

Prong 3 Longer-Term Recruitment Initiatives Implemented from 8/1/09 through 7/31/10

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	8/1/09 - ongoing	College Intern Program	Expose college juniors and seniors to broadcasting careers	Host interns from area colleges who are studying broadcasting for credit hours and experience.	Rosy Chu, Community Affairs Director, Angela Lindsay, Local Sales Manager, Joyce Hoque, National Sales Assistant
2	2010 ongoing	Scholarship Fund Raising	Support scholarship program for potential San Jose state students	Serve on Board of Directors for San Jose State University Athletics Order of SPARTA, assisting with fund raising for scholarships	Javier Ortiz, Local Sales Manager
3	02/19/10	Mentor	Expose college students to broadcasting careers	Provided a Laney College student with a one-on-one interview to assist the student with journalism class	Gasia Mikaelian, TV 36 7pm News Anchor
4	02/01/10	Job Shadow	Expose high school students to broadcasting careers	Hosted six students from Lynbrook High School for an entire day at KICU	Lisa Fernandez, Research Director, Javier Ortiz, Local Sales Manager, Allen Waterous, Retail Director
5	02/24/10	Job & Internship Fair	Expose college students to broadcasting careers	In conjunction with Bay Area Star, participated in a Job and Internship Fair at San Jose State University EXPO '10	Javier Ortiz, Local Sales Manager

Prong 3 Longer-Term Recruitment Initiatives Implemented from 8/1/09 through 7/31/10

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
6	03/29/10	Speaker	Expose college students to broadcasting careers	Spoke to a group of Laney College Journalism students and Media Club	Gasia Mikaelian, TV 36 7pm News Anchor
7	03/31/10	Speaker	Expose college students to broadcasting careers	Participated on a panel about women and broadcast careers at Notre Dame de Namur University	Rosy Chu, Community Affairs Director
8	4/21/10 & 4/22/10	Employee Training	Train employees to enhance career opportunities in broadcasting	To enhance their skill set, two Promotion Producers were trained on the use of Final Cut Pro	Marty Glickman & Drew Gough, Promotion Writer/Producers
9	06/30/10	Employee Training	Train employees to enhance career opportunities in broadcasting	Spent a day at Telerep San Francisco shadowing Sales Assistant & Executive Assistant and training on Medialine system	Joyce Hoque, National Sales Assistant
10	07/19/10	Scholarship Donation	Provide scholarships to high school students, with emphasis on African American students	Donated \$500 to Oral Lee Brown Foundation who provides scholarships to high school students	Rosy Chu, Community Affairs Director, Chris Nohr, Human Resources Manager
11	7/6/10-8/13/10	High School Intern Program	Expose high school students to broadcasting careers	Through the Oakland School District's "School to Career Partnership", a high school student participated in an internship Summer 2010	Susan Chiaventone, Executive Assistant; Joyce Hoque, National Sales Coordinator