**KCSN 2021 EEO Narrative Statement**

**Note: KCSN-FM is a service of California State University, Northridge (CSUN)**

**KCSN-FM / 88.5-FM: Equal Employment Opportunities**

CSUN EQUAL EMPLOYMENT OPPORTUNITY POLICY – EEO: As part of California State University, Northridge (CSUN), KCSN follows the University’s policy of providing equal employment opportunities to all qualified individuals. KCSN’s recruitment and hiring activities are directed and administered by the Human Resource Department of California State University, Northridge.

California State University, Northridge establishes this policy in recognition of its development of individuals, and its concern for the rights of individuals. California State University, Northridge will comply with federal and state regulations relating to affirmative action and nondiscrimination obligations. The University will provide equal opportunity in education and employment for all qualified persons; prohibit illegal discrimination and harassment based on age, race, religion, color, national origin, gender, sexual orientation, ancestry, national origin, medical condition, physical or mental ‘disability’, physical or mental impairment, marital or veteran status; and promote the full realization of equal education and employment opportunities through a positive and continuing program of affirmative action for the University as a whole and for each constituent unit.

This policy governs all university educational and employment practices and procedures including, but not limited to, recruitment, employment, enrollment, rate of pay or other compensation, advancement, reclassification, promotion, financial aid, demotion, renewal, non–renewal, termination, dismissal, transfer, layoff, leave, training, employee benefits, grading and program access. It will be a violation of this policy to dismiss, discharge, expel, penalize, discipline, harass, adversely alter academic grades or otherwise discriminate against any student, faculty, or staff member because he/she has opposed any discriminatory practice, filed an internal or external complaint of discrimination, or testified or assisted in any proceeding in accordance with this policy. Responsibility and authority for the dissemination and implementation of this policy lies ultimately with the President of the University with the support of university administrators, faculty, and staff and with assistance from the Director of Employment Practices and Affirmative Action. Practically, the responsibility and authority to act affirmatively to provide equality of opportunity in education and employment lies with all who are in decision–making positions within the University. Support for the University’s affirmative action policy will be considered in the annual evaluation of administrators and supervisors. The University will commit appropriate resources and create a supportive atmosphere for the implementation of this policy.

CSUN is an Equal Opportunity Employer and prohibits discrimination on the basis of race, color, ethnicity, religion, national origin, age, gender, gender identity/expression, sexual orientation, genetic information, medical condition, marital status, veteran status, and disability. Our nondiscrimination policy is set forth in CSU Executive Order 1096. Reasonable accommodations will be provided for applicants with disabilities who self-disclose by contacting Recruitment Services at 818-677-2101.

**Find out more at http://www-admn.csun.edu/eqtydiv/**

**KCSN completed EEO out-reach menu options- narrative**

**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 picked up at 88.5 FM could be applied at any broadcast or internet radio station around the world.

Again, the skills the interns have picked up at 88.5FM could be applied at any broadcast or internet radio station around the world. With the exception of the “Covid-19” year, KCSN has always worked with approximately 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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