

2018 ANNUAL EEO PUBLIC FILE REPORT

Capitol Broadcasting Association Inc.

| | |
|-----------------------------|---------------------------------|
| Station(s): | KMFA |
| Community(ies) of License: | Austin, TX |
| Reporting Period: | March 22, 2017 – March 23, 2018 |
| No. of Full-time Employees: | More than 10 |
| Small Market Exemption: | NO |

During the Reporting Period, a total of three 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.*

*Con Mi Madre Without Limits/Sin Limites **Bilingual Job Fair**, September 23, 2017. Con Mi Madre is a nonprofit providing services to Latinas and their mothers that increase preparedness, participation, and success in post-secondary education. Attended by station Marketing Director, who makes hiring decisions.*

*University of Texas, Moody School of Communication **Fall Job and Internship Fair**, September 27, 2017, for more than 4,000 undergraduate and graduate students seeking information and general information about broadcast employment. Attended by station Technical Director and Marketing Director both of whom make hiring decisions.*

*University of Texas, Moody School of Communication **Spring Job and Internship Fair**, February 21, 2018, for more than 4,000 undergraduate and graduate students seeking information and general information about broadcast employment. Attended by station Technical Director and Director of Finance & Human Resources, both of whom make hiring decisions.*

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

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

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

Three marketing internships were provided; all were to female minority students as follows:

A marketing internship was filled January – March 2017 by a University of Texas student who generated web content and developed new social media strategies.

Two marketing internships were filled June – August 2017 by University of Texas students who wrote web features and helped develop and produce promotional on-air spots.

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 minority students from the Austin Soundwaves Orchestra, a youth orchestra for underserved music students in the traditionally Black and Hispanic area of East Austin. The students learned about different jobs in radio, along with hands-on exposure to broadcast production, microphone and interviewing techniques, and addressing a live studio audience.

Public Media Development and Marketing Conference (PMDMC) – July 5-7, 2017, San Francisco CA. Director of Development, Associate Director of Development, Marketing Director and Development Manager attended workshops and panels on a variety of topics such as fundraising, audience research, storytelling and outreach to underserved audiences.

Texas Association of Broadcasters Convention August 9-10, 2017. Various workshops attended by station Technical & Operations Director covering subjects related to broadcast engineering such as Network Security and Penetration, Radio Online Public File, and an FCC Regulatory Update.

RAIN (Radio & Internet News) Conference September 5, 2017. Various workshops attended by station General Manager and Technical & Operations Director covering subjects related to broadcasting such as State of the Industry; Rise of Smart Speakers; How to Seize the Audience; How to Launch a Podcast, and Digital Drivers of Radio.

SAGE50 Webinar September 28, 2017. “Accounting Productivity Tips and Performance Bootcamp.” Director of Finance & Human Resources and Accounting Manager attended webinar on improving usage of the robust SAGE50 accounting software which is integrated into station finance operations.

Corporation for Public Broadcasting Workshop, December 11-12, 2017, Washington DC, “Training for Financial Statement Reporting for CSG Grant Compliance” Station Director of Finance & Human Resources and Accounting Manager attended workshop to familiarize themselves with new guidelines for financial reporting on Community Service Grants.

*Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

PMBA (Public Media Business Association) Webinar. February 21, 2018. “Time’s Up On Sexual Harassment,” review of latest policy updates on sexual harassment in the workplace, attended by station Director of Finance & Human Resources and Accounting Manager.

*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 19-23, 2017. KMFA conducted its seventh 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 |
|--------------|---------------------------------|------------------------------------|
| 04/01/2017 | Business Manager | Mission Capital |
| 08/16/2017 | Executive Assistant | KMFA Website |
| 09/20/2017 | Broadcast & Content Coordinator | KMFA Website |

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 12

| Recruitment Sources Used in Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| Austin Chronicle (print edition) | |
| AllDiversity.com | |
| The Current | 2 |
| Corporation for Public Broadcasting Job Postings | 1 |
| Freeform Radio | |
| Indeed | 4 |
| KMFA Website (kmfa.org) | 3 |
| Mission Capital | 2 |
| | |

RECRUITING SOURCES USED

To be completed for each position filled.

Job Title of Position: Business Manager

Date of Hire: 04/01/2017

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|------------------|---|--|--|--|
| AllDiversity.com | | https://alldiversity.com/ | support@alldiversity.com | 973-992-7311 |
| Mission Capital | | http://501community.org 8303 N. MoPac Expwy #A201 Austin, TX 78759 | Kristina Jakstas | kjakstas@missioncapital.org |
| Austin Chronicle | | P.O. 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 #100 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.

RECRUITING SOURCES USED

To be completed for each position filled.

Job Title of Position: Executive Assistant

Date of Hire: 08/16/2017

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|-----------------|---|--|---------------------------|--|
| Mission Capital | | http://501community.org 8303 N. MoPac Expwy #A201 Austin, TX 78759 | Kristina Jakstas | kjakstas@missioncapital.org |
| Indeed | | www.indeed.com | Automated | www.indeed.com |
| KMFA.org | | 3001 N. Lamar Blvd #100 Austin, TX 78705 | Mary Duque / Phil Pollack | 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: Broadcast & Content Coordinator

Date of Hire: 09/20/2017

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|-------------------------------------|---|--|--------------------------|-------------|---|
| Indeed | | www.indeed.com | Automated | | www.indeed.com |
| KMFA.org | | 3001 N. Lamar Blvd #100 Austin, TX 78705 | Irene Kirschenbaum | | 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 |
| Austin Chronicle | | P.O. Box 4189 Austin, TX 78765 | Bobby Leath | Bobby Leath | bobby@austinchronicle.com bobby@austinchronicle.com 512-302-2737 |
| The Current | | www.thecurrent.org 6930 Carroll Ave, Suite 625 Takoma Park, Maryland 20912 | Automated | | www.thecurrent.org 513-646-7620 |
| Corporation for Public Broadcasting | | 401 9 th Street, NW Washington, DC 20004-2129 | Carole Mah | | cmah@cpb.org |

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