

# **EEO PUBLIC FILE REPORT**

## **KCSM FM, SAN MATEO, CALIFORNIA**

For the period commencing July 22, 2019 and ending July 21, 2020

There were no positions filled during the report term.

Our operations were impacted in the second half of this reporting term by the COVID-19 pandemic, but in spite of the adversity, KCSM was able to engaged in the following initiatives:

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

The station focused on tours that included station operations and career awareness

1 Cub Scout tours

2 tours for High School students

1 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 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:***

KCSM provides internships for college students. There are 5 internships available in FM production/operations each semester. Internships are open to Broadcast and Digital Media students. In addition, the Membership department employs several students on a part time basis. These opportunities provide students with a "behind-the-scenes" experience of the operation of a radio station. Because of the pandemic there were only 3 FM operation interns in the Fall 2019 semester and an additional student working on digitizing vinyl LPs as an ongoing 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.) One scholarship was awarded during the Fall 2019 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 to attend and budgeted for at least one educational opportunity each year. KCSM management identifies 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. During this reporting period, KCSM staff attended seminars and training sessions provided by manufacturers and the Society of Broadcast Engineers, 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. There were also presentations about these issues in the context of Educational Equity during this reporting period. Throughout the year there were also several online seminars and presentations about these issues in the context of Educational Equity during this reporting period. These are made available to the staff and management on a regular basis.

***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 student’s 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.
- During this reporting period, KCSM staff members continued to work with the Digital Media department’s advisory board to develop an entirely student operated radio station that will eventually become a KCSM-FM HD channel. This collaborative work has resulted in the addition of a radio production class (DGME 119) to the curriculum and an increase in the number of interns at KCSM-FM. The inaugural offering of DGME 119 took place in the Spring 2018 semester and the class began operation of an internet radio station.