

BAY AREA BLACK JOURNALISTS ASSOCIATION

BABJA
Since 1982

The Bay Area
Black Journalists Association
“Young Journalist Scholarship”

Luncheon Honoring

News Anchor

Barbara Rodgers

for her 25th

Anniversary at CBS 5

October 15, 2004



Welcome!

It gives me great pleasure to welcome you to the Bay Area Black Journalists Association's (BABJA) "Young Journalist Scholarship" Luncheon honoring Barbara Rodgers.

This is a very special occasion for several reasons. First, it is our opportunity to introduce BABJA to you, and to continue to honor the vision of our founding members. Barbara Rodgers is one of those founding members, and believes BABJA is a critical component of today's Bay Area media map.

Second, the event will benefit aspiring journalists of color in our local community colleges, colleges and universities. The world is complicated today and there is a critical need for diversity in our newsrooms. We want to encourage the ideals of students who have chosen journalism as a career. It is the only way to guarantee diverse voices in news coverage.

Finally, we honor Barbara Rodgers. Barbara has received many honors and awards during her career, but today's event is an opportunity for all of us, as members of the Bay Area community, to honor this special person. I can not tell you how many calls I have received from people saying, "It's about time!"

Sit back, enjoy your meal, share a "Barbara Rodgers" story with your neighbor and let's celebrate a truly exceptional friend and colleague.

Karen M. Stevenson

BABJA Luncheon Chairperson
Principal, Core Communications



In March 1982 several journalists, including Perry Lang, Gregory Lewis, Brenda Payton, Marilyn Bailey and Barbara Rodgers, founded the Bay Area Black Journalists Association (BABJA). The goals were to mentor students, develop partnerships with media companies to ensure the hiring, retention and promotion of Black journalists and provide a professional and social network.

Many of the veterans of those early years say Barbara was BABJA. Whether it was organizing the Holiday Cabaret, bringing in top speakers or writing a check to keep the lights on, you could always count on Barbara.

Because of the hours, pace and stress, it is rare for anyone to work in one television newsroom for 25 years. But, when we consider what Barbara did for BABJA, we should not be surprised.

BABJA proudly points to Barbara Rodgers as our matriarch, our friend, and our mentor. We send you congratulations and much love.

Bob Butler

BABJA Vice President of Broadcast

BABJA Acting President

Office of the Mayor
City & County of San Francisco



Garvin Newsom



GREETINGS FROM THE MAYOR

October 15, 2004

Dear Friends:

On behalf of the City and County of San Francisco, I am pleased to extend warm greetings to the attendees of the Bay Area Black Journalists Association's (BABJA) Young Journalist Scholarship Luncheon.

I would like to thank the organizers for putting together this event which raises funds to provide scholarships for minorities pursuing a degree or advancement in the area of journalism and serves as a funding vehicle to provide information and support to minorities interested in pursuing a journalism career.

At this luncheon, BABJA will honor CBS 5 News Anchor Barbara Rodgers, a local media professional who demonstrates excellence in journalism and serves as a positive role model for the community. On behalf of the City and County of San Francisco, I congratulate Barbara Rodgers and would like to extend a Certificate of Honor to her in recognition of her journalistic accomplishments and outstanding commitment to the San Francisco Bay Area.

I wish you the best for this event and continued success in your future endeavors.

With warmest regards,

A handwritten signature in black ink, appearing to read "Garvin Newsom".

Garvin Newsom
Mayor



NATIONAL ASSOCIATION OF BLACK JOURNALISTS

October 15, 2004

Greetings:

On behalf of the Board of Directors and our entire NABJ membership, I bring hearty congratulations on the occasion of your "Young Journalist Scholarship" Luncheon and to honor Barbara Rodgers for her 25th anniversary in the Bay Area.

The Bay Area Black Journalists Association (BABJA) is one of dozens of professional and student chapters affiliated with NABJ. For more than two decades BABJA has been an example to other chapters by the way it promotes the employment and retention of journalists of color, provides opportunities for professional development and offers scholarships and guidance to students pursuing careers in print, broadcast and new media.

Barbara, a BABJA co-founder, has been a NABJ stalwart, both in her service and in mentoring young journalists. Among her many local and national journalism awards are four NABJ Salute to Excellence Awards, and an Emmy for the documentary she produced after being one of five journalists NABJ and the Freedom Forum chose for a South Africa journalists exchange program in 1993.

Barbara's 25 years at KPIX-TV is one of many milestones NABJ will tout during its 30th anniversary celebration in 2005. Our anniversary theme is "Telling Our Story." For sure, her remarkable work and community service is an inspiration to all NABJ members — just as BABJA's work and service is an inspiration to all of our chapters.

Again, congratulations to BABJA and to Barbara.

Grace and peace,

Herbert Lowe

President
National Association of Black Journalists

SAN FRANCISCO/
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October 15, 2004

Ms. Barbara Rodgers
Anchor/Reporter
KPIX CBS 5
855 Battery Street
San Francisco, CA 94111

Dear Barbara:

Congratulations on the honor you are receiving from the Bay Area Black Journalists Association. We are delighted you are being recognized at their annual luncheon.

Your work in the television industry has been a steady, professional example for all of us. Your work with non-profit and other groups has provided immeasurable benefits to your profession and community.

We expressed our appreciation for your years of service in May when we awarded you the 2004 Governors Award. We are heartened to see other organizations joining the chorus of praise.

Enjoy the BABJA luncheon and we wish you continued success in your endeavors.

Sincerely,

A handwritten signature in cursive script, appearing to read "David Mills".

David Mills
President

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Kathy Fettke
Talk-Show Host
1550 AM KYCY
500 Washington Street
San Francisco, CA



October 15, 2004

Dear Barbara,

On behalf of American Women in Radio and Television's Golden Gate Chapter, congratulations to you for 25 brilliant years at CBS 5!

Thank you for the active role you've played in supporting our mission to promote the progress of women in the broadcast industry. You have been a shining example of what's possible for young journalists.

Your commitment to excellence in all you do has won you this honor. Thank you for setting the bar so high! You make us proud.

Sincerely,

Kathy Fettke

President
American Women in Radio & Television
Golden Gate Chapter

PROFILE OF HONOREE



Barbara Rodgers has been with CBS 5 Eyewitness News since 1979. She co-anchors Channel 5 Eyewitness News at Noon with John Kessler. Prior to this, Rodgers anchored the weekend newscasts from 1987 to 2000.

Rodgers returned in the year 2000 as the host of Bay Sunday, CBS 5's weekly public affairs program. She helped create the show in 1989 and was its host for seven years before taking a hiatus. "Bay Sunday" is an eclectic mix of news, arts and community information all tossed up in lively conversation. Prior to this, she anchored CBS 5 Eyewitness News at Noon from 1984 to 1987.

In 1985, Rodgers was awarded the prestigious William Benton Fellowship in Broadcast Journalism at the University of Chicago. During her six-month leave of absence to participate in the fellowship program, she took courses in such diverse subjects as international relations, poetry writing and Meso-American pre-history. "It was," says Rodgers, "one of the most exciting and intellectually stimulating experiences of my life."

Rodgers enjoys traveling and has been to countries on five different continents including South Africa, Senegal, Ivory Coast, Mozambique, Togo, Benin, Zimbabwe, Ethiopia, Egypt, Mexico, Canada, England, France, Italy, Switzerland, Brazil, Trinidad, Jamaica, Puerto Rico, Barbados, Martinique, Hong Kong, Thailand, Bahamas, US Virgin Islands, Gambia, Ghana, Costa Rica, Venezuela, and Grenada.

Rodgers numerous honors for her work and community service include:

- 2004 Governors' Award, National Association of Television Arts and Sciences (NATAS)
- 2004 Madam C. J. Walker Pioneer Award, National Coalition of 100 Black Women, Inc. – Oakland Bay Area Chapter

Six Emmy Awards, NATAS

- 2002-03 Daytime Newscast, Anchor – Eyewitness News at 4:30
- 1994-95 Cultural Affairs: "South Africa After Apartheid"
- 1992-93 Interview/Discussion, "My Father, Malcolm X"
- 1991-92 Artistic/Historical/Cultural/Religious Story, "Graffiti Artist"
- 1988-89 Breaking News, "Sacramento Boarding House Murders"

PROFILE OF HONOREE

- 1980-81 News Series, "Prisoners of the Palace (SF public housing)

American Women in Radio and Television

- 2003 – "Kudo" Award for Best On-Air Anchor
- 1992 – Outstanding Contributions to Broadcasting
- 2000 – Media Fellow, The Aspen Institute, Aspen, Colorado

Four "Excellence in Journalism" Awards, National Association of Black Journalists (NABJ) (national)

- 1995 – A compilation of South Africa stories
- 1994 – "Rush" (feature on a program to help stem gang violence)
- 1991 – "Race & Tolerance" (examining race relations in SF Bay Area)
- 1981 – "Prisoners of the Palace"

Unity Award, Radio and Television News Directors Association (national)

- 2003 – "Muslims in America"

Associated Press Award

- 1988 – Best Live Coverage, "Cable Car Accident"

United Press International Award

- 1987 – "Skydiving"

San Francisco Peninsula Press Club Award

- 1983 – TV Documentary, "The Gift of Life" (organ transplantation)
- 1992 – "Women Who Could Be President" Award, League of Women Voters, San Francisco Chapter

California Legislature Resolution for in-depth reporting on public housing

- 1981-82 – "Prisoners of the Palace"

2003 – Best News Anchor – CityFlight Magazine

1999 – Ten Most Influential African Americans in the Bay Area, CityFlight Magazine

1999 – Beverly Johnson Media Award, Bay Area Black Media Coalition

1995 – Walter L. Bremond Award, Bay Area Black United Fund

1991 – Bay Sunday TV Special – "The Black Filmmakers Hall of Fame"

1987 – Women At Work Broadcast Award, The National Commission on Working Women

1993 – Freedom Forum/National Association of Black Journalists, South Africa Journalists Exchange Program

Partial list of community service or special recognition awards:

- National Council of Negro Women
- Black Airline Pilots/Tuskegee Airmen, Inc.
- U.S. House of Representatives, Congresswoman Barbara Lee
- U.S. Senate, Senator Barbara Boxer
- American Diabetes Association
- SRI International

YOUNG JOURNALISTS SCHOLARSHIP LUNCHEON

Honoring Barbara Rodgers

News Anchor, CBS 5

Friday, October 15, 2004

11:30 A.M.....Reception
12:00 P.M.....Lunch
12:30 P.M.....Program

— PROGRAM —

Welcome and Introduction

of Mistress of Ceremonies.....Karen Y. Stevenson, Principal
Core Communications

Mistress of CeremoniesKate Kelly, News Anchor
CBS 5 Eyewitness News

Greetings and

Acknowledgment of Sponsors.....Bob Butler, Acting President,
BABJA

— LUNCH —

25 Years at CBS 5:

A Video Retrospective.....David Mills, Editor
CBS 5

REMARKSRon Longinotti
General Manager, CBS 5

.....Belva Davis, Host
“This Week in Northern California”
KQED-TV

.....Patricia Guthrie, Ph.D.
Professor of Human Development
& Women’s Studies
CA State University, Hayward

.....Eva Paterson, Esq.
Executive Director
Equal Justice Society

.....Hyacinth C. Ahuruonye, CPA
Managing Principal & Chief Tax Strategist
HCA & Co., CPA

Presentation of GiftBob Butler

HONOREEBarbara Rodgers

Musical EntertainmentLloyd Gregory, Solo Guitarist

LUNCHEON MENU

Bay Area Black Journalists Association
“Young Journalists Scholarship” Luncheon
Hilton San Francisco
October 15, 2004

— **California Salad** —

A Blend of Salinas County Field Greens
tossed with Cherry Tomatoes, Belgian Endive,
Carrot and Daikon Radish Ribbons
with a Balsamic Mustard Dressing

— **ENTRÉE** —

PAPPARDELLE AND GRILLED CHICKEN BREAST
With Herbed Chardonnay Sauce, Porcini Mushrooms,
Haricot Verts, Oven-Dried Tomatoes, Tarragon
Grana Parmesan

Assorted Rolls with Creamery Butter

— **DESSERT** —

Apple and Pear Fruit Crisp with Crème Anglaise
Freshly Brewed Regular and Decaffeinated Coffee
Assorted Teas

Barbara Rodgers,

Congratulations

on your 25th anniversary

at CBS 5, and thank you

for your excellence and

dedication to community

service.



Core Communications


Community Relations ▪ Public Affairs ▪ Media Relations

4096 Piedmont Avenue ▪ Suite 343

Oakland, CA 94611

T: (510) 271-4781

www.corecommunications.org



CBS 5 honors

Barbara Rodgers

on her 25th anniversary

at the station

and is proud to support

The Bay Area Black

Journalists Association

and the

Young Journalist Scholarship fund

at today's luncheon.



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TODAY'S PROGRAM.**



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will result in better newspapers.

San Francisco Chronicle

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**The National Academy of Television Arts And Sciences
San Francisco Northern California Chapter**

congratulates

BARBARA RODGERS
2004 Governors' Award Recipient



2004-2005 Northern California Area Emmy Awards
Entry Deadline: January 14, 2005
www.emmysf.tv (650) 341-7786

We honor Barbara Rodgers for her
commitment to excellence in broadcasting and
community and professional activism

AFTRA congratulates

Barbara Rodgers

on Celebrating 25 Years at CBS5

American Federation of Television and Radio Artists



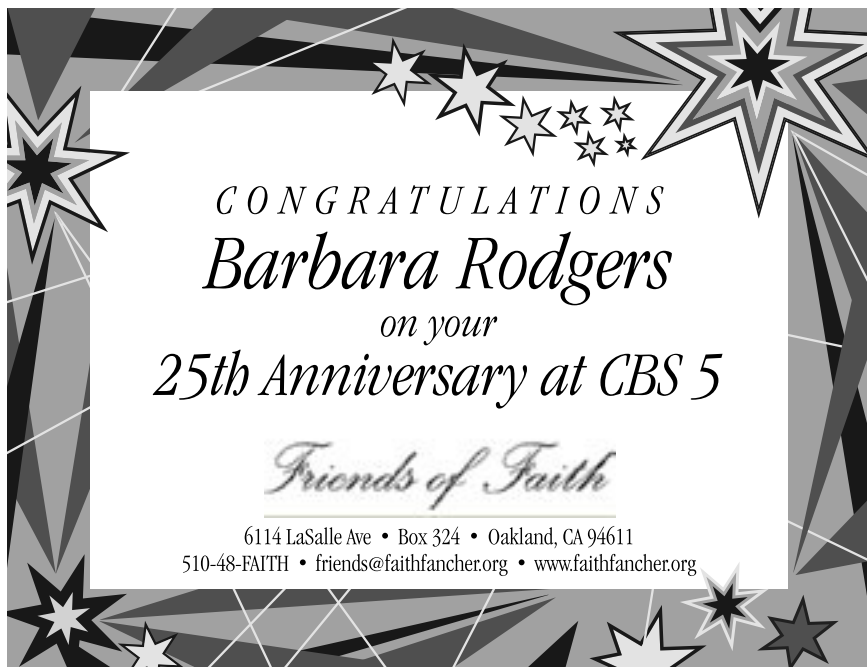
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and the
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CONGRATULATIONS
Barbara Rodgers
on your
25th Anniversary at CBS 5

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We enthusiastically salute our good friend and professional extraordinaire, Ms. Barbara Rodgers for her eventful 25 years at KPIX Channel 5. We are very proud of you! Keep up the good work!!!

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Hyacinth C. Ahuruonye, CPA

hc@hcaaccounting.com

Managing Principal and Chief Tax Strategist

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Barbara Rodgers' 25th Anniversary

We proudly sponsor the Bay Area Black Journalists Association's
benefit for the

*Young Journalist
Scholarship*



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Barbara Rodgers*

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In Commerce, Community and the Arts**



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25 years of excellence in broadcasting!**

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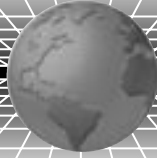
Joy Gibson, NCBW

Port of Oakland (donated printing of invitations)

Grant & Smith, LLP (accounting)

Music Provided By

Lloyd Gregory, Solo Guitarist



Good Luck to BABJA

and

Congratulations to

Barbara Rodgers

on your

25th Anniversary

at CBS 5.

GS

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BAY AREA BLACK JOURNALISTS ASSOCIATION

BABJA
— Since 1982

BABJA Mission Statement

The Bay Area Black Journalist Association (BABJA) exists to serve as an advocate and beneficial network of journalists, students and media-related professionals.

BABJA

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