

## 2022-2023 EEO Public File Report

### Station KCSN

### California State University, Northridge

Period covered: 8-1-2022 through 7-31-2023

Prepared to comply with the FCC's Equal Employment Rules, Section 73.2080(c)(6)

#### I. Full-time vacancies filled during the period

There was one full-time vacancy during this reporting period.

#### II. Recruitment Sources

The recruitment source for the one full-time opening was:

publicmediajobs.org / 4400 Massachusetts Ave NW, Washington DC 20016 / (727) 497-6565

In addition, as a public radio station located on the campus of a California State University, all positions that become available at KCSN are listed on California State University, Northridge's Career Website (csun.edu/careers). As a destination workplace, CSUN attracts, develops, and maintains a diverse workforce of over 4,000 engaged and committed faculty and staff. CSUN is an Equal Opportunity/Affirmative Action employer that considers qualified applicants for employment without regard to race, color, religion, national origin, gender, gender identity/expression, sexual orientation, age, disability, genetic information, medical information, marital status or veteran status.

csun.edu/careers / 18111 Nordhoff Street, Northridge, CA 91330 / (818) 677-2512

#### III. Total number of persons interviewed for full-time openings

One. There was only one application for this job opening, and that applicant came to KCSN via word-of-mouth and local networking.

#### IV. Long-term (Prong 3) Outreach activities

**Menu option: (v) establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment:**

KCSN internship programs:

88.5FM interns have often been treated as an extension of our staff. Simply put, KCSN is committed to training and nurturing interns to learn and execute meaningful and often vital roles inside the radio station. The "KCSN Internship program" is a far cry from traditional internships programs that might have invisible participants making coffee, filing, and handing out bumper stickers! After a semester or period of completion, KCSN interns have the knowledge and resume experience to be strong candidates for any terrestrial / web- based broadcast position in the country!

Specifically, KCSN interns have participated in hands on experience in several areas of our operations including, but not limited to: working on our automation system, content creation, editing audio, modifying data, creating playlists, hosting on-air shifts, working at events / concerts, etc. KCSN Interns also are involved in the promotions / marketing and traffic departments. And KCSN internships have not

only been extended to CSUN students but those in the community & region who showed a passion for what we do.

Again, the skills the interns have experienced at 88.5-FM could be applied at any broadcast or internet radio station around the world. With the exception of the Covid-19 / pandemic period, KCSN has always worked with approx..10 interns per year. This is a function of the size of our total operation.

Many KCSN interns are simultaneously earning college credits, while others are volunteers from the outside community. All of them are receiving invaluable experience and resume additions for their professional future. Note: our current morning drive co-host is a CSUN graduate and started as an intern approx.. 5 years ago!

**Menu option: (x) participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting:**

Program name: “KCSN Public Relations Team”. Background: Within the CSUN Business / Marketing & PR school, there is a student run advertising agency – class called “Agency 398”. Each semester, a handful of marketing students are selected by faculty to run the agency. Each semester, the KCSN Marketing department has a program in which we mentor the student members of “Agency 398”, and they become the “KCSN PR Team”. This valuable program has been repeated twice per year for the last three years. During Covid, they were able to work remotely.

The “KCSN PR Team” works in partnership with professor Stacy Long\* (info on Stacy below) to secure a 5-6 person PR Team of Public Relations Students each semester that are part of Agency 398. Those PR students act as our PR Team for the entire semester. They create and send out press releases and media blasts to media entities for events/campaigns we are promoting.

They cover social media leading up to & at those events while monitoring social media engagements. Under the supervision of the KCSN Marketing Director, they craft campaigns for various initiatives, like database building, brand identification & station awareness. They are trained to create campaign metrics and graphics to help us measure the effectiveness of the projects. They participate in “man-on-the-street” engagement, letting people know about the station & interviewing attendees at events. Examples of projects they have worked on: Drive-In Orange County Concerts, Hispanic Heritage Month social media campaign, 88FIVE Live Members-Only Exclusive Events, World Cafe Week, In-Studio Live Sessions, on-campus awareness outreach & more.

Like the KCSN intern program, each semester (twice per year), the members of the “KCSN PR Team” gain real world skills and experience that could be applied at any broadcast or internet radio station career around the world. All of them are receiving invaluable experience, building confidence & self-esteem, and earning resume additions for their professional future.

\*Professor Stacy K. Long (she/her)

Director, Agency 398

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