

**Prong 3 Longer-Term Recruitment Initiatives Implemented from
through 7/31/10**

8/1/09

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	8/1/09 - ongoing	College Intern Program	Expose college students to broadcasting environment	Host interns from area colleges who are studying broadcasting for credit hours and experience.	Chris Nohr, HR Manager, Rosy Chu, Community Affairs Director, Ellen Ellery, Intern Coordinator
2	08/28/09	Scholarship Donation	Provide scholarships to college students, with emphasis on African American students	Donated \$1000 to the Bay Area Black Journalists Association scholarship fund	Rosy Chu, Community Affairs Director
3	09/10/09	Speaker	Expose elementary students to broadcasting careers	Spoke to a class of 5th graders at Del Rey Elementary	Bill Martin, Meteorologist
4	10/27/09	Mentor/ Teacher	Expose high school students to careers in broadcasting	Taught an audio workshop class to San Mateo High School's Tech Theatre Class. Also mentors students on an on-going basis on sound design and technology.	Mark Metzler, Engineering Supervisor
5	10/28/09	Tour/Speaker	Expose college students to broadcasting careers	Provided Sonoma State broadcast students with a tour and talk about TV careers	Frank Somerville, Anchor
6	1/5/10 and 2/23/10	Tour/Speaker	Expose college students to broadcasting careers	Provided San Francisco State broadcast students with a tour and talk about TV careers	Frank Somerville, Anchor
7	01/29/10	Career Day	Expose middle school students to broadcasting careers	Attended Wells Middle School Career Day	Ken Wayne, News Anchor
8	Spring 2010	Teacher	Expose/teach college students about broadcasting careers	Taught Media 104 (beginning video production) at Laney College Spring 2010 semester	Steve Shlisky, Program Services Editor
9	02/19/10	Interview	Expose college students to broadcasting careers	Assisted Laney College student with a school article	Gasia Mikaelian, Anchor
10	02/24/10	Career Fair	Expose high school students to careers in broadcasting	Attended Newark Memorial High School's Career Fair	Tom Vacar, Reporter
11	03/16/10	Career Exploration Visit	Expose high school students to careers in broadcasting	Hosted 20 sophomores from Mt. Diablo High School for a career exploration visit to KTVU. Students were shown studios, cameras, green screen, Avid, Artbox, etc.	Rosy Chu, Community Affairs Director, Jim Wagner, Engineer, Joe Breen, Stage Manager

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12	03/17/10	Career Day Speaker	Expose middle school students to broadcasting careers	Attended and spoke at Francisco Middle School's Career Day	Ken Wayne, News Anchor
13	03/17/10	Career Expo	Expose high school students to careers in broadcasting	Attended Oakland Technical High School's Career Expo	Frank Somerville, Anchor
14	03/24/10	Career Day	Expose high school students to careers in broadcasting	Attended Mercy High School's Career Day	Ken Wayne, News Anchor
15	03/25/10	Speaker & Tour	Expose foreign journalists in lower level positions to broadcast careers	Hosted 25 (junior) foreign journalists for a tour of KTVU facilities	David Gurien, News Writer
16	03/29/10	Speaker	Expose college students to broadcasting careers	Spoke to a group of Laney College Journalism students and Media Club	Gasia Mikaelian, Anchor
17	03/30/10	Teacher & Tour	Expose college students to careers in broadcasting	Provided his Laney College Beginning Video Production class with a tour of KTVU	Steve Shlisky, Program Services Editor
18	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
19	4/1, 4/2, 4/10 & 4/11/10	Job Training	Expose employees to higher level of skills to enhance job opportunities	Trained on Adobe After Effects and Adobe Illustrator	Joel Cooper, Designer & CG Operator
20	04/21/10	Speaker	Expose college students to broadcasting careers	Spoke to a group of 30-45 Broadcast Electronic Communication Art students at San Francisco State University	Jim Haman, Broadcast Operations Manager
21	05/06/10	Speaker/ Scholarship Fundraiser	Assist with scholarship fundraiser for students who cannot afford to attend college	Emcee of Peralta Community Colleges Foundation scholarship fundraising event	Dave Clark, Anchor
22	05/08/10	Media Day	Expose Oakland Chamber of Commerce members to broadcasting careers	Conducted a tour of the station and spoke to a group as a part of Leadership Oakland's Media Day	Rosy Chu, Community Affairs Director, Frank Somerville, Anchor, Gasia Mikaelian, Anchor
23	05/11/10	Speaker	Expose high school students to careers in broadcasting	Interviewed by El Cerrito High School's "Youth Radio"	Frank Somerville, Anchor
24	05/19/10	Career Forum	Expose college students to careers in broadcasting	Panelist in the 49ers Career Forum at Santa Clara University	Joe Fonzi, Sports Anchor
25	05/19/10	Career Fair	Expose middle school students to broadcasting careers	Attended Career Fair at Juan Crespi Middle School in El Cerrito.	Janice Gin, Associate News Director
26	06/01/10	Speaker	Expose elementary students to broadcasting careers	Speaker at Frank McCoppin Elementary School graduation	Amber Lee, Reporter

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No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
27	07/01/10	High School Internship Program	Expose high school students to careers in broadcasting	Through the Oakland School District's "School to Career Partnership", 2 high school students participated in a KTVU internship Summer 2010	Jennifer Louie, Local Sales Assistant, Mary Godshall, Traffic Manager
28	7/12/10 thru 7/16/10	Job Training	Expose employees to higher level of skills to enhance job opportunities	Received computer hardware and operating systems training at "Learn IT"	Jim Wagner, Engineer