

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

For the period commencing July 22, 2013 and ending July 21, 2014

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 tours
- 2 Boy Scout/Girl Scout tours
- 1 tour Elementary school students
- 1 High School students tour
- 4 tours for Digital Media students

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 (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 2013 Fall semester and 2 TV interns in the 2014 Spring semester, 1 FM operation intern in the Fall 2013 semester and 1 FM operations intern in the 2014 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 the Bonnie Chastain Memorial Scholarship program, although there were no applicants in 2013/14. 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.) Recruitment efforts will be increased during the upcoming year.

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, and Carlmont 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 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 to 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 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.
- 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 class is taught by one of the KCSM-FM announcers.
- During this reporting period, KCSM staff managed and maintained the lab spaces, field equipment, and studios for the Digital Media students.