

KTAE(AM), KOKE-FM, KLGO(AM) and KTXX-FM¹
EEO PUBLIC FILE REPORT
April 1, 2016 – March 31, 2017

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
Board Operator	3*	3
Senior Sales Assistant	1, 3-4, 10-14, 16-17, 20	20
Sports Talk / Play x Play Talent Position	18*	18
Account Executive	3-4, 10	3
Account Executive	3-4, 10	3
Account Executive	3-4, 10	3
Account Executive	3-4, 10	3
Remote Broadcast Coordinator / Technician	10, 18	10
Production/ Utility Director	3*	3
Promotions Coordinator	2-3, 10	3
Marketing Director	1-2	1

**Exigent Circumstances*

¹ Stations KLGO(AM), Elgin, TX (Fac. ID # 35647) and KTXX-FM, Bee Cave, TX (Fac. ID # 40762) were 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). These stations were purchased by Genuine Austin Radio, L.P., on November 14, 2016.

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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	1
3	Word-of-Mouth Referral	No	9
4	Walk-In/Self-Referral	No	3
5	On-Air Announcements <i>(one or more SEU stations)</i>	No	0
6	Concordia University 11400 Concordia University Drive Austin, TX 78726 ConcordiaTX.joinhandshake.com Contact Randa Scott randa.scott@concordia.edu Phone: 512-313-5041	No	0
7	St. Edward’s University Department of Communication 3001 South Congress Austin, TX 78704-6489 www.stedwards.edu Phone: 512.448.8400	No	0
8	Texas State University Communication Studies 601 University Drive San Marcos, TX 78666-4684 www.txstate.edu Phone: 512.245.2111	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	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	0
10	Texas Association of Broadcasters 502 E 11th Street, Suite 200 Austin, TX Phone: 512.322.9944 www.tab.org/job-bank	No	2
11	Alliance for Women in Media-Austin Chapter www.allwomeninmedia.org Phone: 202.750.3664	No	1
12	Indeed 7501 N Capital of Texas Highway Austin, TX 78731 Phone: 800-462-5842 Url: http://www.indeed.com	No	0
13	Texas Workforce Commission 3401 Webberville Road, Bldg. 100 Austin, TX 78702 Phone: 512-223-5400 Url: www.wfscapitalarea.com Tiffany.daniels@wfscapitalarea.com Tiffany Daniels, Phone: 512-597-7129	No	0
14	Austin Community College District (ACC) Austin Community College 5930 Middle Fiskville Road 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	0

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	No	0
16	All Access 28955 Pacific Coast Highway, Suite 210-5 Malibu, California 90265 Phone: 615-252 6400 (Nashville Dist.) Url: http://www.allaccess.com Career Services	No	0
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	0
18	Internship Program 912 S. Capital of Texas Highway, Suite 400 Austin, TX 78746 512-416-1100	No	2
19	Internal Posting	No	0
20	VelvetJobs LLC <i>(not directly contacted by SEU)</i> 1400 N Martel Avenue, #108 Los Angeles, CA 90046 www.velvetjobs.com	No	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program (Summer 2016)	<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 nine (9) student interns from Austin Community College, University of Texas at Austin, Baylor University, University of Incarnate Word, University of North Texas, Texas Tech, and University of Colorado. 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 Promotions Coordinator. Typical tasks included: assisting with the development of a social media strategy; 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, and event execution.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
2	Internship Program (Fall 2016)	<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 fall semester, our SEU hosted five (5) student interns from Austin Community College, Stephen F. Austin University, St. Edwards University, University of Texas at Austin, and University of Incarnate Word. 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 Promotions Coordinator.</p> <p>Typical tasks included: assisting with the development of a social media strategy; 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, and event execution.</p>
3	Host Open House	<p>On December 6, 2016, our SEU hosted an open house at our studios in Austin for students and others interested in participating in our internship program. This event was promoted on one or more of our SEU stations. Our Marketing Director greeted attendees, talked with them about the company and its internship program, encouraging questions, and conducted a tour of the facilities. The event concluded with the collection of applications and resumes.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Internship Program (Spring 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 Austin Community College, University of Texas at Austin, and Texas State University. 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 Promotions Coordinator. Typical tasks included: assisting with the development of a social media strategy; 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, and event execution.</p>
5	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting	<p>On April 20, 2017, our SEU's Promotions Coordinator spoke to a sports communications class at the University of Texas-Austin, during which he shared information about his background, what his job entails and the career opportunities available in broadcasting.</p>