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GUARANTY MEDIA TO RECEIVE NATIONAL AWARD FOR SERVICE

NAB LEADERSHIP FOUNDATION NAMES GUARANTY IN BATON ROUGE THE SERVICE TO AMERICA RADIO OWNERSHIP GROUP WINNER FOR "FUTURE DJ RADIO DAY"

[BATON ROUGE, LA] — Guaranty Media, a locally owned and operated broadcast group in Baton Rouge, has been named the recipient of the [2023 Celebration of Service to America](#) Award in the Radio Ownership Group category out of every radio group in the country by the National Association of Broadcasters Leadership Foundation. These awards recognize broadcasters' outstanding service to their communities.

Guaranty was selected for its entry, "Future DJ Radio Day," which highlighted an occasion where students within a local mentoring organization got to experience what it's like to be in the radio industry.

"Guaranty's mission is to enrich lives and serve others, and we can do that in many ways," said Guaranty Media President and CEO Flynn Foster. "We have a foundation where we can contribute to organizations like Big Buddy to give students the opportunity to be a DJ for a day."

Big Buddy is a local 501c3 that has been serving children in the area for more than 40 years. In December of 2022, a group of students within the program were invited to Guaranty where they each voiced their own commercials and were guest hosts on one of the group's 4 radio stations, WDGL - Eagle 98.1, WTGE 100.7 The Tiger, 104.5 ESPN Baton Rouge and Talk 107.3 WBRP.

Those who attended are part of a program called, "Safe Hopeful Healthy," which emphasizes workforce development and a rewarding life after high school.

"I wish you all could have been at our office when the youth arrived back from Radio Day 2022," said Big Buddy Executive Director Gaylynn Mack. "To say they were excited is a huge understatement. What an incredible experience for all involved."

The Celebration of Service to America Awards honors the impact and excellence in community service and philanthropy by local radio and television stations across the country.

"For almost a quarter century the Celebration of Service to America Awards have honored broadcasters that go above and beyond to serve their communities in a variety of ways," said NAB Leadership Foundation President Michelle Duke. "We look forward to shining a well-deserved spotlight on these stations and sharing their award-winning campaigns with broadcast industry leaders, members of Congress and FCC commissioners."

Category winners will be honored at the awards ceremony on June 6, 2023, at The Anthem in Washington, D.C.

"Our 'why' at Guaranty and what we emphasize to our team is to come to work and make a difference in people's lives," said General Manager Gordy Rush. "To be able to bring a local non-profit like Big Buddy into our radio station to show them what we do on a day-to-day basis really does make me proud of our group."

ABOUT NAB LEADERSHIP FOUNDATION

The National Association of Broadcasters Leadership Foundation (formerly the NAB Education Foundation) rebranded in 2018 in recognition of its role in developing broadcasting's future leaders. The Foundation is dedicated to advancing the industry through leadership, diversity and community service. Learn more at www.nabfoundation.org. **Media Contact: Alex Siciliano**

ABOUT GUARANTY MEDIA

Guaranty Media, the only locally owned and operated broadcast group in Baton Rouge, is home to five radio stations, reaching over 200,000 people per week, offering listeners four different formats: News Talk, Sports Talk, Country and Rock. Learn more at GuarantyMedia.com. **Media Contact: Michelle Southern, 225-362-4929, michelle.southern@guarantymedia.com**

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