

KTAE(AM), KOKE-FM and employees at KLG0(AM) and KTXX-FM¹
EEO PUBLIC FILE REPORT
April 1, 2017 – March 31, 2018

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
Sports Talk / Play x Play	3,10	3
Sales Professionals Account Executive	3, 10	3
Social Media Associate	3, 10	3
Internships (KOKE-FM Morning Show, KTXX All Day Parts, Promotions interns)	1, 2, 3, 6, 9, 10, 14, 15, 19	1, 3, 6, 9, 14, 15, 19

¹ Stations KLG0(AM), Elgin, TX (Fac. ID # 35647) and KTXX-FM, Bee Cave, TX (Fac. ID # 40762) are subject to a Local Marketing Agreement and Purchase Option dated January 2, 2014, between GAR Broadcasting, LLC (Programmer), the general partner of Genuine Austin Radio, LLC, and Total Austin Sports Radio, LLC (Licensee).

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

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	<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	3
10	<p>Texas Association of Broadcasters 502 E 11th Street, Suite 200 Austin, TX Phone: 512.322.9944 www.tab.org/job-bank</p>	No	4
11	<p>Alliance for Women in Media-Austin Chapter www.allwomeninmedia.org Phone: 202.750.3664</p>	yes	
12	<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	
13	<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	
14	<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	2

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	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	1
16	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	
17	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	
18	Intern Program 912 S. Capital of Texas Hwy Suite 400 Austin, TX 78746 512-416-1100	No	
19	ON-SITE Recruitment 912 S. Capital of Texas Hwy Suite 400 Austin, TX 78746 512-416-1100	No	3
20	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
21	LinkedIn	No	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event/program for or on behalf of an educational institution relating to careers in	Craig Way, Austin Radio Network Sports Director and voice of the University of Texas Athletics was invited as a guest lecturer at the University of North Texas on April 12, 2017. Craig spoke to a Sports Public Relations class, a Sports Broadcasting class, and a Journalism Class.
2	Internship Program (Spring – January 2017 – May 2017)	<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 eight (8) student interns from Texas State University, Texas School for Broadcasting – Southern Careers Institute, University of Texas at Austin, and a Marine Veteran. These interns were exposed to all facets of our broadcast operations and were supervised by our KOKE-FM Morning Show Producer, KTXX Morning and Afternoon Producers or by the Marketing/Promotions Director Coordinator. 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>
3	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	On April 7, 2017, our SEU's Marketing/Promotions Director participated in the Austin Community College Spring Job Fair & Career Exploration Event. Active recruitment efforts for Sales Professionals and Production, Programming, and Promotions Interns.

4	Internship Program (Summer – May 2017 – August 2017)	<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 three (3) student interns from Texas State University and University of Texas at Austin. These interns were exposed to all facets of our broadcast operations and were supervised by our KTXS Mid-Day and Afternoon Producers and by the Marketing/Promotions Director. Typical tasks included: understanding of radio logs; assistance with website posting/blogs; podcast posting; audio editing; board operation; learning how to provide show content; and, scheduling guests.</p>
5	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	<p>On May 25, 2017 our SEU's Marketing/Promotions Director hosted a Technical Media Vocational Student from Cedar Park High School. The student was invited to shadow a talk show host and producer for a shift. He learned the workings of an active live talk show control room and sat in with show hosts while live on the air.</p>
6	Job News USA.com Job Fair (June 6, 2017)	<p>Our SEU took part in the USA.com Job News Job Fair. Our Marketing/Promotions Director recruited for Sales Associates and programming and promotions interns.</p>
7	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	<p>On June 28, 2017, our SEU's Marketing/Promotions Director participated in a Media & Technology Career Panel at the Austin AmeriCorps alternative learning center. The discussion focused on the avenues to a career in media and technology.</p>

<p>8</p>	<p>Internship Program (Fall – August 2017 – December 2017)</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 seven (7) student interns from Austin Community College, Texas State University, and the University of Texas at Austin. These interns were exposed to all facets of our broadcast operations and were supervised by our KOKE-FM Morning Show Producer, KTXX Morning and Afternoon Producers, High School Football Producer, or by the Marketing/Promotions Director. 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 November 16, 2017 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>10</p>	<p>Internship Program (Spring – January 2018 – Current 2018)</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 seven (7) student interns from University of Texas at Austin, Austin Community College, Huston Tillotson University, University of North Texas, and Concordia University. These interns were exposed to all facets of our broadcast operations and were supervised by our KOKE-FM Morning Show Producer, KTXX Morning, Mid-Day, and Afternoon Producers, or by the Marketing/Promotions Director. 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>11</p>	<p>Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting</p>	<p>On February 28, 2018, 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.</p>