

EEO Public File Report
KGTV & KZSD - San Diego California
Prong 3 Longer-Term Recruitment & Outreach Initiatives
8/1/07 - 7/10/08

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	8/15/2007	National Association of Black Journalist Job Fair	Minority Job Fair	Had booth at the event and distributed job and internship information	Jimmy Love
2	9/11/2007	10News Speakers Bureau	Discovery Elementary School in San Marcos	Hal Clement spoke to the high school class	Hal Clement
3	9/25/2007	Ramona Women's Club Meeting	Womens support group meeting	Anchor Bill Griffiths attended and presented to the group	Bill Griffiths
4	10/12/2007	Speaker's Bureau	SDSU Cultural Diversity Event	LeeAnn Kim was a featured speaker on the subject of Cultural Diversity at San Diego State University	LeeAnn Kim
5	10/13/2007	Speaker's Bureau	La Raza Annual Scholarship & Awards Dinner	James Quinones emcee'd the event	James Quinones
6	10/23/2007	Speaker's Bureau	Tech Training Foundation Awards Dinner	Geni Cavitt emcee'd the awards dinner event	Geni Cavitt
7	12/1/2007	Volunteer	Rancho San Fe Education Foundation	Lauren Reynolds volunteers with the Rancho Santa Fe Education Foundation	Lauren Reynolds
8	1/24/2008	School Career Day	Wegeforth Elementary School Career Day	James Quinones attended and spoke about his job as a Weather Anchor	James Quinones
9	2/1/2008	Mentoring	NWS high school senior project mentor	Geni Cavitt provides mentoring to high school children at NWS	Geni Cavitt
10	3/1/2008	Mentoring	Jenna Druck Foundation - Spirit of Leadership Conference	Geni Cavitt & Juliette Vara attended the event and provided mentoring to participants	Geni Cavitt, Juliette Vara
11	3/3/2008	10News Speakers Bureau	Discovery Elementary School in San Marcos	Hal Clement spoke to the high school class	Hal Clement
12	3/18/2008	Speaker's Bureau	San Diego State University - Lambda Pi Eta Communications Honor Society	Hal Clement & Joe Little spoke to Broadcasting/Communications students about the broadcasting business and working in television	Hal Clement, Joe Little

EEO Public File Report
KGTV & KZSD - San Diego California
Prong 3 Longer-Term Recruitment & Outreach Initiatives
8/1/07 - 7/10/08

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
13	3/31/2008	Speaker's Bureau	Rowe Elementary School Communication Meeting	Lauren Reynolds was a presenter at the event	Lauren Reynolds
14	4/10/2008	National College Faire	National College Faire at the San Diego Convention Center	Kimberly Hunt was a speaker at the event	Kimberly Hunt
15	4/19/2008	College Expo at Point Loma Nazarene University	Job Fair event for students looking to apply to University - booths with career information on site at the University	Had a booth at the event and talked to the students about how to start a career in Broadcasting. Distributed flyers about internships in Broadcasting. 10News & Azteca was the media sponsor for the event	Siobhan Graham, Paola Hernandez, Paloma Hernandez, Joaquin Elizondo, Kerrie Fitzgerald, Ellen Ascher
16	4/24/2008	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	Graham, Sofia Salgado, Autumn Doermann, Paloma Hernandez, Juliette Vara, Jennifer Jensen, Joaquin Elizondo
17	5/3/2008	Race for Literacy	Event to raise funds to benefit the Literacy Council	Media sponsor, talent helped starting the race, distributed reading info. & bookmarks,	Paol Hernandez, Paloma Hernandez, Autumn Doermann
18	5/4/2008	Cinco de Mayo	Festival celebrating Mexican culture/history; outreach to Hispanic community, about 20,000 attendees	Distributed first-aid kits & career opportunities at 10News and Azteca. Distributed "Career Opportunities" flyer to attendees to highlight opportunities at the Station	Carol LeBeau, James quinones, Claudia Llausas, Paola Hernandez, Autumn Doermann, Paloma Hernandez
19	5/8/2008	Pt. Loma Journalism Awards	Journalism Awards - PLNU	Carol LeBeau was a speaker at the event at PLNU	Carol LeBeau
20	5/9/2008	Mariachi Scholarship Foundation Gala Dinner	Awards dinner	Sponsored the event and awarded \$1500 scholarship to one student. Paola Hernandez was the Mistress of Cermonies	Elizondo, Autumn Doermann, Paloma Hernandez, Gaby Moseman
21	5/13/2008	Speaker's Bureau	Montgomery High School	Geni Cavitt was a keynote speaker to the students at Montgomery High School	Geni Cavitt
22	5/15/2008	Junior League of San Diego event	Junior League of San Diego - Central Elementary School - topic was "Growing Healthy Students"	James Quinones attended the event and presented to students	James Quinones

EEO Public File Report
KGTV & KZSD - San Diego California
Prong 3 Longer-Term Recruitment & Outreach Initiatives
8/1/07 - 7/10/08

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
23	5/29/2008	Career Fair	Correira Middle School Career Fair	Evy Ramos attended the event and spoke to students about working in Television/Broadcasting	Evy Ramos
24	5/31/2008	Sharp Women's Health Symposium	Health fair for women	Sponsored it, booth, talent emceed the event. Anchor Carol LeBeau emceed the event	Silvia Mendez, Aremy Amaya, Paola Hernandez, James Quinones
25	7/12/2008	NCLR - National Council of La Raza	Latino Expo - largest Latino conference in the nation lasting 4 days	Media sponsor for the event and also had a booth. Distributed job and internship information to attendees	Spacia Hernandez, Paloma Hernandez, Autumn Doermann, Siobhan Graham, Sofia Salgado
27	7/24/2008	Unity Conference in Chicago	Minority JobFair representing NABJ, NAHJ, NAAJ	Had booth at event. Distributed job openings to attendees. Reviewed Resume Tapes on site for prospective job applicants	Doris Lewis, Jimmy Love
26	7/30/2008	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 15 managers attended
28	Ongoing	Community Affairs Trainee position - recruited and filled 11/12/07	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	Don Wells, Siobhan Graham
29	Ongoing	Internships	10News offer valuable on the job internships in News, Creative Services and Sales	Intern receives credit at school for the internship. Internships last a full semester and interns must commit to 2 days a week. This program provides on the job training	Melissa Alexander, Susan Turman, Autumn Doermann, Siobhan Graham
30	Ongoing	Speaker's Bureau	On-air talent participates in community outreach events through online requests	Coordinate the on-air talent to attend the event including events at schools & colleges. Includes speaking about working in the broadcasting industry.	Autumn Doermann & Jeannette Donahoo & All 10News reporters & anchors
31	Ongoing	10News Leadership Award	Weekly news segment that recognizes local community leaders who do good things in the community	Promote on air for nominations, person selected gets profiled on the news and an award from the station	10News talent & Creative Services staff