

EEO Public File Report

KGTV & KZSD - San Diego California

Prong 3 Longer-Term Recruitment & Outreach Initiatives

8/1/10 - 7/31/11

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Fall semester 2010 and Spring Semester 2011	San Diego State University College of Extended Studies	Advanced Editing Class offered at SDSU Extension	Joe Little, Reporter/Digital Correspondent teaches the class	Joe Little
2	10/1/2010	Outreach to local Schools and Universities	Local schools contacted to get contact information for providing job openings and internship opportunities	Siobhan Graham called several local schools in San Diego to get contact information for distributing jobs and internship opportunities at the schools - 8 schools added to the EEO Part 2 reports	Siobhan Graham
3	10/23/2010	MANA Latina Success Womens Conference	One day event which aims to empowere Latina women with the tools to succeed in all aspects of their lives.	Sponsored the event & placed full page ad in the program brochure	Paola Hernandez
4	11/17/2010	San Diego State University, FOJ (Friends of Journalism)	SDSU graduates shared job-seeking and career enhancing skills with Journalism students	JW August, Managing Editor and Audra Stafford, News Producer were on the panel	JW August, Audra Stafford
5	4/30/2011	Society of Professional Journalists Convention	SPJ annual convention at Humphries in San Diego	Joe Little, Reporter was a guest speaker	Joe Little
6	5/6/2011	Mariachi Scholarship Foundation	The Mariachi Scholarship Foundation exists to enhance the education of participating students by supporting the study and perfromacne of mariachi music in schools	Paola Hernandez, Publicity Manager, and Joseph Little were the emcee 'sfor the annual gala event.	Paola Hernandez, Joe Little

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7	2010/2011	Job Fairs	Attended the following Job Fairs: Naval Base Ventura County Career Fair on 8/26/10 and 2/17/11, National MBA Conference Career Fair on 9/23 & 9/24, Veterans Employment Expo Job Fair on 6/9/11, National Association of Broadcasters Annual Convention Career Day on 4/13/11	McGraw-Hill Broadcasting distributed information regarding current Openings and Internships. Candidates screened at the booth	Siobhan Graham, Julie Kwong
8	2010/2011	Society of Professional Journalists (SPJ) Mentor Program	Mentoring program run by the SPJ for university students interested in Broadcast careers	JW August, Managing Editor and Preston Phillips, Reporter participated in the program as Mentors	JW August, Preston Phillips, Stephanie Miranda
9	Ongoing	Newsroom Minority Trainee position	Initiative designed to increase the upward mobility of minorities and women in the broadcasting industry, specifically in the newsroom, by providing valuable on-the-job training experience	KGTV has one full time entry level position in the News Department for this initiative. The employee in this position receives on-the-job training in the Newsroom and is mentored by Management.	Sean Kennedy, Siobhan Graham
10	Ongoing	Community Organization Notification Request Form	Form posted online at www.10news.com for Community Organizations that want to be notified of Job Openings.	The form can be returned to Human Resources requesting to be notified of Station job openings	Siobhan Graham
11	Ongoing	Internships	10News offer valuable on the job internships in News, Creative Services and Sales	Interns receive college credit for the internship. Internships last a full semester and interns must commit to 2 days at the station per week. This program provides on the job training. Approximately 60 interns participate in this program annually.	Geoff Dietrich, Susan Turman, Autumn Doermann, Siobhan Graham

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12	Ongoing	Station Tours	10News and Azteca America San Diego offers station tours to schools, boy & girls scout troops and local community organizations free of charge	A tour of the Station(s) lasts 45-60 minutes. Station employees rotate conducting the tours. Community groups can request a tour by calling 619-237-1010.	Autumn Doermann, Pat Givans, Lynice Sullivan, DeeDee Davis
13	Ongoing	Speaker's Bureau	On-air talent participates in community outreach events through online requests	Coordinate on-air talent to attend events including fundraisers, guest speakers at San Diego schools with Journalism programs. Includes speaking about working in the broadcasting industry.	Paola Hernandez & All 10News reporters & anchors
14	Ongoing	10News Leadership Award	Weekly news segment that recognizes local community leaders who do good things in the community - one leadership category profiled is Diversity	Promote on air for nominations, person selected gets profiled on the news and an award from the station	10News talent & Creative Services staff