

HOLLADAY BROADCASTING OF LOUISIANA, LLC
MONROE, LA
(KLIP-FM, KRJO-AM, KMLB-AM, KRVV-FM, KJMG-FM AND KJLO-FM)
EEO-PUBLIC FILE REPORT
AS OF January 31, 2011

Per the requirements of the Federal Communications Commission (FCC), this and the following pages comprise the Public File Report for Holladay Broadcasting of Louisiana (HBLA), LLC in the employment location of 1109 Hudson Lane, Monroe, LA 71201.

In Monroe, HBLA, LLC is the licensee KLIP-FM, Monroe, LA (Facility ID #10865), KRJO-AM, Monroe, LA (Facility ID #87167), KMLB-AM, Monroe, LA (Facility ID #35249), KRVV-FM, Bastrop, LA (Facility ID #27468), KJLO-FM, Monroe, LA (Facility ID# 48632) and KJMG-FM, Bastrop, LA (Facility ID #15095). HBLA, LLC has over five employees in the Monroe, LA market.

This report consists of the following schedules:

SCHEDULE A: A listing of positions filled from February 1, 2010 through January 31, 2011 (“Reporting Period”) and the recruitment sources utilized for each position, the number of candidates interviewed by recruitment source for each position and the recruitment source of each person hired.

SCHEDULE B: A summary of the recruitment sources of those people interviewed in the Reporting Period and the number of people interviewed by recruitment source.

SCHEDULE C: List of recruitment sources.

SCHEDULE D: A description of the outreach efforts during the Reporting Period.

HBLA, LLC is an equal opportunity employer and the following schedules are evident of our commitment to comply with the FCC’s requirements.

HOLLADAY BROADCASTING OF LOUISIANA, LLC
MONROE, LA

EEO Public File Report-**SCHEDULE A**

For the Following Stations: (**KLIP-FM, KRJO-AM, KMLB-AM, KRVV-FM, KJMG-FM & KJLO-FM**)

January 31, 2011

Period: This report covers the period from February 1, 2010 through January 31, 2011

Vacancy-Specific Recruitment Information:

During the period covered by this report, the above listed stations (**Stations**) had **seven** vacancies for full-time positions at the station. The following table presents information on those vacancies and the recruitments sources used to fill those vacancies. As of this this date, no organizations have requested that **Stations** provide them notification of job vacancies. Attached is a list of the station's recruitment source list.

| Job Title | Recruitment Sources Utilized | Recruitment Sources of Interviewees (Number of Interviewees) | Recruitment Source of Hiree |
|-------------------|------------------------------|--|-----------------------------|
| ACCOUNT EXECUTIVE | #1 - #19 on Schedule C | 16(3) | 16 |
| | | 19(1) | |
| ACCOUNT EXECUTIVE | #1 - #19 on Schedule C | 17(1) | 17 |
| | | 19(1) | |
| ACCOUNT EXECUTIVE | #1 - #19 on Schedule C | 17(2) | 17 |
| | | | |
| ACCOUNT MANAGER | #1 - #19 on Schedule C | 16(1) | 16 |
| | | 17(1) | |
| | | 19(1) | |
| ACCOUNT EXECUTIVE | #1 - #19 on Schedule C | 12(1) | 16 |
| | | 16(1) | |
| ACCOUNT EXECUTIVE | #1 - #19 on Schedule C | 12(2) | 16 |
| | | 16(2) | |
| RECEPTIONIST | #1 - #19 on Schedule C | 16(1) | 16 |
| | | 17(1) | |

HOLLADAY BROADCASTING OF LOUISIANA, LLC
MONROE, LA

EEO Public File Report-**SCHEDULE B**

For the Following Stations: (KLIP-FM, KRJO-AM, KMLB-AM, KRVV-FM, KJMB-FM & KJLO-FM)
January 31, 2011

Period: This report covers the period from February 1, 2010 through January 31, 2011.

The following table summarizes the total number of job interviews during the reporting period and the referral sources for those interviewees:

| Interview source | Number of interviewees referred |
|----------------------|---------------------------------|
| #12 | 3 |
| #16 | 8 |
| #17 | 5 |
| #19 | 3 |
| | |
| | |
| | |
| | |
| Total job interviews | 19 |

EEO PUBLIC FILE REPORT-SCHEDULE C

For Stations: (KLIP-FM, KRJO-AM, KMLB-AM, KRVV-FM, KJMG-FM & KJLO-FM)

List of Recruitment Sources

As of January 31, 2011

| | |
|--|---|
| 1. Louisiana Tech University Angie Kelly P.O. Box 3153 Ruston, LA 71272 akelly@latech.edu 318-257-4336 | 2. Grambling University Career Planning & Placement Annie Millage P.O. Box 1178 Grambling, LA 71245 millagea@gram.edu 318-274-2346 |
| 3. University of Louisiana at Monroe Amanda Garza 700 University Ave Monroe, LA 71209 finaid@ulm.edu 318-342-5320 | 4. Monroe/West Monroe Business & Professional Women Judy Wilson 6011 DeSaird #40 Monroe, LA 71203 jwrew@bellsouth.net 318-342-8807 |
| 5. Opportunities Industrialization Center Mr. Tennessee 3710 Dunlap St Monroe, LA 71203 318-325-1678 | 6. YMCA Counseling & Family Development Judy Bell 1515 Jackson St Monroe, LA 71202 www.ymcanela.org 318-651-9314 |
| 7. Louisiana NAACP NE African-American Chamber of Commerce James Ross P.O. Box 9425 Monroe, LA 71211 318-322-8776 | 8. Senator Bill Jones P.O. Box 399 Ruston, LA 71273 318-251-8480 |
| 9. Senator Rick Gallot, Jr. P.O. Box 1117 Ruston, LA 71273 318-251-8480 | 10. Representative Rosalind Jones 141 DeSaird St Monroe, LA 71201 318-325-2644 |
| 11. Ouachita Career Center Donna Kerr 3158 Louisville Ave Monroe, LA 71201 318-362-5111 | 12. Northeast LA Sickle Cell Anemia Foundation LaShonda Robinson Starks 1604 Winnsboro Rd Monroe, LA 71202 318-322-0896 |
| 13. Workforce Investment Board Katie McCarty 1504 Stubbs Ave Monroe, LA 71201 318-387-7962 | 14. LA Works Donna Kerr 1301 Hudson Lane Monroe, LA 71201 318-362-5111 |
| 15. Radio Stations: KJLO-FM, KLIP-FM, KRJO-FM, KMLB-AM, KRVV-FM, KJMG-FM | 16. Monroe Helpwanted.com |
| 17. Referrals (word of mouth) | 18. Walk-ins |
| 19. Internal Promotions | 20. Mailed in (unsolicited) |

EEO Public File Report-**SCHEDULE D**

For

Stations: **(KLIP-FM, KRJO-AM, KMLB-AM, KRVV-FM, KJMG-FM & KJLO-FM)**

OUTREACH EFFORTS

As of January 31, 2011

The period covered by this report is February 1, 2010 through January 31, 2011. The above stations have established the following outreach activities during that period of time:

I. JOB FAIR

On October 15, 2010, HBLA participated in a job fair sponsored by Louisiana Rehabilitation Services, held at the West Monroe Convention Center. Program Directors Jim Elliot, John Reynolds and Calvin Murray, as well as Sales assistants Kerri Taylor and Jennifer Owens attended the job fair. They answered questions about careers in radio and accepted job applications.

II. CAREER DAYS

Over the past year HBLA partnered with three educational facilities to allow students to tour the facility and spend time learning about the daily operations of a radio station. Students who participated were given the opportunity to “shadow” an On-Air Personality, Sales Executive, Program Director or General Manager to see the day-to-day operations of a radio station.

On February 8, 2010 HBLA participated with Lee Junior High School Job Shadowing Day.

On March 16, 2010 HBLA participated with J.S. Clark Elementary Job Shadowing Day.

On May 3, 2010 HBLA participated in Learning Teach Job Shadowing Day.