



## 2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Congratulations to all past and present people who created such a successful TV station. Last night one could see the hard work it takes, the organization it takes, and the people it takes, to put these programs on.

-- Maggi Fergusin, San Jose, CA

**KCSM delivers a unique blend of programs enjoyed by viewers throughout the San Francisco Bay Area. Our programming helps viewers gain a global viewpoint while retaining a local focus.**



**KCSM TV plays a valuable role in the San Francisco, Oakland, and San Jose Bay Area by delivering programs from a variety of providers. These programs reflect the Bay Area's diverse interests and concerns.**

**KCSM presents programming that highlights the great work that is done by non-profits in the Bay Area.**

**KCSM is a place where, in partnership with College of San Mateo, students learn the art of communication using digital media.**

**In 2015, KCSM provided these vital local services:**

**Television programming with an emphasis on making the Bay Area a better place to live.**

**Broadcast services that serve viewers not addressed by other non-commercial stations.**

**Training students for careers in video and audio production, broadcasting, and independent film making.**

**KCSM's local services had impact in the community.**

**KCSM interstitial messages encourage volunteerism in the community.**

**KCSM, working with the students of the Digital Media department of the College of San Mateo, helped create programs that showcase non-profits that are making a difference in the Bay Area.**

**KCSM aired programs provided by Peninsula TV (PENTV) providing access to a wider audience for these locally produced programs addressing community issues.**



## 2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

KCSM TV has served the San Francisco Bay Area since 1964. Influenced by its original function as “the college of the air,” KCSM TV continues to be an educational resource for viewers.

With its mission to be a reliable source for programming KCSM TV continues to be a destination for audiences of all ages. Viewers have come to expect high quality public service and public interest programs that educate, inform and entertain.

Although operating with a small staff and on a limited budget, KCSM TV strives to provide a meaningful broadcast schedule for the community. Because of this, Bay Area viewers find a variety of thoughtful programs on KCSM-TV.

Recently, KCSM has forged relationships with five local independent film makers/program producers. This association has provided San Francisco Bay Area viewers access to programs airing on KCSM, which in some cases, were seen for first time ever. KCSM was a launching pad for two of these film makers.

In addition, KCSM TV airs programs produced by the students enrolled in the College of San Mateo’s Digital Media department and programs produced by the local non-profit Peninsula TV (PenTV). Incorporating programs from these two sources means that KCSM-TV viewers are exposed to in-depth discussions regarding local community issues.



KCSM programs its primary stream utilizing a variety of sources, including independent producers, APT, and NETA. Programs created by the students of the Digital Media department at the College of San Mateo round out the schedule.

On channel 60-2, KCSM airs news from France 24. Viewer Paul Albert wrote: *I want to let you know how much I appreciate your providing a home for France24 on channel 60-2. I watch it a lot and feel it is the best news show on tv. I very much appreciate KCSM for doing this.*



As a third program stream, we broadcast a community bulletin board. With music from “Jazz 91” and jazz related events posted, JazzTV brings America’s original music to a wider audience.



KCSM staff continues to work closely with the Digital Media faculty at College of San Mateo to maintain the student lab and assist students with developing skills and providing a “real world” experience working with professionals. These students find employment or transfer to a four year university and continue their studies. Many have returned from those studies and express their gratitude for the hands-on experience they received here at KCSM. Encouraged by KCSM staff, and seeing their efforts broadcast over the air on a real television station, some students have turned their lives around by finding their passion in filmmaking and video production.





## 2015 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

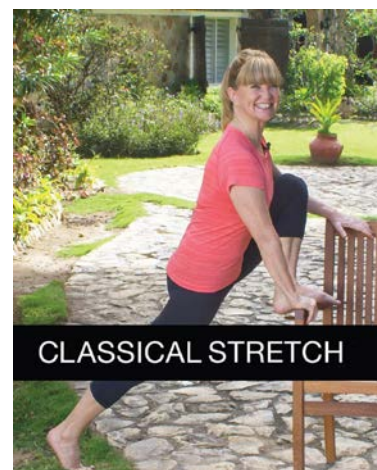
KCSM focused its children's programming on the middle school and high school age group. With programs like *Curiosity Quest*, *Curiosity Quest goes Green*, *Hands on Crafts*, and *Biz Kids*, KCSM shows young people life skills that they will need as they enter the adult world. This year we extended our programming to include shows like *Space Racers* and *Edison's Secret Lab* that emphasize STEM skills and knowledge in a light hearted manner aimed at younger students.



KCSM joined KCSM-FM in presenting Jazz on the Hill in 2015. This is a one day festival featuring local and internationally known artists. The audience for this day of music comes from throughout the Bay Area. The festival is presented with free admission.



KCSM continues its commitment to serve its community by providing age appropriate exercise programs designed for seniors. *Sit and Be Fit* and *Classical Stretch* are broadcast at a time that allows senior centers to use the programs for classes and social gathering time.





KCSM engineering support is essential to maintain our high-end equipment and facilities for continued student instruction.

Michelle Brown  
Professor, DGME,  
Broadcast & Electronic Media

KCSM TV serves its community by offering programming relevant to the needs of its viewers. By building relationships with local, national, and international program suppliers, KCSM can provide programming to its viewers that is not commonly available in the Bay Area.



*Local programs produced by KCSM, CSM students, and community stake holders enrich KCSM's air schedule.*