

GAR Broadcasting, LLC - KTAE(AM), KOKE-FM and KTXF-FM
EEO PUBLIC FILE REPORT
April 1, 2018 – March 31, 2019

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Sales Professionals Account Executive	1, 3, 11, 13	3
Business Manager	4, 11, 13, 22	11
Chief Engineer	4, 11, 12, 13,	4
Internships (KOKE-FM Morning Show, KTXF All Day Parts, Promotions interns)	1, 2, 3, 4, 8, 9, 10, 15, 20	1, 2, 3, 8, 9, 10, 15, 20

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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	11
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	Employee Referral	No	4
4	Industry Referral	No	2
5	Walk-In/Self-Referral	No	
6	On-Air Announcements <i>(one or more SEU stations)</i>	No	1
7	Concordia University 11400 Concordia University Dr Austin, TX 78726 ConcordiaTX.joinhandshake.com Contact Randa Scott randa.scott@concordia.edu Phone: 512-313-5041	Yes	
8	St. Edward’s University Department of Communication 3001 South Congress Austin, TX 78704-6489 www.stedwards.edu Phone: 512.448.8400	YES	1
9	Texas State University Communication Studies 601 University Drive San Marcos, TX 78666-4684 www.txstate.edu Phone: 512.245.2111	No	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	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	No	1
11	Texas Association of Broadcasters 502 E 11th Street, Suite 200 Austin, TX Phone: 512.322.9944 www.tab.org/job-bank	No	6
12	Alliance for Women in Media-Austin Chapter www.allwomeninmedia.org Phone: 202.750.3664	yes	
13	Indeed 7501 N Capital of Texas HWY Austin, TX 78731 Phone : 800-462-5842 Url : http://www.indeed.com Online Source Manual Posting	No	1
14	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	No	
15	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	No	4

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	1
20	ON-SITE Recruitment 912 S. Capital of Texas Hwy Suite 400 Austin, TX 78746 512-416-1100	No	2
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	1
24	National Hispanic Media Coalition 65 S. Grand Ave, Suite 200 Pasadena, CA 91105 info@nhmc.org	No	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			40

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program (Spring – January 2018 – May 2018)	<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 operations.</p> <p>During the spring semester, our SEU hosted six (6) student interns from University of Texas at Austin, Huston Tillotson University, Texas State University, University of North Texas, Concordia University. These interns were exposed to all facets of our broadcast operations and were supervised by our KOKE-FM Morning Show Producer, KTXF Morning and Afternoon Producers or by the Marketing/Promotions Director & Coordinators. Typical tasks included: assisting with the development of social media messaging; understanding of radio logs; assistance with website posting/blogs; podcast posting; audio editing; board operation; learning how to provide show content; and, scheduling guests. Promotions & Marketing Interns learned about and assisted with event planning, listener relations, event logistics, social media strategy, web content development, broadcast copy writing, and event execution.</p>
2	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On April 6, 2018, our SEU’s Marketing/Promotions Director and Promotions Coordinator participated in the Austin Community College Spring Job Fair & Career Exploration Event. Active recruitment efforts for Sales Professionals and Production, Programming, and Promotions Interns.

3	Internship Program (Summer – May 2018 – August 2018)	<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 operations.</p> <p>During the summer semester, our SEU hosted eleven (11) student interns from University of Texas at Austin Communications Department, Austin Community College, Texas State University, Texas Tech, University of Texas at Austin Sports Medicine Department, St. Edwards University, University of Michigan, Oklahoma State University, and University of San Francisco. These interns were exposed to all facets of our broadcast operations and were supervised by our KOKE-FM Morning Show Producer, KTXS Morning and Afternoon Producers or by the Marketing/Promotions Director & Coordinators. Typical tasks included: assisting with the development of social media messaging; understanding of radio logs; assistance with website posting/blogs; podcast posting; audio editing; board operation; learning how to provide show content; and, scheduling guests. Promotions & Marketing Interns learned about and assisted with event planning, listener relations, event logistics, social media strategy, web content development, broadcast copy writing, and event execution.</p>
4	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	<p>On May 7, 2018 our SEU’s Marketing/Promotions Director attended <i>The 4EVER Texas Career Fair</i>. The career fair was for all University of Texas student athletes giving employers the opportunity to interview for internships, Q&A about work in the broadcasting industry, and discussions about the unique challenges former student athletes face in the workforce, formulating and creating a “brand” for themselves, and discussions about opportunities in the broadcast and digital arena.</p>

5	Internship Program (Fall – August 2018 – December 2018)	<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 operations.</p> <p>During the spring semester, our SEU hosted nine (9) student interns from Austin Community College, St. Edwards University, Texas State University, and University of Texas at Austin Communications Department. These interns were exposed to all facets of our broadcast operations and were supervised by our KOKE-FM Morning Show Producer, KTXS Morning and Afternoon Producers or by the Marketing/Promotions Director & Coordinators. Typical tasks included: assisting with the development of social media messaging; understanding of radio logs; assistance with website posting/blogs; podcast posting; audio editing; board operation; learning how to provide show content; and, scheduling guests. Promotions & Marketing Interns learned about and assisted with event planning, listener relations, event logistics, social media strategy, web content development, broadcast copy writing, and event execution.</p>
6	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	<p>On November 11, 2018 our SEU’s Marketing/Promotions Director attended the National Association of Broadcasters Education Foundation (NABEF) Pilot 2018 Media Sales Academy Career Fair. The seminar included critique of group sales/client/station presentations, group Q&A, and individual mock interview with individual critique to follow. This was hosted by the Texas Association of Broadcasters.</p>
7	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	<p>On November 14, 2018 our SEU’s Marketing/Promotions Director hosted a tour for more than 20 AmeriCorps students interested and taking part in digital media and broadcasting technology curriculum.</p>

<p>8</p>	<p>Internship Program (Spring – January 2019 – Current 2019)</p>	<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 operations.</p> <p>During the spring semester, our SEU hosted five (5) student interns from University of Texas at Austin, Austin Community College, Texas State University, Texas A&M University. These interns were exposed to all facets of our broadcast operations and were supervised by KTXS Morning, Mid-Day, and Afternoon Producers, or by the Marketing/Promotions Director and Coordinators. Typical tasks included: assisting with the development of a social media messaging; understanding of radio logs; assistance with website posting/blogs; podcast posting; audio editing; board operation; learning how to provide show content; and, scheduling guests. Promotions & Marketing Interns learned about and assisted with event planning, listener relations, event logistics, social media strategy, web content development, broadcast copy writing, and event execution.</p>
<p>9</p>	<p>Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting</p>	<p>On February 27, 2019, our SEU’s Promotions Coordinator led a Senior Career Day for junior and senior high school students from a local high school. Students were invited to shadow a talk show host and producer for a shift. Students learned the workings of an active live talk show control room and sat in with show hosts while live on the air. The students also took an intensive deep look tour and had a questions and answer session with the SEU’s Marketing Director.</p>