

2018 ANNUAL EEO PUBLIC FILE REPORT

Mendocino County Public Broadcasting

Stations:	KZYY, KZYZ
Community of License:	Mendocino County, CA
Reporting Period:	1 July 2017 to 1 March 2018
No. of Full-time Employees:	5 – 10
Small Market Exemption:	No

During the Reporting Period, no full time position was 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 **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

Expanded a radio broadcast engineering and production training collaboration begun in February 2017 with the Recording Arts and Technology program of Mendocino Community College. In January 2018, established a KZYY training and production studio at the college and integrated radio engineering and production training directly into the College curriculum. The program provides hands-on training and exposure to public radio program production and engineering on-site at the Ukiah campus.

Under the collaboration, starting 24 September 2017, Recording Arts students began recording and editing all Ukiah Community Concerts for broadcast on KZYY. On 21 February 2018, Recording Arts students recorded and edited the KZYY public affairs program Rural Resilience. On 26 February 2018, KZYY organized a workshop, Interviewing for Public Affairs and News Radio, featuring nationally renowned radio producer John Sepulvado of KQED California Report, for all Recording Arts students and KZYY news and public affairs programmers. The collaboration creates rich opportunities for Recording Arts students to serve our community

by recording and editing public affairs and cultural programs across the KZYY broadcast footprint.

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

Employees (Jeffrey Parker) of KZYY attended the National Federation of Community Broadcasters annual conference in July 2017. A wide range of trainings and workshops were attended during the conference that enhanced the skills needed to improve broadcasting, community-focused programming and staff capacity building; to engage students and listeners from underserved communities in radio production and radio programming training; and to build the station's capacity to conduct community outreach programming initiatives in the farthest and most remote corners of the vast 4,000 sq mile KZYY broadcast footprint.

In fall of 2017, established ongoing training and reporting collaborations with California's two statewide public radio broadcasters, Capital Public Radio in Sacramento and KQED California Report in San Francisco. Staff employees (news reporter Sarah Reith) and volunteers (public affairs programmer Jane Fletcher) attended a California Report editing session at KQED on 29 September 2017. Employees (reporter Sarah Reith) attended a two-day news production workshop at CapRadio on 6-7 November 2017.

On 26 February 2018, KZYY organized a workshop, "Interviewing for Public Affairs and News Radio," featuring nationally renowned radio producer John Sepulvado of KQED California Report, for all KZYY news and public affairs programmers and students of the Mendocino College Recording Arts and Technology collaboration.

*Established a **mentoring** program for station personnel.*

In February 2018, initiated consultations with veteran radio producers Frank Green (NBC News foreign correspondent), Dr Dean Edell (nationally syndicated “Dr Dean” health and wellness radio and TV programming) and others to establish a KZYX Journalism Working Group to review and update the the KZYX Programmers Handbook and initiate best-practices and programming standards training for all KZYX public affairs and community news programmers as well as future programmer recruits.