

**EEO Public File Report  
Feb. 1, 2011– Jan. 31, 2012**

### **Annual EEO Public File Report Form**

KMYY	34016	Rayville, LA
KXRR	50405	Monroe, LA
KZRZ	52510	West Monroe, LA
KQLQ	67283	Columbia, LA

### **Annual EEO Public File Report**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the above stations: This report is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning Feb. 1, 2011 to and including Jan. 31, 2012 during the Applicable Period.<sup>1</sup>

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

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<sup>1</sup> Please note: This 2012 EEO Public File Report was prepared and placed in the station’s public inspection file on February 1, 2012.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from Feb. 1, 2011 to Jan 31, 2012

Station(s) Comprising Station Employment Unit: KMYT, KXRR, KZRZ, KQLQ

Section 1: Vacancy Information

	<b>Full-time Positions Filled By Job Title</b>	<b>Recruitment Source of Hiree</b>	<b>Total Number of Interviewees from All Sources for This Position</b>
1	Account Executive	Professional Reference	3
2	Account Executive	Radio Ads	9
3	On Air/Radio Announcer	Industry Website	8

Total Number of Persons Interviewed During Applicable Period: 20

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from Feb 1, 2011 to Jan. 31, 2012

Stations Comprising Station Employment Unit: KMYY, KXRR, KZRZ, KQLQ

Section 2: Recruitment Source Information

	<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period (If Any)</b>	<b>Full-time Positions for Which This Source Was Utilized</b>
A	Louisiana Dept. Of Labor Abbie Tippit 1162 Oliver Rd Suite 9 Monroe, LA 71201 Ph: 318-362-3058	0	All positions advertised
B	University Of La. at Monroe Dr. Henry Cole 400 Northeast Dr. Monroe, LA 71209 Ph: 318-342-1000	2	Account Executives position advertised
C	Grambling University Johnny Patterson Ph: 318-274-2346	0	All positions advertised
D	Website AllAccess.com KMYY, KXRR, KZRZ, KQLQ	5	On air positions advertised
E.	Professional References	3	Account Executive position advertised
F.	Radio Station Ads Broadcast on KMYY, KXRR, KZRZ, and KQLQ	8	All positions advertised
G.	Internal Posting	2	All Positions advertised

“Please note, during this period there have been no entities that have requested to be notified of all full time openings at the stations.”

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from Feb. 1, 2011 to Jan. 31, 2012

Stations Comprising Station Employment Unit: KMYY, KXRR, KZRZ, KQLQ

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by

**I. Participation In Activities And Events Or Programs Sponsored By Educational Institutions Relating To Career Opportunities In Broadcasting.**

February 2011: KMYY & KZRZ program director Sheila Downhour hosted a job shadowing day for St. Frederick High School students. Community marketing & PR specialist Cindy Ingram arranged this annual event to help high school students better understand the broadcast business and see firsthand the day to day inner workings of live radio.

May 2011: Opus Broadcasting has worked with the University of Louisiana at Monroe, and specifically with Dr. Henry Cole, professor of Marketing at the University, to develop a referral system between the stations and the University. Opus Broadcasting has met with Dr. Cole to discuss the stations operations and the broadcast industry in general, and encouraged Dr. Cole and the University to refer promising marketing students from the department to Opus Broadcasting for interviews, internships and industry experience. This has been a beneficial and ongoing initiative.

**II. Participation In Job Fairs or Career Fairs:**

October 2011: Opus Broadcasting stations KMYY, KZRZ, KQLQ, and KXRR participated in The University of Louisiana at Monroe's (ULM) all majors career fair. As part of the career fair numerous Opus Broadcasting employees manned an Opus Broadcasting booth to represent our stations and speak with students about careers in radio. Employment applications were on hand for graduating seniors. As part of our partnership with the university Opus Broadcasting aired commercials for the career fair on all four of our four stations KMYY, KXRR, KQLQ and KZRZ. Opus Broadcasting stations have already enrolled to participate in next career fair being held at ULM on Wednesday February 15<sup>th</sup>.

### **III. On-Going Internship Program for Area College Students (§73.2080(c)(2)(v)).**

This on-going semester internship program has been in place at the station for seven years. The station welcomes students from area universities and colleges who are motivated and excited about expanding their knowledge and hands-on experience in a vibrant broadcasting environment. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and constantly monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. Internship periods include Fall and Spring semesters. During the period covered by this report, Opus Broadcasting has had one student intern involved in this program. Program Director Don Robertson worked with The University of Louisiana to set up an internship program with student. This program was set up for student during spring semester. During the Internship, Don and the student worked closely on programming, on air, and production. The Internship program is 150 hours for a semester of credit.