

## **EEO PUBLIC FILE REPORT KCSM TV/FM, SAN MATEO, CALIFORNIA**

For the period commencing July 22, 2015 and ending July 21, 2016

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:***

The station focused on station operations and career awareness

7 Cub Scout/Tiger Scout tours

1 High School students tours

4 tours for Digital Media students

KCSM participates in the College of San Mateo Associated Students' Student Government Awareness meeting (students are introduced to KCSM and invited to consider the Digital Media department's course of study) and College of San Mateo Welcome Day, a new student orientation (an annual presentation by college, includes 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 2 available in TV production and operations 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 2 TV operations interns in the 2015 Fall semester and 2 TV interns in the 2016 Spring semester, 1 FM operation intern in the Fall 2015 semester and 2 FM operations intern in the 2016 Spring semester, with an additional 6 students throughout the school year working on digitizing vinyl LPs as a special project for FM during this reporting period.

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

#### **The Bonnie Chastain Memorial Scholarship**

The licensee continues to administer the Bonnie Chastain Memorial Scholarship program. Recipients of the scholarship are women concentrating on full-time study in the digital media 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.) Two scholarships were awarded during the Spring 2016 semester.

### ***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 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, CPB and APT during this report period.

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

The Station 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 Digital Media instructional program, specifically in regard to broadcasting but also for media production in general. KCSM provides extensive engineering support to the Digital Media program at the College. This support adds a crucial element to the curriculum that is unavailable in many of the other digital media programs in the area, not only because of the added tech support, but because KCSM helps round out the students experience.
- KCSM Engineers work with the College of San Mateo Digital Media students on a frequent 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 addition, KCSM staff assists in the maintenance of the lab spaces, field equipment, and production studios for the Digital Media students.
- A discussion of radio and how music is distributed and then selected by a program director for broadcast is an integral section of the college’s highly regarded Jazz History course. This highly attended class is taught by one of the KCSM-FM announcers.
- During this reporting period, KCSM staff members joined the Digital Media department’s advisory board for the development of an entirely student operated radio station.