



EXHIBIT II

EEO Outreach Initiative Narrative Statement for Reporting Period: 9-01-08 thru 8-31-09

Narrative Statement

KEZI participated in the following outreach initiatives during the reporting period:

KEZI's Internship/Job Shadow program is a very successful on-going outreach effort. Our interns this year come to us from a number of institutions including the University of Oregon, the University of Southern California, Syracuse University, and Lane Community College. Each internship lasts one term (8 - 10 weeks). Depending on the internship, the interns set up cameras, audio, and lighting, or work in marketing, promotions, or any of several areas of interest. Interns gain hands-on experience with the equipment we use for news gathering and commercial production. They are trained to be grips on news and commercial projects, and often attend meetings with producers, directors, camera operators and audio technicians to gain a better understanding of how newscasts and commercials are put together. It is not unusual for an intern to be hired later as a paid employee.

KEZI employees have participated as mentors throughout the year. Among those who took part, a KEZI meteorologist mentored a senior at Philomath High School, and spent several hours with the senior at the Eugene Public Library to study meteorology, and also to investigate as to how to repair the disabled weather station on the roof of Philomath High School. The Philomath High senior then visited the KEZI newsroom and spent an additional two hours shadowing our meteorologist.

A KEZI meteorologist attended the Altair Snow Fair and talked about winter weather forecasts as well as ski patrol activities. There were 300 attendees.

A KEZI reporter was a "Celebrity Reader" at the Yujin Gakuen Japanese Immersion school and read to approximately 100 students. A KEZI meteorologist also spoke to a pre-school class about weather at Good Samaritan School in Corvallis

Numerous station tours have been given to individuals, students, and various groups to offer insight to the operation of broadcast television and its various departments. Among these tours include a boy scout group given by KEZI's sports director, as well as a group of seniors from Solvang Retirement Center that were allowed to observe a live newscast.

Several KEZI employees have participated in local Career Days and Job Fairs, interacting with a diverse public to include women and minorities.