

2017 ANNUAL EEO PUBLIC FILE REPORT

Capitol Broadcasting Association, Inc.

Station(s): KMFA
Community of License: Austin, Texas

Reporting Period: March 22, 2016 – March 21, 2017

No. of Full-time Employees: More than 10
Small Market Exemption: No

During the Reporting Period, five full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

Huston-Tillotson University **Career Expo & Internship Fair**, Wednesday, September 14th, 2016. KMFA's Director of Marketing & Communications, a senior staff member with hiring authority, attended this fair for 1,000 undergraduate students at Austin's Historically Black University, distributing information about internships and information about classical radio.

University of Texas, Moody School of Communication **Job & Internship Fair**, September 21, 2016. KMFA's Finance Director, who also oversees HR, attended this fair for more than 4,000 undergraduate and graduate students. KMFA distributed internship information and general information about working in classical radio.

University of Texas, Moody School of Communication **Job & Internship Fair**, February 22, 2017. KMFA's Director of Marketing & Communications, a senior staff member with hiring authority, attended this fair for more than 4,000 undergraduate and graduate students. KMFA distributed internship information and general information about working in classical radio.

*Participated in at least 4 events sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Texas Association of Broadcasters/Society of Broadcast Engineers Convention Aug 10-11, 2016, Austin, TX. Various workshops attended by station Technical Director covering topics related to broadcast engineering such as IP Audio, CAP/EAS, FCC Rulemaking, Tower Maintenance, Copyright Compliance, and a Broadcast Engineers' Idea Exchange.

Three Marketing Internships were filled; all three were women and two were minority:

1) A Marketing Internship was filled June – August 2016 by a University of Texas student. She generated web content, recommended strategies and ideas for expansion of social media, and conducted an in-depth study of clickthrough patterns over 2 years of the station's digital communications.

2) A Marketing and Events Internship was filled September-December 2016 by a University of Texas student. She researched suitable locations for a major 50th anniversary outreach event held January 2017 and produced in-depth research on potential sponsors. She created promotional content for KMFA's social media channels, assisted in outreach events, and began an image archiving project for the KMFA website.

3) A Marketing Internship was filled January – March 2017 by a University of Texas student. She recommended strategies and ideas for expansion of the new KMFA brand on social media and at in-person events, created a system to catalogue and measure the success of KMFA's 50th anniversary community events initiative, generated content for digital communications, supported the upkeep of the station website, assisted at community outreach events, and recommended advertising and promotional vehicles for increasing awareness and listenership.

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

KMFA partnered with the Optimist Club of Austin to offer scholarships for Kids Recording Kids, the KMFA annual summer radio camp for high school students. The scholarships enabled KMFA to extend the camp experience to three students from the Austin Soundwaves Orchestra, a youth orchestra for underserved music students in the traditionally Hispanic area of East Austin. The students learned about different jobs in radio, along with hands-on exposure to broadcast production, communication skills, and creating musical sound recordings.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Public Media Development and Marketing Conference (PMDMC) – Aug 10-12, 2016, Boston MA. Attended by Development Manager who participated in a panel on innovative fundraising techniques at classical music stations and attended other workshops and presentations on fundraising and audience building for radio.

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

The opening for Manager of Public Relations and Marketing was listed in the Women Communicators of Austin job bank.

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

Educational Program, “Kids Recording Kids.” June 13-17, 2016. KMFA conducted its sixth annual summer radio camp for high school students. Students meet with professional staff and learn about jobs in radio. Participants learn the basics of writing, editing, recording and producing their own classical radio program by interviewing young musicians and creating a feature about them. The program is then broadcast over the air. This project is an ongoing outreach initiative by KMFA intended to build interest in public radio in future generations by introducing high school students to the possibility of radio careers. This year, as noted above, KMFA was able to make scholarships available for the camp thanks to a partnership with the Optimist Club of Austin.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
May 31, 2016	Director of Broadcasting & Content	The Current
June 27, 2016	Administrative Assistant	Robert Half Office Team
July 16, 2016	Finance Director	Former employee re-hire
July 25, 2016	Manager of PR and Marketing	Mission Capital
Jan 9, 2017	Marketing & Engagement Assistant	Mission Capital

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 13

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Austin Chronicle (print edition)	
Association of Fundraising Professionals (AFP)	
Corporation for Public Broadcasting Job Postings	
The Current	2
Freeform Radio	
Greater Public	
Indeed	2
KMFA web site (kmfa.org)	
Mission Capital	2
Robert Half Office Team	5
Texas Commission on the Arts Job Postings	
Women Communicators of Austin Job Bank	
Word of mouth/employee referral	2

RECRUITING SOURCES USED

Job Title of Position: Director of Broadcasting & Content Date of Hire: May 31, 2016

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Corporation for Public Broadcasting		401 9th Street, NW, Washington, DC 20004-2129	Carole Mah	cmah@cpb.org
The Current		6930 Carroll Ave. Ste 625, Takoma Park MD 20912	Andrea Jacobsen	727-497-6565 EXT. 3320
Indeed		www.indeed.com	Automated	www.indeed.com
KMFA.org		3001 N. Lamar Blvd, Austin TX 78705	Mary Duque	512-476-5632 frontdesk@kmfa.org
Freeform Radio	Y	411 Walnut Springs #5561, Green Cove Springs FL 32043	Scott McWilliams	scott@freeformradio.org, 305-982-7233

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Administrative Assistant

Date of Hire: June 27, 2016

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Austin Chronicle (print)		PO Box 4189 Austin TX 78765	Bobby Leath	bobby@austinchronicle.com 512-302-2737
Career Builder		www.careerbuilder.com	Automated	www.careerbuilder.com
Robert Half Office Team		10801 N. Mopac Expressway, Ste. 220 Austin TX 78759	Tyler Herbold	tyler.herbold@officeteam.com 512-457-8096
KMFA.org		3001 N. Lamar Blvd, Austin TX 78705	Mary Duque	512-476-5632 frontdesk@kmfa.org
Freeform Radio	Y	411 Walnut Springs #5561, Green Cove Springs FL 32043	Scott McWilliams	scott@freeformradio.org , 305-982-7233

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Finance Director

Date of Hire: July 16, 2016

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Employee re-hire under exigent circumstances/ See Note below.				

Note: In 2013, KMFA created a new position, Finance Director, and advertised and filled the position using broad recruitment. In 2014, that Finance Director resigned for, and a new Finance Director was hired, also using broad recruitment. The replacement resigned less than a year later. In the interim, the former Finance Director started up her own business providing outsourced accounting and business services to nonprofits, and KMFA contracted with her firm to provide these services on an outsource basis. In 2016, she closed her business. KMFA re-hired their former Finance Director without additional postings because she had been initially recruited using broad recruitment, was immediately available for full-time work, was familiar with the Finance Director role, and a gap in services would have left KMFA without accounting or business support for an unknown period of time.

Job Title of Position: Manager of PR & Marketing

Date of Hire: July 25, 2016

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Austin Chronicle (print)		PO Box 4189 Austin TX 78765	Bobby Leath	bobby@austinchronicle.com 512-302-2737
Indeed		www.indeed.com	Automated	www.indeed.com
KMFA.org		3001 N. Lamar Blvd, Austin TX 78705	Mary Duque	512-476-5632 frontdesk@kmfa.org
Mission Capital		8303 Mopac Service Rd A201, Austin, TX 78759	Kristina Jakstas	kjakstas@missioncapital.org
Women Communicators of Austin		careers@wcaustin.org	Hanna Da Hoyos	careers@wcaustin.org
Freeform Radio	Y	411 Walnut Springs #5561, Green Cove Springs FL 32043	Scott McWilliams	scott@freeformradio.org , 305-982-7233

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Marketing & Engagement Assistant Date of Hire: January 9, 2017

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Austin Chronicle (print)		PO Box 4189 Austin TX 78765	Bobby Leath	bobby@austinchronicle.com 512-302-2737
Indeed		www.indeed.com	Automated	www.indeed.com
KMFA.org		3001 N. Lamar Blvd, Austin TX 78705	Mary Duque	512-476-5632 frontdesk@kmfa.org
Mission Capital		8303 Mopac Service Rd A201, Austin, TX 78759	Kristina Jakstas	kjakstas@missioncapital.org
Women Communicators of Austin		careers@wcaustin.org	Hanna Da Hoyos	careers@wcaustin.org
TX Commission on the Arts		www.artstexas.gov	Automated	www.artstexas.gov
Freeform Radio	Y	411 Walnut Springs #5561, Green Cove Springs FL 32043	Scott McWilliams	scott@freeformradio.org, 305-982-7233

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

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