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OK approved

January 9, 1992

TO: Supervisor Leon L. Williams

VIA: Don Abel, Chief of Staff

FROM: Vikki

SUBJECT: Channel 10 Jobs Exchange Program, Monday, January 13, 7:00 P.M. - 9:00 P.M.

Background:

- o Channel 10, along with several sponsors: State Employment Development Division, Re-Employment Center, United Way's Info-Line and KSON Radio are sponsoring a Jobs Exchange Program on Monday, January 13, 1992.

- o The objective is to match jobs pledged over the past two weeks (culminating on Monday the 13th) to residents of San Diego seeking employment.

- o To date 150 new jobs have been pledged to the program.

- o Amy Blum of Channel 10 contacted our office requesting that Leon participate as a VIP Phone Panelists. (VIP Phone panelists will receive job pledges from business and industry employers during a "live" televised segment on Monday between 7-9 P.M.

- o If Leon decides to participate there is a 6:30 P.M. orientation at channel 10 studio on Monday.

- o The time commitment is up to Leon. He can stay 15 minutes, 45 minutes or the full two hours

- o Other VIP panelists are:
  Mayor O'Connor (tentative) — Rep. from Padres
  Supervisor George Bailey — Rep. from Chargers
  Ann Burr, President Cox Cable
  Kevin Brass, L.A. Times

- o Stephen Clark and Carol LeBeau will host the segment.

- o The calls that Leon and other VIP panelists **receive** will be primarily from businesses interested in pledging jobs. There is a seperate number for job seekers to call and receive assistance which Re-employment Center and Employment Development Staff will handle.

- o In light of our recent position with General Relief this would be a good opportunity for public exposure while demonstrating consistency in Leon's philosophy to help disenfranchised people.

Can Television Make A Difference For San Diego's Unemployed?

San Diego's 10 and KSON radio think so.

That's why on Monday night, January 13th, we're airing "San Diego's Job Exchange," a live two hour telethon to help find jobs for our community's unemployed.

The special will be hosted by 10News anchors Carol LeBeau and Stephen Clark, with live remotes from Parkway Plaza in El Cajon by KSON's Lisa Dent and Mike Novak. The telethon will make a difference on two fronts. First, by soliciting jobs from area employers; and second, by putting unemployed San Diegans in touch with the resources they need to make it through these tough times.

In addition, Kimberly Hunt, Jack White, and other members of the 10News team will round out the telethon with valuable information for viewers, including job-hunting tips, and "video resumes" of job-seekers.

San Diego's 10 and KSON radio are working with the State Employment Development Department, the San Diego Consortium and Private Industry Council's Re-Employment Center, and United Way's INFO LINE to make the event a success.

San Diego's Job Exchange

Live – January 13th, 7-9pm on

San Diego's 10
KGTV

San Diego KSON Country
97.3 FM • 1240 AM

SAN DIEGO'S JOB EXCHANGE

For more information, please call Amy Blum at 237-6232.