



**Humberto Carlos: Business Manager**

Humberto Carlos is Business Manager for KPTV-Channel 12. A native of Lima, Peru, Humberto attended Kendall College in Chicago and Bryan Stratton Business College to prepare for a career in business and accounting.

As Business Manager for KPTV he is in charge of Accounting, Personnel and Business Services. He handles financial reports, investments, loans, accounts receivable and collections. He also is included in policy making for the company.

Rewarding aspects of the position include having an active part in the growth of the station . . . watching it grow and having the opportunity to make decisions that help it grow.

Carlos advises young people interested in broadcast accounting to "get a four-year degree in accounting, business or TV and radio. Be willing to work long hours. Be willing to start at the bottom and prove you can do a job. . . . Pay your dues to reach your goal."



(Photo: John Emmerling)

**Emerald Yeh: Co-anchor/Producer**

Emerald Yeh is co-anchor/producer for KPTV. This position allows her to influence what news the people of Oregon will receive. She monitors the news wires and the satellite network to determine the important world and national events, determines the angle and packaging for local viewing, and covers local stories.

This is a high pressure job that involves quick decision-making and deadlines. It is also a career that brings the satisfaction of serving the community and an opportunity to meet people.

To be an anchor person it is first necessary to have experience as a reporter. Ms. Yeh majored in journalism at the University of Hawaii and Columbia University School of Journalism. Although a journalism major can be helpful, broad knowledge is essential. Economics, history, political science can provide background. It is very important to develop good oral and written skills.

Experience is more important to those seeking this career. "You should start a track record. You can never have enough experience. While in college look for internships that will point you in the right way. Start with small companies; that will allow you to do more and learn more."

**KPTV 12**

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