruway East Baton Rouge, LA 70805 (225)_359-9297	Y	0
44.	Employee Referral	N	7
45.	www.indeed.com Joe Takacs 800-462-5842	N	0
46.	Radio Station's Facebook	N	0
47.	LinkedIn	N	1
	TOTAL INTERVIEWEES DURING REPORTING PERIOD:		11

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE¹ (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1.	Participated in Event with Educational Institution (Initiative Number 10)	On February 7, 2014 our On-Air Talent participated as a guest speaker at Sherwood Middle School Career Day.
2.	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 Sales and Promotion Department in Winter, Spring, and Summer 2014. Supervised by our Promotions Manager and Sales Manager, the interns' duties included setting up events, remotes, generating reports and spreadsheets for station management, creating sales packages, and setting up proposals from different vendors.
3.	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 2014 for the 2014-2015 school years.

4.	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, establish the criteria for the program and judge 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 on December 10, 2014, for the 2014-2015 school years.
5.	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. Over 40 employees participated in the following training classes: Social Media Strategies, Blogging, FUSE, EAS, Meter Readings, Promo Suite, ADOBE Audition, RCS Selector/Linker, COMREX Remote Gear, ANDO, Radio Traffic, InQ Training, Sales Training 1- 11.
6.	Participated in Activity to Disseminate Information About Careers in Broadcasting (Initiative Number 16)	On March 11, 2014, our On-Air Talent gave a Boy Scout Troop a tour of our broadcast facilities to make students aware of broadcast career opportunities.
7.	Participated in Activity to Disseminate Information About Careers in Broadcasting (Initiative Number 16)	On April 22, 2014, our On-Air Talent gave a Boy Scout Troop a tour of our broadcast facilities to make students aware of broadcast career opportunities.
8.	Participated in Event with Educational Institution (Initiative Number 10)	On August 26, 2014, our On-Air Talent produced a video for high school students about health/wellness, preparing for college, and choosing a career (with emphasis on broadcasting career).
9.	Participated in Event with Educational Institution (Initiative Number 10)	On Wednesday, February 19, 2014, our On-Air Talent participated as a guest speaker at Woodlawn High School Career Day.
10.	Participated in Event with Educational Institution (Initiative Number 10)	On Wednesday, January 29, 2015, our On-Air Talent participated as a guest speaker at Westdale Middle School Career Day.

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