

GAR Broadcasting, LLC - KTAE(AM), KOKE-FM
EEO PUBLIC FILE REPORT
April 1, 2023 – March 31, 2024

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
There were no full-time hires in EEO year 2023-2024.		

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program (Spring – January 2023 – May 2023)	<p>During the spring semester 2023, our SEU hosted two (2) student interns from University of Texas at Austin. These internships are carried out with a hybrid of in-person and remote hours.</p> <p>Typical tasks included: assisting with the development of social media strategy and messaging, basic graphic design, website content/blog creation, copywriting, and research.</p> <p>Our second student worked between programming and promotions. Understanding programming talk segments, audio editing, content and blog creation.</p> <p>Our interns were exposed to all of Austin Radio Network digital and terrestrial platforms, understanding the importance of staying engaged with audiences on-air, online, and through our social spaces. They were also exposed to the need to support community lead campaigns, and the relationship between sales, clients, and programming.</p>
2	Day of Mentorship – February 28, 2024.	<p>Westlake High School Career Day – in 2024 our SEU’s Marketing/Promotions Director met with a high school Senior interested in broadcast and digital media.</p> <p>Our Marketing Director met with the student for 2 hours discussing the basics of the media business, the importance of pairing terrestrial broadcasting with digital platforms, the responsibility of broadcasters to the community, and the engagement of the different departments’ roles with clients/supporters/advertisers.</p>

3	Internship Program (Spring – January 2024 – May 2024)	<p>During the spring semester 2024, our SEU hosted one (1) student intern from University of Texas at Austin. This internship was through programming with a cross to limited promotions work.</p> <p>The training took place with our station morning shows and show producers as direct supervisors.</p> <p>Our intern learned basic board operation, show production, audio editing, podcast posting and captioning, music and commercial scheduling software and onsite broadcast set up.</p> <p>Because of the season, our intern will also be exposed to sports affiliate relations as we are the local affiliate of an MLB team.</p>