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An NBC Affiliate



DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date of Initiative: Ongoing

NATURE OF INITIATIVE: DEVELOPMENTAL TRAINING

KIEM-TV maintains an in-house training program in the Operations Department that is designed to foster professional advancement and skills enhancement of entry-level employees with limited technical understanding and operational abilities. This program has been in effect for more than five years with exceptional results. The primary goal is to insure appropriate job performance within the job category and to provide a pool of skilled individuals qualified to progress in the station's job structure. Specifically, employees that enter the station's workforce as Master Control Operators are schooled and trained on the more complex functions of audio board operation, production switcher operations, directing of live broadcasts, technical directing, and elements of commercial production to include camera work and editing. Over the course of several months, an employee will receive specific training and practical exercise exposure to these different job disciplines. Typically, they will serve as vacation or temporary fill-ins in these positions and will ultimately be judged capable of promotion to one of these positions, or not. The program has provided a constant supply of trained in-house employees capable of filling openings when they occur. In the last reporting period, not fewer than six mid-level positions have been filled from within because of this program. Specific identification of these employees is available to appropriate inquiry. The station anticipates a continuation of this valuable program.

Date of Initiative: Ongoing

NATURE OF INITIATIVE: MENTOR FOR ADVANCEMENT

Recognizing its role as a training ground for successful broadcast careers, and acknowledging that most news department employees are hired without prior experience, KIEM-TV maintains an active mentoring program for

entry-level news reporters to prepare them for the role of live show anchors. It is possible for an individual to join the station's staff as a reporter and eventually progress through the stages of morning cut-in anchor, weekend anchor, to primary show anchor/producer. This is accomplished through a period of coaching and critique from the more established anchor to a replacement-designate. This training consists of working with the established anchor on the elements of producing the broadcast, behind the scenes observation, working with the production staff to learn the required technical elements, dry-run practice sessions on camera for critique, and final assignment to the news position. Candidates are identified by the News Director. As openings are created by employee departure, replacements are ready for promotion. By the end of a two year contract commitment, each employee will have gained marketable experience and professional development in anchoring and producing a live broadcast. Both current primary anchors on the station are products of this program. The station anticipates a continuation of this program.