



EXHIBIT II

EEO Outreach Initiative Narrative Statement for Reporting Period: 9-01-06 thru 8-31-07

Narrative Statement

KEZI's Internship/Job Shadow program is a very successful on-going outreach effort. Our interns come to us from the University of Oregon and Lane Community College. Each internship lasts one term (10 weeks). We have a minimum of four interns per term, but that number frequently ranges upwards into double digits. 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 filming. They are trained to be grips on filming projects, and often attend meetings with producers, directors, camera operators and audio technicians to gain a better understanding of how productions are put together. They receive additional instruction in the use of cameras, and participate in filming projects to perfect framing, iris level, focus, lighting, chroma key, angles of subjects, and height of camera. Interns must complete an "Internship Completion Questionnaire" before their term ends. We use these questionnaires as a tool to help evaluate our program and confirm we are meeting the expectations of ourselves and of our interns. It is common for an intern to end up being hired as a paid employee.

Our Job Shadow program is more flexible and often involves younger students. For example, in May 2007, our evening anchor hosted a 14-year old "Job Shadow" student, who chose KEZI-9 News as a topic for a required school project. The student was invited to our newsroom to watch the taping of the evening news program, met the talent, and observed to see how it's all "put together." He later interviewed the anchor about her job and about news production in general. As the student had only a two-day deadline for completion of his assignment, this Job Shadow project was literally arranged overnight.

In addition to our Intern and Job Shadow programs, KEZI participates in general outreach efforts in several ways. For example, please note our close affiliation with the University of Oregon's School of Journalism and Communication (SOJC):

KEZI's PR Marketing Manager worked with a class at the U of O SOJC on Public Service Announcements (PSA) work. She attended the class and spoke to students about what a PSA is, what kind of groups the students could do a PSA for, and other requirements of a PSA. After the class had targeted a non-profit group for assistance, our Marketing Manager worked with students on contacting the group and offering the class's

assistance. She critiqued the PSA which the students developed, and KEZI then aired the PSA on our station.

Our News Director developed a program with the University of Oregon to review and critique their campus newscast. The U of O's SOJC sent him copies of their newscasts for review. The News Director then critiqued the newscasts with an eye to developing the student anchors, reporters and producers, etc.

And, as part of our general participation in outreach efforts, in addition to submitting openings to all local job banks, we frequently post KEZI openings on the University of Oregon's Joblink.

This close relationship with the U of O SOJC has resulted in the permanent placement at KEZI of at least eight graduating students within the past two years.