

EEO Public File Report
KERO & KZKC - Bakersfield California
Prong 3 Longer-Term Recruitment & Outreach Initiatives
8/1/08 - 7/31/09

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	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, Siobhan Graham
2	1/23/2009	Diversity Training	Diversity Initiative Presentation to Management Team	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	Presented by Siobhan Graham - 8 managers attended
3	2/13/2009	EEO Seminar	EEO Seminar sponsored by the California Broadcasters Association. EEO training designed to provide managers methods of ensuring equal opportunity and preventing discrimination.	5 managers from KERO attended 3-hour long seminar led by Labor/Employment Attorney Jeff Owensby	Steve McEvoy, Yolanda Gum, Todd Karli, Maggie Ortega, Eric Porter
4	3/28/2009	Newspaper Ad Campaign	"The Best Places to Work in Bakesfield"	KERO placed an Ad in the Bakersfield Life Magazine on March 28th. The Ad provided information on the station and how to apply for jobs.	Siobhan Graham, Steve McEvoy
5	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
6	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, Tom Wimberly, Darrell Brown
7	4/23/2009	Urban League Job Fair	Minority Job Fair - 1 day event	Had booth at the event and distributed job openings to attendees. KERO & Azteca were the media sponsor for the event	Paola Hernandez, Siobhan Graham, Autumn Doermann, Joaquin Elizondo, Marianna Escamilla

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8	5/4/2009	California State University Class Presentation	Steve McEvoy, General Manager, spoke to the School of Business & Public Administration at CSU, Bakersfield on "Media Planning & Buying"	Steve McEvoy, General Manager, spoke to the School of Business & Public Administration at CSU, Bakersfield on "Media Planning & Buying"	Steve McEvoy
9	6/7/2009	South of the Tracks Youth Softball League	This program instills values and self esteem to approximately 275 children of ages 5 through 17 each season. S.O.T. is a non-profit organization staffed entirely with volunteers.	Luis Rangel volunteered with the youth program and took photographs	Luis Rangel
10	6/26/2009	EEO Seminar	EEO Seminar sponsored by the California Broadcasters Association. EEO training designed to provide managers as to methods of ensuring equal opportunity and preventing discrimination.	Siobhan Graham attended 3-hour long seminar led by Labor/Employment Attorney Jeff Owensby	Siobhan Graham
11	Ongoing	Internships	KERO 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.	Todd Karli, Siobhan Graham
12	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.	Todd Karli, KERO Anchors & Reporters