

2023 ANNUAL EEO PUBLIC FILE REPORT

Capitol Broadcasting Association Inc.

Station:	KMFA
Community of License:	Austin, TX
Reporting Period:	March 22, 2022 – March 21, 2023
No. of Full-time Employees:	More than 10
Small Market Exemption:	No

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 Fair, September 28, 2022, for more than 200 students in Austin, Texas. They provide a diverse, affordable small college experience. Attended by station Director of Administration & Finance who recruits and supervises interns and HR/Accounting Manager.

University of Texas, Moody School of Communication Fall Job and Internship Fair, October 12, 2022, for more than 4,000 undergraduate and graduate students seeking information and general information about broadcast employment. Attended by the station Education Director who recruits and supervises interns and HR/Accounting Manager.

St. Edward's University Career Fair, October 18, 2022, for more than 500 students in Austin, Texas. Attended by the station Education Director who recruits and supervises interns and HR/Accounting Manager.

University of Texas, Moody School of Communication Spring Job and Internship Fair, February 28, 2023, for more than 4,000 undergraduate and graduate students seeking information and general information about broadcast employment. Attended by the station Education Director who recruits and supervises interns.

Huston-Tillotson University Career Fair, March 1, 2023, for more than 200 students in Austin, Texas. They provide a diverse, affordable small college experience. Attended by the station Education Director who recruits and supervises interns.

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

Six marketing & outreach internships were provided:

Two Marketing internships were provided to students from University of Texas' Moody College of Communications and Northwestern University from 5/1/2022 - 8/31/2022. Both assisted in planning and execution of our Arts Mixer with local arts partners, curating of our weekly events newsletter and social media posts, managing our website events calendar, and keeping our email database current.

One Marketing internship assigned to a student from University of Texas' Moody College of communications from 1/16/2023 - 4/28/2023. They supported marketing by tabling events, updating databases, corresponding with arts sponsors, and staffing the KMFA concert series.

Three Content/Outreach internships assigned to students from University of Texas' Moody College of Communications from 1/16/2023 - 4/28/2023. Interns supported multiple departments by tabling at marketing events, doing neighborhood outreach for KMFA events, assisting with live sound production, creating educational content for the development department, updating databases, and staffing KMFA concerts and events.

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

Public Radio Content Conference (PRCC), August 29 - September 1, 2022, New Orleans, LA. Director of Broadcasting and Content attended panels on a variety of topics such as media habits of Generation Z, audience research of multicultural audiences, storytelling and outreach in a climate of ever-changing audiences.

CPB Introduction to Financial Reporting September 28, 2022. Director of Finance & Administration attended webinar on financial reporting to CPB.

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

Harassment and Bias Prevention Training September 30, 2022, all full-time staff, part-time staff, and interns completed a training course of Workplace Harassment (EVERFI Compliance Training Program). Subsequent new hires and interns have completed within the first 30 days of hire.

*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.*

Slover Linett Audience Research a national survey for Public Radio

On July 2022, KMFA Hispanic On Air Talent was asked to be an advisor on a research group to explore how classical radio could make new connections with broader audiences and more diverse listeners—and specifically thinking about building relationships with BIPOC audiences of diverse racial and ethnic backgrounds.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
07/01/22	Sales & Underwriting Associate	KMFA.org
07/25/22	Manager of Events	KMFA.org
09/21/22	Sales & Marketing Assistant	Indeed.com
01/01/23	Director of Individual Giving	Indeed.com
01/01/23	Traffic Manager/Operations Coordinator	KMFA.org
01/30/23	Chief Executive Officer	KOYA Partners

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Indeed	31
KMFA.org	10
UT – Butler School of Music	1
TOTAL:	42

RECRUITING SOURCES USED

The following sources were notified about each of these openings:

Position: Sales & Underwriting Associate	Date of Hire: 07/01/22
Position: Manager of Events	Date of Hire: 07/25/22
Position: Sales & Marketing Assistant	Date of Hire: 09/21/22
Position: Director of Individual Giving	Date of Hire: 01/01/23
Position: Traffic Manager/Operations Coordinator	Date of Hire: 01/01/23

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	www.indeed.com	Automated	www.indeed.com
KMFA.org	N	41 Navasota St. Austin, TX 78702	Ann Hume Wilson, President/Anne Peterson, Director of Finance and Administration	512-476-5632 accounting@kmfa.org
Freeform Radio	Y	41 Walnut Springs #5561, Green Springs, FL 32043	Scott McWilliams	scott@freeformradio.org 305-982-7233
Corporation for Public Broadcasting	N	401 9 th Street, NW Washington, DC 20004-2129	Carole Mah	cmah@cpb.org
Butler School of Music	N	www.moody.utexas.edu	Automated	ccsmain@austn.utexas.edu 512-471-9421
Texas Association of Broadcasters	N	502 E. 11 th Street #200 Austin, TX 78701	Automated	www.tab.org 512-322-9944
Mission Capital	N	8303 N. MoPac Expwy #A201 Austin, TX 78759	Automated	www.missioncapital.org 512-477-5955

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

RECRUITING SOURCES USED

Position: Chief Executive Officerⁱ

Date of Hire: 01/30/23

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KOYA Partners	N	www.koyapartners.com	Steve Edwards	sedwards@koyapartners.com
KMFA.org	N	41 Navasota St. Austin, TX 78702	Ann Hume Wilson, President/Anne Peterson, Director of Finance and Administration	Phone: (512) 476-5632 accounting@kmfa.org
African American Public Radio Consortium	N	10 Plaza Street Brooklyn, NY 11238	Automated	Phone: (718) 636-1516
Corporation for Public Broadcasting	N	401 9 th Street, NW Washington, DC 20004-2129	Carole Mah	cmah@cpb.org
American Leadership Forum	N	3101 Richmond Ave., Suite 140 Houston, TX 77098	Automated	Phone: (713) 807-1253 info@alfhouston.org
Association of Independents in Radio	N	https://airmedia.org	Lynn Casper Communications & Program Manager	casper@airmedia.org
League of American Orchestras	N	520 8th Avenue, Suite 2005 New York, NY 10018	Automated	Phone: (212) 262 5161 https://americanorchestras.org
National Association of Black Journalists	N	1100 Knight Hall, Suite 3101 College Park, Maryland 20742	Automated	Phone: (301) 405-0248 contact@nabj.org
National Federation of Community Broadcasters	N	P.O. Box 806 Paonia, CO 81428	Automated	Phone: (970) 279-3411
National Hispanic Media Coalition	N	https://www.nhmc.org	Automated	www.nhmc.org/jobs
Native American Journalists Association	N	https://najanewsroom.com	Automated	https://najanewsroom.com
SPA International Society for the Performing Arts	N	630 9th Avenue, Suite 213 New York, New York 10036-4752	Automated	Phone: (212) 206 8490
Station Resource Group	N	530 S. Lake Avenue Box 402 Pasadena, CA 91101	Automated	Phone: (626) 482-7343
Texas Cultural Trust	N	901 S. Mopac Expwy Barton Oaks Plaza II Ste. 410 Austin TX 78746	Automated	Phone: (512) 478-5292 Info@txculturaltrust.org

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

ⁱ The CEO recruitment was outsourced to an executive search company working with the board. As a result, Freeform Radio was inadvertently left off the list of recruitment sources by the firm performing the recruitment on KMFA's behalf.