

Federal Communications Commission

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Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0113 (March 2003)	FOR FCC USE ONLY
FCC 396		
BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT (To be filed with broadcast license renewal application)		FOR COMMISSION USE ONLY FILE NO. - 20120118ACA
Read INSTRUCTIONS Before Filling Out Form		

Section I

Legal Name of the Licensee CENLA BROADCASTING LICENSING COMPANY, LLC		
Mailing Address 1115 TEXAS AVENUE		
City ALEXANDRIA	State or Country (if foreign address) LA	Zip Code 71301 -
Telephone Number (include area code) 3184451234	E-Mail Address (if available)	
	Facility ID Number 9750	Call Sign KSYL
TYPE OF BROADCAST STATION: (if applicable)	Commercial Broadcast Station <input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV

Application Purpose

New Program Report

Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

Station List

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
KSYL	9750	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	ALEXANDRIA, LA	<input type="radio"/> Yes <input checked="" type="radio"/> No
KDBS	32995	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	ALEXANDRIA, LA	<input type="radio"/> Yes <input checked="" type="radio"/> No
KQID-FM	9751	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	ALEXANDRIA, LA	<input type="radio"/> Yes <input checked="" type="radio"/> No
KKST	3423	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	OAKDALE, LA	<input type="radio"/> Yes <input checked="" type="radio"/> No
KRRV-FM	33768	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	ALEXANDRIA, LA	<input type="radio"/> Yes <input checked="" type="radio"/> No
KZMZ	63199	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	ALEXANDRIA, LA	<input type="radio"/> Yes <input checked="" type="radio"/> No

CONTACT PERSON IF OTHER THAN LICENSEE

Name JOSEPH C. CHAUTIN, III			Street Address 1080 WEST CAUSEWAY APPROACH
City MANDEVILLE	State LA	Zip Code 70471-	Telephone Number 9856290777

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been filed during this license term before any body having Yes No competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees? Yes No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

CERTIFICATION.

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent TAYLOR THOMPSON
Title PRESIDENT	Telephone No. (include area code) 3184451234
Date 1/18/2012	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: DAVE GRAICHEN	Title: DIRECTOR OF OPERATIONS
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

I. EEO PUBLIC FILE REPORT Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
II. NARRATIVE STATEMENT Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

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II. NARRATIVE STATEMENT Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Exhibit 2
Description: EEO PUBLIC FILE REPORTS

Attachment 2

Description
2010-2011 EEO Public File Report
2011-2012 EEO Public File Report

Exhibit 3
Description: NARRATIVE STATEMENT

AS DEMONSTRATED BY THE TWO ATTACHED EEO PUBLIC FILE REPORTS, CENLA BROADCASTING LICENSING COMPANY, LLC ('CENLA') IS COMMITTED TO ACHIEVING BROAD AND INCLUSIVE OUTREACH FOR ALL FULL-TIME POSITIONS THAT IT FILLS. IT EMPLOYS A BROAD VARIETY OF SOURCES TO REACH POTENTIAL CANDIDATES INCLUDING LOCAL COLLEGES AND UNIVERSITIES, THE LOUISIANA WORK FORCE COMMISSION AND THE LAB AND NAB JOB BANKS.

IT HOSTS A RANGE OF STUDENTS THROUGHOUT THE YEAR TO LEARN ABOUT BROADCASTING AND PARTICIPATES IN A SCHOLARSHIP PROGRAM.

IN SHORT, CENLA TAKES ITS EEO RESPONSIBILITIES SERIOUSLY AND WILL CONTINUE TO DO SO.

Attachment 3

EEO PUBLIC FILE REPORT

Dates: February 1, 2010 – January 31, 2011

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
KSYL(AM)	9750	Alexandria, LA	KQID(FM)	9751	Alexandria, LA
KRRV(FM)	33768	Alexandria, LA	KKST(FM)	3423	Oakdale, LA
KZMZ(FM)	63199	Alexandria, LA	KDBS(AM)	32995	Alexandria, LA

Recruitment Sources			
Source	Contact	Address	Phone
Alexandria Town Talk	Classifieds	Ad placement by phone only	866-473-1049
On-Air Ads ¹	Taylor Thompson	1115 Texas Ave., Alexandria, LA 71301	318-445-1234
Employee referral	Taylor Thompson	1115 Texas Ave., Alexandria, LA 71301	318-445-1234
AllAccess.com	Jane Caldwell	www.allaccess.com	n/a
Louisiana College	Jeff Young	1140 College Dr., Pineville, LA 71360	318-487-7321
Station Websites	Taylor Thompson	www.ksyl.com www.espn1410.com www.krrvonline.com www.q93fm.com www.kiss987.fm www.969rocks.com	318-445-1234
La. Assoc. of Broadcasters	Polly Johnson	lab@broadcasters.org	225-267-4522
NAB Job Bank	n/a	www.nab.org	n/a
La. Dept. of Labor	Ed Blackwell	PO Box 271, Alexandria, LA 71309	318-247-2346
LSU	David Kurpius	Journalism Bldg #221 Hodges Hall #101C Baton Rouge, LA70803	225-578-1948
LSU Alexandria	Career Services	8100 Hwy 71 South, Alexandria, LA 71302	888-473-6417
Northwestern State Univ	Rebecca Boone	Career & Placement Ctr., College Ave. Natchitoches, LA 71497	318-357-5621

Vacancies Filled During Period				
Position Filled	Date Filled	Source	# of Interviewees	Hiree
Sales	5/1/10	Town Talk	4	
		On-Air Ad	2	1
		Employee Referral	1	
		Louisiana College		
		Station Websites		
		La. Assoc. of Broadcasters		
		NAB Job Bank		
		La. Dept. of Labor		
		LSU		
		LSU Alexandria		

¹ On Air announcements run once per day on all six Cenla stations at different day parts Monday through Friday and one day part Saturday & Sunday for a total of 15 announcements per week, per station.

		Northwestern State Univ		
		Allaccess.com		
			Total: 7	1
Position Filled	Date Filled	Source	# of Interviewees	Hiree
Sales	7/1/10	Town Talk	4	
		On-Air Ad	1	
		Employee Referral	1	1
		Louisiana College		
		Station Websites		
		La. Assoc. of Broadcasters		
		NAB Job Bank		
		La. Dept. of Labor		
		LSU		
		LSU Alexandria		
		Northwestern State Univ		
		Allaccess.com		
			Total: 7	1
Position Filled	Date Filled	Source	# of Interviewees	Hiree
Program Dir.	3/30/10	On-Air Ads	1	
		AllAccess.com	3	1
		Town Talk	1	
		Louisiana College		
		Station Websites		
		La. Assoc. of Broadcasters		
		NAB Job Bank		
		La. Dept. of Labor		
		LSU		
		LSU Alexandria		
		Northwestern State Univ		
			Total: 5	1

Date	Menu No.	Total	Description
On Going	7	1	Cenla Broadcasting works hand in hand with the Louisiana Association of Broadcasters to promote and recruit 3 for the LAB "Broadcast Scholarship Program" a program that provides deserving students who wish to pursue a career in broadcasting with financial assistance and encouragement. The program will make available up to \$4,000 annually in scholarship awards, to be given out as two individual scholarships equivalent to \$1,000 per semester for one year, to students enrolled and attending classes on a fulltime basis, in a fully accredited broadcast curriculum at a Louisiana four-year college. Cenla provides airtime to promote the scholarship.
On Going	15	2	Cenla hosted 20 local high school students from Alexandria Senior High School, Bolton High School, Pineville High School, Tioga High School, and Buckeye High School at 3 of our facilities in job shadowing of station personnel throughout the year.
April 2010	1	.25	Cenla station personnel who have substantial responsibility for hiring decisions participated in a job fair at LSU Alexandria.
Mar 2010	12	1	Listed program director position on NAB job bank.

Total Completed:

4.25

EEO PUBLIC FILE REPORT

Dates: February 1, 2011 – January 31, 2012

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
KSYL(AM)	9750	Alexandria, LA	KQID(FM)	9751	Alexandria, LA
KRRV(FM)	33768	Alexandria, LA	KKST(FM)	3423	Oakdale, LA
KZMZ(FM)	63199	Alexandria, LA	KDBS(AM)	32995	Alexandria, LA

Recruitment Sources			
Source	Contact	Address	Phone
Alexandria Town Talk	Classifieds	Ad placement by phone only	866-473-1049
On-Air Ads ¹	Taylor Thompson	1115 Texas Ave., Alexandria, LA 71301	318-445-1234
Part-time Employee	Taylor Thompson	1115 Texas Ave., Alexandria, LA 71301	318-445-1234
AllAccess.com	Jane Caldwell	www.allaccess.com	n/a
Station Websites	Taylor Thompson	www.ksyl.com www.espn1410.com www.krrvonline.com www.q93fm.com www.kiss987.fm www.969rocks.com	318-445-1234
La. Assoc. of Broadcasters	Polly Johnson	lab@broadcasters.org	225-267-4522
NAB Job Bank	n/a	www.nab.org	n/a
Louisiana College	Jeff Young	1140 College Dr., Pineville, LA 71360	318-487-7321
LSU	David Kurpius	Journalism Bldg #221 Hodges Hall #101C Baton Rouge, LA70803	225-578-1948
LSU Alexandria	Career Services	8100 Hwy 71 South, Alexandria, LA 71302	888-473-6417
Northwestern State Univ.	Rebecca Boone	Career & Placement Ctr., College Ave. Natchitoches, LA 71497	318-357-5621
Louisiana Work Force Commission		1001 N. 23 rd St., PO Box 94094 Baton Rouge, LA 70804	225-342-7960
Grambling State University	Career Services	GSU Box 4264 403 Main Street Grambling, LA 71245	318-274-6568

Vacancies Filled During Period				
Position Filled	Date Filled	Source	# of Interviewees	Hiree
Program Director	2/2/11	Town Talk		
		On-Air Ad		
		Station Websites		
		La. Assoc. of Broadcasters		
		NAB Job Bank		
		Allaccess.com	3	1
		Grambling State Univ.		

¹ On Air announcements run once per day on all six Cenla stations at different day parts Monday through Friday and one day part Saturday & Sunday for a total of 15 announcements per week, per station.

		Northwestern State		
		Louisiana College		
		LSU		
		LSU Alexandria		
		La Workforce		
			Total: 3	1
Position Filled	Date Filled	Source	# of Interviewees	Hiree
Program Dir.	10/26/11	On-Air Ads		
		AllAccess.com	3	1
		Employee Referral	1	
		Station Websites		
		La. Assoc. of Broadcasters		
		NAB Job Bank		
			Total: 4	1

Menu Options

Date	Menu No.	Total	Description
On Going	7	1	Cenla Broadcasting works hand in hand with the Louisiana Association of Broadcasters to promote and recruit 3 for the LAB "Broadcast Scholarship Program" a program that provides deserving students who wish to pursue a career in broadcasting with financial assistance and encouragement. The program will make available up to \$4,000 annually in scholarship awards, to be given out as two individual scholarships equivalent to \$1,000 per semester for one year, to students enrolled and attending classes on a fulltime basis, in a fully accredited broadcast curriculum at a Louisiana four-year college. Cenla provides airtime to promote the scholarship.
On Going	15	1	Cenla hosted 12 local high school students from Alexandria Senior High School, Bolton High School, Pineville High School, and Tioga High School at our facilities in job shadowing of station personnel throughout the year.
3/29/11	1	.25	Cenla station personnel who have substantial responsibility for hiring decisions participated in a job fair at 4 th annual Community-Wide Youth Job Fair.
Feb. 2011	12	1	Listed program director position on NAB job bank.
Total Completed:		3.25	