

EEO PUBLIC FILE REPORT FOR LICENSEE, SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT FOR KCSM TV/FM.

For the period commencing August 1, 2007 and ending July 31, 2008 (the Report Term).

This report covers the following employment unit:

Call Sign	Facility ID No.	Type of Station	Community of Service
KCSM TV	58912	TV	San Mateo County, CA
KCSM DT	58912	DT	San Mateo County, CA
KCSM FM	58913	FM	San Mateo County, CA

There were no positions filled during the report term.

EQUAL EMPLOYMENT OPPORTUNITY

San Mateo County Community College District is an Equal Employment Opportunity Employer. The policy of the District is to provide an educational and work environment in which no person shall be denied access to, or benefits of, its programs, services, jobs, promotions or other activity based upon race, gender, ethnic group identification, color, national origin, marital status, medical condition, sexual orientation, religion, age, physical or mental disability.

KCSM is licensed to San Mateo County Community College District.

During the Report Term, KCSM, Inc. engaged in the following recruitment initiatives:

Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment:

- 4 -- Cub Scout tours and career awareness
- 3 -- Boy Scout tours and career awareness
- 2 -- Girl Scout tours and career awareness (approximately 2 a year)
- SMPTE- SF Chapter meeting (annually)
- Society of Broadcast Engineers
- College of San Mateo ASCSM Student government awareness meeting
- College of San Mateo New Faculty orientation meeting (annually)

Establishment of an internship program designed to develop skills needed for broadcast employment:

Internships for college students (1 on-air announcers, 3 FM production, 4 TV production)

Participation in scholarship programs directed to students who want to pursue a career in broadcasting:

The Bonnie Chastain Memorial Scholarship

Bonnie Chastain studied broadcasting at CSM, and was a pioneer in Bay Area broadcasting. She was the first female engineer at KCBS-AM and the first woman news director at KOIT-AM/FM. A memorial scholarship was established at CSM upon her death in the fall of 1988. Recipients of the award are women concentrating on full-time study in the broadcasting arts division, who intend to pursue a career in broadcasting and who have need for financial support. Ms. Chastain was a graduate of the CSM class of 1972.

Establishment of training programs designed to enable employees to acquire skills to qualify for higher-level positions:

“The College District recognizes that the quality of its educational offerings and services is enhanced by the professional growth and development of its employees. The Classified Staff Development Program is intended to provide opportunities to attend classes and workshops that will promote outstanding District departments, program and services, while fostering the creativity, personal growth and advancement of our employees. Through our staff development opportunities we hope to create a positive climate of open communication, mutual respect and appreciation for the advantages of a diverse community.” The District offers both conference reimbursement and tuition reimbursement for all of the KCSM full time staff. In addition, all of the full time KCSM staff are encouraged and budgeted for at least one educational opportunity each year. KCSM management encourages areas for training for each employee to try to increase that employees skill level to prepare them for growth in the station and at the colleges in the district.

Participation in events sponsored by educational institutions:

Career day (each year at Serra, Aragon, Woodside, Sacred Heart, and Carlmont High Schools
Shadow day (San Mateo High School junior and seniors shadow KCSM employees)
KinderCaminata (Outreach to Hispanic kindergarteners letting them know about the power of attending college and the career that a college education can afford)

Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination:

The General Manager and Business Operations Manager participate in monthly Managers’ Forum meetings, sponsored by the San Mateo County Community College District Human Resources Department, that provide education and training on a variety of human resources issues and topics including, equal opportunity, racial discrimination, sexual discrimination, and sexual orientation discrimination.

Participation in other activities to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities:

- KCSM works directly with the College of San Mateo faculty and staff to update and keep competitive it’s broadcasting instructional program to include digital broadcasting and all of the equipment, staffing and process changes necessary to meet the new broadcasting

requirement in a digital age. KCSM also provides extensive engineering support to the Broadcast Arts program at College of San Mateo. This adds a crucial element to the broadcasting curriculum that is unavailable in many of the other broadcasting programs in our area, not only because of the added support, but also to help round out the students experience beyond that of producing/directing.

- KCSM Engineers work with the College of San Mateo Broadcast Arts students on an almost daily basis. By providing tech support to student productions and instruction and mentoring in technical areas not covered in the department's general curriculum, students become aware of technical careers in Broadcasting and Multi-Media. KCSM engineers have also designed and built a new studio production control for the students and will instruct faculty and students in the proper operation of the new equipment.
- KCSM Production staff and FM staff also work with students. There is a Production department intern program open to Broadcast Arts students. Students can assist FM staff in many production activities. The Programming and Membership departments employ several students on a part time basis. These opportunities provide students with a "behind-the-scenes" experience of the operation of a radio and TV station
- In partnership with the College of San Mateo and the Broadcast and Electronic Media Department, we launched a new program to recruit young filmmakers to encourage them to pursue careers in producing and directing. "Spotlight!," an annual video-making festival and competition is open to all Bay Area high school students. Winners in best directing, best script or story adaptation, best special effects, best editing and best sound categories receive scholarships to College of San Mateo, and get their productions broadcast on KCSM. Also, KCSM produced several spots highlighting careers and educational opportunities in broadcasting which air on KCSM TV and were shown at the Spotlight! Awards ceremony in June.
- We are in the planning stages of developing a new curriculum for radio broadcast students.