

Exhibit 3

Narrative Exhibit Regarding Outreach

During the relevant time period, KFMB in San Diego, California (the "Station")¹ undertook broad recruitment for full-time vacancies to achieve inclusive outreach. In addition, it participated in a variety of the supplemental outreach efforts described in Section 73.2080(c)(2) of the rules.

During the most recent two-year period, the Station filled 39 full-time positions. To publicize these vacancies, the Station has compiled and used a listing of local and national recruitment sources to distribute announcements of vacancies. Each year the Station restructures this listing and attempts to broaden outreach to local organizations that include women and minorities. The Station also posts vacancies to its own web sites (e.g. <http://www.cbs8.com>, www.760kfmb.com, and www.sandiegojack.com) as well as with local colleges and educational institutions. Additionally, job vacancies are announced internally to provide current personnel with opportunities to apply for and/or be considered for alternate opportunities and/or promotions.

Beyond its efforts to engage in broad recruitment for specific vacancies, the Station also engaged in supplemental outreach activities as provided in Section 73.2080(c)(2). Specifically, the Station lists its job vacancies, including upper-level job openings, with various National Job Banks, including the California Broadcast Association (CBA) and the National Alliance of State Broadcasters Association (NASBA), whose website is a national repository for jobs in broadcasting, including

¹ The Station is a part of an employment unit which includes two radio stations KFMB(AM) and KFMB-FM as well as a television, KFMB-TV, all of which are licensed in San Diego, California.

positions for women and minorities. These organizations promote broadcasting job opportunities and reach numerous minority groups in and out of California.

In addition, the Station provides on-going training to management level personnel, including newly hired or promoted personnel, in regard to equal employment opportunity and non-discrimination. This internal training addresses issues such as compliance with the Commission's EEO regulations and techniques for non-discriminatory hiring and interviewing. Reference materials are also provided with this training.

The Station also maintains an internship program to assist college students throughout the U.S. with acquiring the necessary skills to pursue careers in broadcasting. During the most recent two-year reporting period, the Station was able to provide internships to 55 participants in various departments, such as TV News, Sports, Radio Promotions, Radio Programming, Human Resources, Digital Media, and Community Services/Public Affairs. Internships are unpaid; however, students received school credit for their participation in this program and were given an opportunity to learn about broadcasting and gain industry experience.

KFMB's involvement in its community has been prolific and the Station's personnel participated in just under 100 community events over the past two years. Those events included various KFMB personnel serving as a guest speaker or a presenter at conventions, career fairs, workshops, or events sponsored by educational institutions; regular station tours and/or visits to organizations in the community and/or to schools; and job shadowing opportunities, career discussions, interviews and/or other activities designed by the Station to further the goal of disseminating information as to

employment opportunities in broadcasting to job candidates. The Station is heavily involved in events such as these in an effort to enhance education and information about the industry and a career in broadcasting.²

More detail about the Station's supplemental outreach activities, along with its recruitment efforts for specific vacancies, are described in detail in the Station's EEO Public File Reports.

² The Station maintains a detailed list of the community events in which it has participated. This list is available in the Station's public inspection file.