

From: Michael Zucchet
Sent: Friday, September 16, 2011 10:50 AM
To: NEWS@KUSI.COM
Subject: Last Night's Program

To Michael McKinnon, Steve Cohen, Ross Becker, Allen Denton, and Sandra Maas:

As you know I represent workers in the City's largest labor union, the San Diego Municipal Employees Association. I was struck last night by the number of times KUSI reported that "the labor unions" refused to comment or participate in your program last night despite "repeated" attempts.

I want to make the record clear that SDMEA was never contacted by anyone at your station about last night's program...no phone call, no e-mail, no nothing to me or anyone else at SDMEA. Given that we are the City's largest labor organization, and given that we therefore will be the group of employees most affected by the proposed ballot initiative, it seems odd that you would not reach out for our input, and even more odd that you would then turn around and report (falsely) that you had "repeatedly" reached out to "City unions" to no avail.

We are not affiliated with nor members of the San Diego Imperial Counties Labor Council, nor are the San Diego Firefighters or Police Officers as I understand it. We certainly are "on the same side" in most cases and support the good work done by Lorena Gonzales and her team, but they do not represent us and therefore making a call (as I presume you at least did to her?) and then representing that that constitutes "repeated" requests to "City unions" is at best lazy and at worst simply disingenuous.

I believe I have an excellent working relationship with Steve Bosh, Ed Lenderman, and other reporters at KUSI. In the past, when they have reached out to me for an interview or information I have promptly obliged or explained why I was not available or able to do what they were asking for. Given any reasonable notice (one time Bob Kittle called me less than one hour before the taping of a "San Diego People" to "invite" me to participate), I don't believe I have ever turned down the opportunity to join the dialogue on your programs or any other media programs in San Diego on any subject.

Please let me know if you disagree with any of my assertions. I welcome your response and your more concerted attempts in the future to actually foster a dialogue on your programs as opposed to what comes off simply as extended infomercials, particularly when it comes to issues related to public employees.

--Mike Zucchet
General Manager
San Diego Municipal Employees Association