

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

For the period commencing August 1, 2010 and ending July 31, 2011 (the Report Term).

This report covers the following employment unit:

Call Sign	Facility ID Number	Type of Station	Community of License
KCSM-TV	58912	DT	San Mateo, CA
KCSM-FM	58913	FM	San Mateo, CA

There were no positions filled during the report term.

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

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

- 10 Cub Scout tours: operations and career awareness
- 3 Boy Scout tours: operations and career awareness
- 1 Girl Scout tour: operations and career awareness
- 3 High School students tours: operations and career awareness
- 4 High School students and parents tours: operations and career awareness

College of San Mateo ASCSM Student government awareness meeting (students are introduced to KCSM and invited to consider the Digital Media department's course of study)

College of San Mateo Welcome day- New student orientation (annual presentation by college, including tour of KCSM and discussing career opportunities in broadcasting and digital media).

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

Internships for college students (3 available in FM production, and 4 available in TV production each semester) There are both TV and FM related internships at KCSM that are open to Broadcast and Digital Media students. In addition, 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. There were 4 TV interns and 6 FM interns during this reporting period. During the 2011 Spring and Summer semesters KCSM-TV also worked with students on a weekly community interest program titled Bay Area Vista. This was not part of a regular class assignment.

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

The Spotlight Film Festival Scholarship Award: The "Best of Show" award for the Spotlight Film Festival includes a one semester scholarship to the College of San Mateo. This scholarship was awarded during the 2010 Festival.

*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 the employees’ skill level to prepare them for growth in the station and at the colleges in the district. KCSM staff attended seminars and training sessions provided by manufacturers, Society of Broadcast Engineers, and PBS during this report period.

*Participation in events sponsored by educational institutions:*

Career Day (each year at Serra, Aragon, Woodside, Sacred Heart, and Carmont High Schools)  
Shadow Day (San Mateo High School junior and seniors shadow KCSM employees).

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

The General Manager participates 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, sex 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 its broadcasting instructional program to support digital broadcasting and all of the equipment, staffing and process changes necessary to meet the new broadcasting requirements in a digital age. KCSM also provides extensive engineering support to the Digital Media and 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 Digital Media and 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 Digital Media.

- In partnership with the College of San Mateo and the Broadcast and Electronic Media Department (recently renamed the Digital Media department), KCSM launched a program to recruit young filmmakers to encourage them to pursue careers in producing and directing. “Spotlight!,” an annual video-making festival and competition open to all Bay Area high school students is now entering its seventh year. The winner in the “Best of Show” category receives a scholarship to College of San Mateo. Nominated entries are highlighted at the Awards Ceremony and all qualifying entries are included in the “Youth Cinema” series that airs on KCSM.
- During this reporting period, KCSM specified equipment and designed new lab spaces and a new studio for the Digital Media and Broadcast students.