

Federal Communications Commission

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Description: FORM 397 MID TERM REPORT (LA SEU)

Application Reference Number: 20170731AHJ

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-0922 (September 2002)		FOR FCC USE ONLY
FCC 397				
BROADCAST MID-TERM REPORT			FOR COMMISSION USE ONLY FILE NO. - 20170731AHJ	
Legal Name of the Licensee UNIVERSITY OF SOUTHERN CALIFORNIA				
Mailing Address 1149 S. HILL SUITE H-100				
City LOS ANGELES		State or Country (if foreign address) CA		Zip Code 90015 -
Telephone Number (include area code) 2132257400			E-Mail Address (if available)	
FCC Registration Number 0004512778		Facility ID Number 69318		Call Sign KUSC
TYPE OF BROADCAST STATION:	Commercial Broadcast Station <input type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International		Noncommercial Broadcast Station <input checked="" type="radio"/> Educational Radio <input type="radio"/> Educational TV	
Application Purpose <input checked="" type="radio"/> New Program Report <input type="radio"/> Amendment to Program Report				
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.				
[Station List]				
Station List				
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.				
Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
KUSC	69318	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	LOS ANGELES, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No
KDB	51169	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	SANTA BARBARA, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No

KESC	58653	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	MORRO BAY, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No
KDSC	69116	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	THOUSAND OAKS, CA	<input type="radio"/> Yes <input type="radio"/> No
KPSC	69394	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	PALM SPRINGS, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No

SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name KATHRYNE DICKERSON		Street Address 1776 K STREET, NW	
City WASHINGTON	State DC	Zip Code 20006-	Telephone Number 2027197279

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification].

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

Section I

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio? Yes No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed

	Name of Respondent TODD DICKEY
Title SENIOR VICE PRESIDENT, ADMINISTRATION	Telephone No. (include area code) 2137407922
Date 7/27/2017	

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

Section II

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: RINA ROMERO

Title: SENIOR BUSINESS MANAGER

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

Section III

MID-TERM REPORT

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

[Exhibit 1]

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PER, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Exhibit 1

Description: LOS ANGELES SEU -- ANNUAL EEO REPORTS

SEE ATTACHED.

Attachment 1

Description
2015-2016 EEO Report (LA SEU)
2016-2017 EEO Report (LA SEU)

EEO PUBLIC FILE REPORT

August 1, 2015 - July 31, 2016

I. VACANCY LIST

See Section II, the “*Master Recruitment Source List*” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Content Director	1-4 & 6-50	4
Major Gift Officer	1-5 & 7-50	5
Customer Service Representative	1-5 & 7-50	2

KUSC(FM), KPSC(FM), KESC(FM), KDB(FM), KDSC(FM)

EEO PUBLIC FILE REPORT

August 1, 2015-July 31, 2016

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

Organization	Contact Person	Address	City	St.	Zip	Source Entered to Vacancy Notification? Y/N	No. of Interviews Referred by RS Over Reporting Period
1 Station Website	Kappelman Bill	http://www.kusc.org/	Los Angeles	CA	90071	N	0
2 USC Recruitment Website		http://www.usc.edu/go/jobs	Los Angeles	CA	90089	N	11
3 Internal Posting	Kappelman Bill		Los Angeles	CA	90071	N	1
4 Word of Mouth // Personal Contacts						N	4
5 Indeed.com (Paid Website)		http://www.indeed.com				N	7
6 LinkedIn.com		http://www.linkedin.com/				N	2
7 Art Institute of LA	Davyan Susanna	2900 31st Street	Santa Monica	CA	90405-3035	Y	0
8 American Women in Radio & Television	Mitchel Spencer	P.O. Box 7431	Burbank	CA	91510	Y	0
9 Career Transition Center		3447 Atlantic Ave.	Long Beach	CA	90807	N	0
10 Community Redevelopment Agency		354 South Spring Street	Los Angeles	CA	90013	N	0
11 CSULB/Film & Electronic Arts Dept.	Thomas Donna	1250 Bellflower	Long Beach	CA	90840-0113	Y	0
12 CSUN/Career Center		18111 Nordoff St.	Northridge	CA	91330-8241	N	0
13 East L.A. Occupational Center	Peralta Martha	2100 E. Marengo Street	Los Angeles	CA	90033	Y	0
14 Employment Development Department	Lizama Milena	12715 S. Pioneer Blvd.	Norwalk	CA	90650	N	0
15 Experience Unlimited/EDD		933 S. Glendora Ave.	W. Covina	CA	91790	N	0
16 Florida A&M University		314 Tucker Hall	Tallahassee	FL	32307-4800	Y	0
17 Glendale College/Student Employment Srvc	Dadoodi Sharis	1500 N. Verdugo	Glendale	CA	91208	Y	0
18 Golden State Mgmt Services		120 S. Euclid Ave.	Pasadena	CA	91101	N	0
19 Golden State Minority Fnd.		333 S. Beaudry Ave. #216C	Los Angeles	CA	90017	N	0
20 Goodwill Industries	Marsh James	14550 Victory Blvd.	Van Nuys	CA	91401	Y	0
21 Inglewood Adult Education	Ballard Ralph	115 W. Kelso St.	Inglewood	CA	90301	N	0
22 Jewish Vocational Services	Maier Teri	5700 Wilshire Blvd. #2303	Los Angeles	CA	90036	Y	0
23 Jewish Vocational Services (Valley)	Maier Teri	22622 Vanowen St.	West Hills	CA	91307	Y	0
24 KFVB	Nguyen Jennifer	6230 Yucca Street	Los Angeles	CA	90028	Y	0
25 KKL/KIEV Radio		701 N. Brand Blvd #550	Glendale	CA	91203	Y	0
26 KPFK-FM		3729 Cahuenga Blvd West	N Hollywood	CA	91604	Y	0
27 KTLA-TV	Doris Doris	5800 Sunset Blvd	Hollywood	CA	90028	Y	0
28 KTYM-AM	Borrego Gerardo	6803 West Blvd.	Inglewood	CA	90302-1832	Y	0
29 KXLU-FM	Ammossow Lydia	7900 Loyola Blvd.	Los Angeles	CA	90045	Y	0
30 L.A. Valley College		5800 Fulton Ave.	Van Nuys	CA	91401-4096	Y	0

31	Los Angeles Urban League	Robbins	Elainea	3450 Mt. Vernon Drive	Los Angeles	CA	90008	Y	0
32	Marina Del Rey Work Source		Jennifer	13160 Mindanao Way #240	Marina del Rey	CA	90292	Y	0
33	Maxine Waters Empl. Preparation Center	Jumucio	Sergio	10925 S. Central Avenue	Los Angeles	CA	90059	Y	0
34	Millikan High School		Denise	2800 Snowden Ave	Long Beach	CA	90815	Y	0
35	National Hispanic Media Coalition			2514 S. Grand Ave	Los Angeles	CA	90007	Y	0
36	Native American Public Telecommunications			PO Box 83111	Lincoln	NE	68501	Y	0
37	Nat'l Lesbian & Gay Journalists Assoc.	Jayes	Arin	1420 K Street, NW Suite 910	Washington	DC	20005	Y	0
38	Plaza de La Raza	Jimenez Torrez	Maria	3540 N. Mission Rd	Los Angeles	CA	90031	Y	0
39	SCBA			5670 Wilshire Blvd., Suite 1370	Los Angeles	CA	90036	Y	0
40	Social Concerns of So. Calif.			12930 N. Lime Ave.	Compton	CA	90221	N	0
41	SOUTH ASIAN JOURNALISTS Assoc.			2950 Broadway	New York	NY	10027	N	0
42	Spanish Coalition for Jobs, Inc.	Estrada	Elbia	2011 W. Pershing Rd.	Chicago	IL	60609	Y	0
43	TELACU	Viramontes	Jacky	5400 E. Olympic Blvd. Suite #300	Los Angeles	CA	90022	Y	0
44	Venice Skills Center / LAUSD	Lynch	Leo	611 5th Avenue	Venice	CA	90291	Y	0
45	Verdugo Job Center	Jordan	Gail	1255 S. Central Ave.	Glendale	CA	91204	Y	0
46	WBUR-FM	Johnson	Downa	890 Commonwealth Ave.	Boston	MA	02215	Y	0
47	West Los Angeles Job Shop	Ayele	Beth	13160 Mindanao Way, Suite #105	Marina Del Rey	CA	90292	Y	0
48	West Valley Occupational Center			6200 Winnetka Ave.	Woodland Hills	CA	91367	Y	0
49	Westside Career Resource Center			8905 Venice Blvd.	Los Angeles	CA	90034	N	0
50	Yang-Na Institute/Ensemble	Miller	Marty	11684 Ventura Blvd	Studio City	CA	91604	Y	0

TOTAL INTERVIEWEES OVER REPORTING PERIOD: 25

EEO PUBLIC FILE REPORT

August 1, 2015 --> July 31, 2016

III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	<p><u>Mentoring program</u> for station personnel</p> <p>Establish a mentoring program for station personnel</p>	<p>The SEU has established a formal mentoring program whereby USC Radio President Brenda Barnes meets with SEU employees promoted to management each month.</p> <p>During these mentoring meetings, Ms. Barnes provides insight on various topics such as management techniques, personnel matters, avoiding discrimination in the workplace, etc., and answers any questions the newly-promoted employees may have.</p>
2	<p>List each <u>Upper-Level Opening</u> in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities</p>	<p>During this Reporting Period, the SEU listed upper-level job openings with several trade organizations whose membership includes substantial participation of women and minorities, including American Women in Radio & Television.</p>

3	<p>Participate in events/programs sponsored by or on behalf of <u>Educational Institutions</u> related to careers in broadcasting</p>	<p>During this reporting period, USC Radio President mentored 2 former students from the <i>USC Neighborhood Academic Initiative</i>, a college preparatory program for low income children in the poor neighborhoods surrounding USC.</p> <p>The mentorship program spans the entire academic year and allows mentees a window into what it's like to work in radio and what academic qualifications and skills are needed to succeed</p>
4	<p>Participate in events/programs sponsored by or on behalf of <u>Educational Institutions</u> related to careers in broadcasting</p>	<p>On October 15, 2015, the SEU's Assistant Program Director gave a station tour to a student from UCSB. The student was provided a "behind the scenes" view of our studios and had the opportunity to ask questions about careers in broadcasting.</p>
5	<p>Participate in events/programs sponsored by or on behalf of <u>Educational Institutions</u> related to careers in broadcasting</p>	<p>On July 22, 2016, the SEU's Executive Producer gave a station tour to a student from Butler University in Nashville. The student was provided a "behind the scenes" view of our studios and had the opportunity to ask questions about careers in broadcasting.</p>

EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

I. VACANCY LIST

See Section II, the “*Master Recruitment Source List*” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Chief Content Director	1 – 5 & 8 – 36	4
Major Gift Officer	1 – 4 & 7 – 36	7
Administrative Assistant II	1 – 5 & 8 – 36	2
Development Officer III	1 – 4 & 8 – 36	2

KUSC(FM), KPSC(FM), KESC(FM), KDB(FM), KDSC(FM)

EEO PUBLIC FILE REPORT // LA SEU

August 1, 2016-July 31, 2017

Section II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

<u>Organization</u>	<u>Contact Person</u>	<u>Address</u>	<u>City</u>	<u>St.</u>	<u>Zip</u>	Source Entered to Vacancy Notification? Y/N	No. of Interviewees Referred by RS Over Reporting Period
1 Station Website	Kappelman Bill	http://www.kusc.org/	Los Angeles	CA	90071	N	0
2 USC Recruitment Website		http://www.usc.edu/go/jobs	Los Angeles	CA	90089	N	10
3 Internal Posting	Kappelman Bill		Los Angeles	CA	90071	N	2
4 Word of Mouth // Personal Contacts						N	5
5 LinkedIn.com		http://www.linkedin.com/				N	1
6 Indeed.com (Paid Website)		http://www.indeed.com				N	1
7 Koya Leadership Partners	Attn: Human Resources	177 E Colorado Blvd, 2nd Floor	Pasadena	CA	91101	N	7
8 Actors Work Program	Davtyan Susanna	5757 Wilshire Blvd. #400	Los Angeles	CA	90036	N	0
9 Art Institute of LA		2900 31st Street	Santa Monica	CA	90405-3035	N	0
10 Braille Institute		741 N. Vermont Ave.	Los Angeles	CA	90029	N	0
11 Cal. State U. at Chico	Odom Megan	Placement Office	Chico	CA	95929-0700	Y	0
12 Career Planning Center	Goldoni Lelia	1623 S. La Cienega	Los Angeles	CA	90035	N	0
13 Career Transition Center		3447 Atlantic Ave.	Long Beach	CA	90807	N	0
14 CSULB/Film & Electronic Arts Dept.	Burman Karen	1250 Bellflower	Long Beach	CA	90840-0113	N	0
15 CSUN/Career Center	Fullum Odette	18111 Nordoff St.	Northridge	CA	91330-8241	N	0
16 Employment Development Department	Lizama Milena	12715 S. Pioneer Blvd.	Norwalk	CA	90650	Y	0
17 Experience Unlimited/EDD	Frigs Jeannine	933 S. Glendora Ave.	W. Covina	CA	91790	N	0
18 Glendale College/Student Employment Service	Davoodi Sharias	1500 N. Verdugo	Glendale	CA	91208	N	0
19 Jewish Vocational Services (Valley)	Lutter Shelly	22622 Vanowen St.	West Hills	CA	91307	N	0
20 KMRB-AM	Chu Kevin	747 E. Green St., 4th Floor	Pasadena	CA	91101	N	0
21 KPFK-FM	Bar-Cohen Limor	3729 Cahuenga Blvd West	N Hollywood	CA	91604	N	0
22 KTLA-TV	Red-Horse Margarita	5800 Sunset Blvd	Hollywood	CA	90028	N	0
23 KTYM-AM	Borrego Gerardo	6803 West Blvd.	Inglewood	CA	90302-1832	N	0
24 KXLU-FM	Valdenso Devin	7900 Loyola Blvd.	Los Angeles	CA	90045	N	0
25 Los Angeles Urban League	Manuel-Esguei Marie	3450 Mt. Vernon Drive	Los Angeles	CA	90008	N	0
26 Maxine Waters Empl. Preparation Center	Alexander Fran	10925 S. Central Avenue	Los Angeles	CA	90059	Y	0
27 Plaza de La Raza		3540 N. Mission Rd	Los Angeles	CA	90031	Y	0
28 SCBA		5670 Wilshire Blvd., Suite 1370	Los Angeles	CA	90036	Y	0
29 Social Concerns of So. Calif.		12930 N. Lime Ave.	Compton	CA	90221	N	0
30 The Lords Lighthouse Ministry	Samm Butch	1760 N Gower Ave	Hollywood	CA	90028	N	0

31	UCLA/African American Studies	Benson	Veronica	Box 951545	Los Angeles	CA 90095-1545	N	0
32	Venice Skills Center / LAUSD	Baskin	Lisa	611 5th Avenue	Venice	CA 90291	N	0
33	Verdugo Job Center	Jordan	Gail	1255 S. Central Ave.	Glendale	CA 91204	N	0
34	WBUR-FM	Shaw	Jessica	890 Commonwealth Ave.	Boston	MA 02215	N	0
35	West Valley Occupational Center			6200 Winnetka Ave.	Woodland Hills	CA 91367	N	0
36	Yuba College	Mannshardt	Sue	2088 N. Beale Rd.	Marysville	CA 95901	N	0

TOTAL INTERVIEWEES OVER REPORTING PERIOD: **26**

EEO PUBLIC FILE REPORT

August 1, 2016 --> July 31, 2017

III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	<p><u>Mentoring program</u> for station personnel</p> <p>Establish a mentoring program for station personnel</p>	<p>The SEU has established a formal mentoring program whereby USC Radio President Brenda Barnes meets with SEU employees promoted to management each month.</p> <p>During these mentoring meetings, Ms. Barnes provides insight on various topics such as management techniques, personnel matters, avoiding discrimination in the workplace, etc., and answers any questions the newly-promoted employees may have.</p>
2	<p>List each <u>Upper-Level Opening</u> in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities</p>	<p>During this Reporting Period, the SEU listed upper-level job openings with several trade organizations whose membership includes substantial participation of women and minorities.</p>

3	Internship Program	<p>In the fall of 2016, the SEU’s Executive Producer hosted one internship program:</p> <ul style="list-style-type: none"> - 1 student from University of Southern California, in Los Angeles, California, interned in our Programming Department <p><u>Duties for the Programming intern include:</u></p> <ol style="list-style-type: none"> 1) Music research for broadcast scripts 2) Auditioning new music CD's for possible inclusion on Alan's Modern Times program 3) Recording/preparing voice tapes for Program Director evaluation 4) Learning to do digital editing on interviews 5) Inaugurating KUSC's first forays into the use of Facebook live at two live concert broadcasts, LA Opera and LA Phil 6) Interviewing top KUSC managers to learn specifics about their duties, and to learn more about how a radio station operates.
4	Participate in a job or career fair	<p>On March 17, 2017, the SEU’s Senior Business Manager and the Executive Director of Development attended a job fair – and manned a KUSC station booth – at the McCambridge/Veterans Job Fair in Burbank, CA.</p>
5	Participate in events/programs sponsored by or on behalf of <u>Educational Institutions</u> related to careers in broadcasting	<p>On July 24, 2017, the SEU’s President/General Manager gave a station tour to a student from Santa Monica College. The student was provided a “behind the scenes” view of our studios and had the opportunity to ask questions about careers in broadcasting.</p>

6	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	On October 17, 2016, the SEU's Director of Compliance, Bill Kappelman, held a morning-long EEO seminar attended by all station managers. A variety of topics and methodologies for ensuring equal employment opportunity, as well as ways to comply with FCC rules were presented.
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