

2020 ANNUAL EEO PUBLIC FILE REPORT

University Corporation at Monterey Bay

Station:	KAZU (FM)
Community of License:	Pacific Grove, California
Reporting Period:	August 1, 2019 – July 31, 2020
No. of Full-time Employees:	9
Small Market:	No

During the Reporting Period no full time positions were filled.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

KAZU Membership Director participated in the CSUMB Career Fair 2020 at the CSUMB University Center 4314 6th Ave., Seaside, CA 93955 February 25, 2020 10:00am – 2:00pm

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

General Manager oversees CSUMB Student Interns:
Fall 2018 – present; Digital Design Intern
Fall 2018 – Fall 2020; Business & Membership Intern 1
Spring 2020 – present; Business & Membership Intern 2

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

08/14/2019 – 08/15/2019 – KAZU News Reporter/Host and KAZU Membership Director attended the On-Air Fundamentals Cohort hosted by Greater Public at Colorado Public Radio in Denver, Colorado. At this 1.5 day cohort training attendees mastered the essential components of on-air public radio fundraising alongside their peers, and created relationships with these peers to provide opportunities for support and collaboration for future on-air fundraising drives.

07/09/2020, 07/22/2020 & 07/28/2020 – KAZU Membership Director took a series of online, instructor-led Raiser's Edge and Blackbaud NetCommunity trainings to maximize the online donor experience. Participants developed

strategies for displaying content specifically personalized for different groups or demographics. Other outcomes included leveraging both online messaging and conditional email content using the tools within NetCommunity to reach online donors as personally and effectively as possible.

07/11/2020 & 07/18/2020 – KAZU Host attended the Host Training offered by Public Media Journalist Association (PMJA) virtually (due to the COVID-19 Pandemic). The training included producing effective two-ways, establishing and maintaining good mental health during these challenging times and the role of the host in the newsroom.

07/22/2020 – KAZU News Director attended News Leader Training offered by Public Media Journalist Association (PMJA) virtually (due to the COVID-19 Pandemic). The training covered topics such as workplace culture, news vision, digital strategy, diversity and ethics.

Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.

The following employees by title participated in discrimination prevention training programs:

Various dates between 11/1/2019 – 1/6/2020 - Membership Director, News Director, Underwriting Account Executive for Santa Cruz County and Underwriting Account Executive for Monterey County, and Host completed *CSU's Discrimination and Harassment Prevention Program*

7/13/2020 - Membership Director completed *CSU's Sexual Misconduct Prevention Program (Title IX)*

Various dates between 7/30/2019 to 9/24/2019 - All Full and Part time KAZU staff completed the *CPB CSG Workplace Harassment Prevention Training*