

**EEO Public File Report**  
**KGTV & KZSD - San Diego California**  
**Prong 3 Longer-Term Recruitment & Outreach Initiatives**  
**8/1/08 - 7/31/09**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	8/4/2008	Personal Finance Workshop for Hispanic Journalists	2-day training program for Hispanic Journalists in the best practices of personal finance journalism. Training provided by experienced, business journalism professors.	Provided venue for training & food. Coordinated logistics on behalf of International Center for Journalists. Journalists from other media in San Diego attended the event at no charge.	Paola Hernandez, Sean Kennedy, Claudia Llausas, Pat Givans, Evy Ramos, Madeline Vogt, Mike Biltucci
2	10/23/2008	SDSU - Friends of Journalism & Mass Media Studies	SDSU Journalism Graduates speak to students about careers in the media	Event organized by JW August, Managing Editor. Audra Stafford, News Producer participated as a panel member	JW August, Audra Stafford
3	10/24/2008	UCSD Distinguished Lecture Series	"What happened to Investigative Journalism" class presented to students as part of the Osher UCSD Distinguished Lecture Series	JW August, Managing Editor of the Investigative Team at KGTV was the presenter at this class which was held at UCSD	JW August
4	11/13/2008	Southwestern College Career Day	TV & Broadcast Career Fair & Expo at Southwestern College in San Diego	Mike Biltucci, Director of Operations, Paola Hernandez, Community Outreach and Christian Cazares, Photojournalist were on the panel presentation about careers in TV	Mike Biltucci, Paola Hernandez, Christian Cazares
5	11/30/2008	San Diego County Regional Occupational Program	The San Diego ROP prepares a diverse population, 16 years of age and older for further education	Christian Cazares, Photojournalist serves as an Advisory Committee Member for this program	Christian Cazares
6	12/11/2009	Job Shadow Day	Students from Childrens Creative & Performing Arts Academy (CCPAA) of San Diego spent a day at the station	The students met with News Management and employees and interviewed them about careers in TV News. Students watched a live TV broadcast. The students wrote about their day for the school newspaper	Sean Kennedy, Steve Atkinson, Charisse Yu, William Stevens, Michael Rozzen, Brad McLellan, Jeannette Donahoo
7	12/29/2008	UCSD Distinguished Lecture Series	"What happened to Investigative Journalism" class presented to students as part of the Osher UCSD Distinguished Lecture Series	JW August, Managing Editor of the Investigative Team at KGTV was the presenter at this class which was held at UCSD in October & December 2008	JW August
8	1/16/2009	YMCA Dr. Martin Luther King Human Dignity Awards Breakfast	24th Annual YMCA of San Diego County Award Breakfast recognizing leaders in the community	Media Sponsor for the event & also several employees attended the breakfast	Paola Hernandez, Sean Kennedy, Steve Atkinson, Jeff Block
9	3/10/2009	National University Journalism Class	Joe Little was a guest speaker at a Broadcast Journalism Class at National University	Joe Little spoke to the class about the broadcasting business & fielded questions from Journalism students	Joe Little

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10	3/12/2009	Francis Parker School Senior Internship Program	Project to introduce students to the world of work	Student completed one month internship at the station under the guidance of JW August, Managing Editor	JW August, Geoff Dietrich, Siobhan Graham
11	4/10/2009	US Department of State - young journalist program	Program for young journalists from abroad to observe US journalists	Hosted journalists from Russia who job shadowed in the newsroom	JW August
12	4/18/2009	San Diego County 7th Annual College Expo	Career Fair and Expo at Southwestern College in Chula Vista which helps prepare families for College & Careers	Media Sponsor and had a booth at the event. Distributed information about Internships at the station	Paola Hernandez, Autumn Doermann, Marianna Escamilla
13	4/22/2009	Career Day	National Association of Broadcasters Education Foundation, Broadcast Education Association & RTNDA Career Day at the annual NAB Convention in Las Vegas	Hosted a booth at the event. Met with Broadcast students and provided them feedback on their Resumes and how to start a career in Journalism	Siobhan Graham, Pat Givans, Andrew Lombard, Darrell Brown
14	4/23/2009	Urban League Job Fair	Minority Job Fair - 1 day event	Had booth at the event and distributed job openings to attendees. KGTV& Azteca were the media sponsor for the event	Paola Hernandez, Siobhan Graham, Autumn Doermann, Joaquin Elizondo, Marianna Escamilla
15	5/19/2009	UCSD Networking Night	Networking & Information event sponsored by UCSD Department of Communications & Alumni	Michael Biltucci, Director of Oeprations attended the evening as a panelist and provided information to students on the Broadcast Industry	Mike Biltucci
16	5/19/2009	Diversity Training	Diversity Initiative Presentation to Management Team	Presented on the benefits of diversity in the workplace. Discussed how diversity will keep KGTV competitive. Discussed the meaning of EEO and Affirmative Action - and what it means to be an Equal Employment Opportunity Employer. Discussed how to conduct outreach to minority organizations. Shared AAP Goals with Managers	Presented by Siobhan Graham - 8 department heads attended

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17	5/21/2009	Media & Entertainment Conference	Media Conference presented by Career Technical Education/ROP	Paola Hernandez, Community Outreach and Publicity Manager was a Guest Panelist at the event	Paola Hernandez
18	Ongoing	Diversity Works Magazine	Quarterly Diversity Magazine published and distributed by The Urban League	One page ad in the magazine with a link to Job Opportunities and Internship Opportunities at KGTV & KZSD. Included company EEO statement in the ad	Siobhan Graham, Steve Lyew, Paola Hernandez, Jason Maloney
19	Ongoing	Newsroom 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	Train & mentor trainees in behind-the camera work for an indefinite term. Full time trainee job with benefits. This newsroom position was newly created in August 2008 and filled in last quarter 2008	Sean Kennedy, Siobhan Graham
20	Ongoing	Community Affairs Trainee position	Initiative designed to increase the upward mobility of minorities and women in the broadcasting industry by providing valuable on-the-job training experience	Train & mentor trainees in behind-the camera work for an indefinite term. Full time trainee job with benefits	Jason Maloney, Siobhan Graham
21	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
22	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.	Autumn Doermann, Paola Hernandez & All 10News reporters & anchors
23	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