

**GAR Broadcasting, LLC - KTAE(AM), KOKE-FM and KTXF-FM EEO
PUBLIC FILE REPORT
April 1, 2020 – March 31, 2021**

II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Station Website Postings / Social Media <i>(one or more SEU stations)</i>	No	5
2	The University of Texas at Austin Moody College of Communication 300 W. Dean Keeton Street (A0900) Austin, TX 78712 Contact: Michael Cramer michael.cramer@austin.utexas.edu Phone: 512.471.2431	No	3
3	Word-of-Mouth Referral	No	6
4	Industry Referral	No	6
5	Walk-In/Self-Referral	No	
6	On-Air Announcements <i>(one or more SEU stations)</i>	No	
7	Concordia University 11400 Concordia University Dr. Austin, TX 78726 ConcordiaTX.joinhandshake.com Contact Randa Scott randa.scott@concordia.edu Phone: 512-313-5041	No	
8	St. Edward’s University Department of Communication 3001 South Congress Austin, TX 78704-6489 www.stedwards.edu Phone: 512.448.8400	No	
9	Texas State University Communication Studies 601 University Drive San Marcos, TX 78666-4684 www.txstate.edu Phone: 512.245.2111	No	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	<p>The University of Texas at Austin-Sports Management 2109 San Jacinto Boulevard, D3700 Austin, TX Contact: Matt Bowers, Ph. D. mattbowers@austin.utexas.edu Phone: 512.232.2120</p>	No	
11	<p>Texas Association of Broadcasters 502 E 11th Street, Suite 200 Austin, TX Phone: 512.322.9944 www.tab.org/job-bank</p>	No	
12	<p>Alliance for Women in Media-Austin Chapter www.allwomeninmedia.org Phone: 202.750.3664</p>	No	
13	<p>Indeed 7501 N Capital of Texas HWY Austin, TX 78731 Phone : 800-462-5842 Url : http://www.indeed.com Online Source Manual Posting</p>	No	3
14	<p>Texas Workforce Commission 3401 Webberville Rd Bldg. 100 Austin, TX 78702 Phone : 512-223-5400 Url : www.wfscapitalarea.com Tiffany.daniels@wfscapitalarea.com Tiffany Daniels Phone : 512-597-7129 Manual Posting</p>	No	
15	<p>Austin Community College District (ACC) Austin Community College 5930 Middle Fiskville Rd. Austin, Texas 78752-4390 Phone : 512.223.4ACC(4222) Url : http://www.austincc.edu/support-and-services/services-for-students/career-services https://www.campus2careers.com/acc</p>	No	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Huston Tillotson College 900 Chicon Austin, TX 78702 Phone : 512-505-3036 Url : www.myinterfase.com/htc/employer cgd@htv.edu Paul Leverington Manual Posting	No	
17	ALL ACCESS 28955 Pacific Coast Hwy Suite 210-5 Malibu California 90265 Phone: 615-252 6400 (Nashville Dist.) Url : http://www.allaccess.com Career Services Manual Posting	No	
18	Urban League of Austin 8011 Cameron Road Suite 100 Bldg A Austin, TX 78754 Phone : 512-478-7176 Email : darnise_bowens@aaul.org Fax : 1-512-478-1239 Darnise Bowens	No	
19	Intern Program 912 S. Capital of Texas Hwy Suite 400 Austin, TX 78746 512-416-1100	No	
20	ON-SITE Recruitment 912 S. Capital of Texas Hwy Suite 400 Austin, TX 78746 512-416-1100	No	
21	The Hispanic Chamber of Commerce 823 Congress Ave. Ste. 1330 Austin, TX 78701 Phone: 512-476-7502 Fax : 512-476-6417 Pricilla Mackin pmackin@gahcc.org	No	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	LinkedIn www.linkedin.com Career Services Manual Posting	No	1
23	Society of Broadcast Engineers 9102 North Meridian Street, Suite 150 Indianapolis, IN 46260 Phone: 317-846-9000 https://www.sbe.org/sections/jobs_online.php	No	
24	Handshake www.joinhandshake.com Student Career Services	No	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			25

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program (Spring – January 2020 – May 2020)	<p>Our SEU has an on-going internship program that provides college students with a unique opportunity to acquire a general working knowledge of radio station and multi-media operations.</p> <p>*Internship operations were abruptly suspended March 16, 2020 due to COVID-19 outbreak and City of Austin Stay at Home Orders. Spring semester 2020, we hosted three (3) student interns from St. Michael’s Prep Academy, Texas State University, and University of Texas. All interns were in-studio and thus were unable to continue the sessions through April and May</p>
2	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	<p>On April 7, 2020, our SEU’s Marketing/Promotions Director participated in our first Virtual Career Expo hosted by University of Texas at Tyler. We actively recruited for future marketing/promotion internships. The challenges of adapting to a virtual setting were clear, but we were able to speak to a captive audience of journalism/broadcast students. We continue to correspond with two students looking at internship opportunities in the coming semesters.</p>

3	Internship Program (Summer – May 2020 – August 2020)	<p>During the summer semester 2020, our SEU hosted two (2) student interns from University of Georgia, and University of Tennessee. These interns were our first test for a virtual curriculum. Because many of our internship opportunities involved learning hands-on studio work, we shifted our focus to a higher concentration on our digital platforms and pulled them under the Marketing/Promotions umbrella. These interns were exposed to the digital platforms, the importance of staying engaged with audiences in stressful/trying times, community support campaigns, and the relationship between sales and programming. Typical tasks included: assisting with the development of social media strategy and messaging, basic graphic design, website content/blog creation, copywriting.</p>
4	Internship Call Out – Advertised via Handshake and through Student Advisors	<p>On July 1, 2020 our SEU Marketing Director hosted 5 students via zoom for an Internship Information Session. The students were exposed to the different internship opportunities our organization offers. Because we had students from freshman to senior classes, we covered the COVID adjustments we made and discussed hopeful future opportunities once we are able to again host guests in our studio for instruction.</p>
5	Spring Mentorship Orientation – Student Advisors Westlake High School	<p>On December 9, 2020 our SEU Marketing Director hosted 4 students via zoom for a Student Mentorship Information Session arranged with the high school student advisor. The students were exposed to the different career mentorship opportunities available. We discussed how our Mentorships work for High School students with COVID accommodations and how we hope to host in-person week-long mentorship opportunities when the public health threat is over. From this group, we were able to secure a Spring Virtual/Mentorship program for a senior high school student.</p>

6	Internship Program (Spring – January 2021 – May 2021)	<p>During the spring semester 2021, our SEU hosted two (2) student interns from Texas State University and Westlake High School. Because of COVID-19 protocols, these internships were carried out virtually and were focused on content creation and digital marketing. Our interns were exposed to all of Austin Radio Network digital platforms, understanding the importance of staying engaged with audiences in “a new normal”, supporting community lead campaigns, and the relationship between sales, clients, and programming. Typical tasks included: assisting with the development of social media strategy and messaging, basic graphic design, website content/blog creation, copywriting, and research.</p>
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