

Anchoring the News

By Ulysses Tucker, Jr.

Emerald Yeh took her travel life experiences and blended it into the academic world to come up with an education that will enhance her growth as a communicator.

Ms. Yeh, a recent graduate from Columbia's Graduate School of Journalism in New York City, and the new co-anchor for the KPTV ten o'clock news. She was born in Princeton, New Jersey and spent her childhood days in Tokyo, Hong Kong, Hawaii, Macao, San Francisco and San Diego.

Emerald's extensive traveling has increased her understanding about the many races of people in the world, and the social, political and economic forces that affect them. When asked about her motivation for selecting communications as a career, she said, "Communications is one of the most dynamic fields around. The key word is communications, being able to reach as many people so quickly with important and interesting information is intoxicating. It's that direct link to the community I enjoy. It's a challenge to learn how one can better communicate to the audience so that they listen to and absorb more of what you need to tell them."

Before graduating from Columbia and coming to Oregon, Ms. Yeh worked as a weekend reporter and weekend anchor at KITV (ABC) in Honolulu and KHON-TV also in Hawaii as a News Intern. Emerald received national attention when she interviewed Washington Post reporter Ben Bradlee on his reactions to the Frost/Nixon interviews in 1977. It was televised on ABC news.

The Honolulu Star-Bulletin (Nov. 8th, 1978) made the following comment about Ms. Yeh's ability in a story reviewing television news coverage of the November election. "On the local front, Emerald Yeh at KITV was the most effective reporter. She asked intelligent, probing questions, had clearly done her homework and

must have visited half the campaign headquarters in town."

Ms. Yeh received her B.A. degree (Journalism - Political Science, 1978) from the University of Hawaii and graduated with honors from Kaimuki High School. She was also a honor student throughout her college career.

Ms. Yeh feels that the role of the communicator is to, "provide the viewer with a complete and balanced picture of the events around him (or her) so that he can make informed decisions about his life, so that he can share new information with other people, and so that new viewpoints can arise from this constant exchange and movement of information."

With the recent eruption of Mount St. Helens and the ash fall-out plaguing the City of Portland, Ms. Yeh says that she still enjoys the "City of Roses."

"It's a bad time to ask," she said with a nice smile. "Seriously, I'm enjoying the city very much. Aside from the ash, it seems very clean and spacious. Keep in mind that I just spent a year in New York City. The people here are gracious, warm, and haven't allowed me to get homesick at all."

Ms. Yeh's advice to high school youngsters as well as those in college wanting a career in television news is to realize how competitive the industry is.

"The aspiring television reporter or producer should know this is a competitive field and demands people who are on their toes and on the lookout for better ways to do things since the news show is a product that requires constant improvement. My next piece of advice is to get in any way you can -- odd jobs that can lead to news positions. It has happened for many people. Internships are highly valuable.

"You can familiarize yourself with the newsroom operation, learn on the job, demonstrate your capabilities and make yourself known to the news director who has the hiring power," she concluded... Tune in to your best choice!



EMERALD YEH

Turn a Hobby into a Wide Open Career

Robert Mitchell has been interested in electronics since he was a kid. He started tinkering with radios when he was 14. He's a ham radio operator, and now he's turned his "hobby" into a career. A career that means the doors to the future are wide open.

Rob is a broadcast engineer at KPTV. After two months of training, Rob quickly moved to a full time position where he's perfecting the skills he learned in school.

But things haven't been quite as simple as they sound. Getting an FCC First Class License -- the key to unlocking all those doors to opportunity -- meant a lot of studying, ex-



perimenting and "really wanting to be in electronics," according to Rob. It also meant that "no matter

what happens, you have to keep going."

Now that Robert has his First Class License, his opportunities are virtually of his own making. Broadcast engineering, now and in the years to come, is a field desperately in need of qualified employees. Openings are constantly available for interested people who have shown their dedication by acquiring a First Class License. No matter what their race, sex, age or nationality.

If you're interested in finding out more about a career in broadcast engineering, contact the KPTV Personnel Department.

KPTV 12

EOE