

2024 ANNUAL EEO PUBLIC FILE REPORT

Capitol Broadcasting Association Inc.

Station: KMFA
Community of License: Austin, TX
Reporting Period: March 22, 2023 – March 31, 2024
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.

University of Texas, Moody College of Communication Fall Career Expo, September 12, 2023, for more than 4,000 undergraduate and graduate students seeking general information about broadcast employment. Attended by the station Education Director who recruits and supervises interns and HR/Accounting Manager.

Huston-Tillotson University Career Fall Fair, September 27, 2023, for more than 200 students in Austin, Texas. They provide a diverse, affordable small college experience. Attended by station HR/Accounting Manager.

St. Edward's University Media, Business and Technology Fall Career Fair, October 12, 2023, 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 College of Communication Spring Career Expo, January 30, 2024, for more than 4,000 undergraduate and graduate students seeking general information about broadcast employment. Attended by the station Education Director who recruits and supervises interns.

Huston-Tillotson University Spring Career Fair, February 28, 2024, 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.*

Seventeen internships working in Marketing, Outreach, and Content were provided:

Eight internships were provided to students from Huston Tillotson University, St. Edward's University, and the University of Texas from 5/31/2023 - 8/08/2023. Students assisted our Marketing, Education, and Content departments by creating community outreach opportunities, staffing concerts and community events, and conducting market research. Additionally, they assisted with our ongoing programs including Composer in Residence and Kids on Key.

Five internships were provided to students from St. Edward's University and the University of Texas from 8/25/23 – 12/08/23. They attended community events, learned about KMFA's ongoing programs, and assisted the Marketing, Education, and Content departments with event execution, social media projects, and curating newsletters and other marketing communications.

Four internships were provided to students from the University of Texas from 1/16/24 – 4/29/24. They primarily assisted with the Kids on Key program, community outreach, and curating various events related newsletters.

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

Public Radio Content Conference (PRCC)

September 18 - September 21, 2023, Philadelphia, PA. Chief Executive Officer attended panels on a variety of topics such diversity in classical radio, audience research, connecting with local music communities, state of podcasting, and trends in digital engagement. Knowledge gained was shared with the KMFA Senior Management Team.

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

Harassment and Bias Prevention Training

September 30, 2023, 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.*

Atkins Early College High School Workshop

On February 13, 2024, KMFA's Composer in Residence conducted a workshop about modern composers for students at Atkins Early College High School in Austin, TX. The Director of Broadcasting & Content and Education Director also spoke to students about job opportunities in broadcasting and some of KMFA's ongoing programs such as Kids on Key.

Anderson High School Workshop

On February 29, 2024, KMFA's Composer in Residence conducted a workshop about modern composers for students at Anderson High School in Austin, TX. The Director of Broadcasting & Content and Education Director also spoke to students about jobs opportunities in broadcasting and some of KMFA's ongoing programs such as Kids on Key.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
06/01/23	Development Manager	Internal Candidate
07/15/23	Director of Sales & Marketing	KMFA.org
07/24/23	Event Production Coordinator	Internal Candidate
08/14/23	Digital Content Producer	KMFA.org
02/12/24	Director of Finance & Administration	Texas Association of Broadcasters

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Internal Candidate	2
KMFA.org	14
LinkedIn	4
Mission Capital	1
Texas Association of Broadcasters	1
TOTAL:	22

RECRUITING SOURCES USED

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KMFA.org	N	41 Navasota St. Austin, TX 78702	Rex Whiddon, 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
LinkedIn	N	www.linkedin.com	Automated	www.linkedin.com
Internal Candidate	N	41 Navasota St. Austin, TX 78702	Rex Whiddon, Director of Finance and Administration	512-476-5632 accounting@kmfa.org

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