

It is with great ambivalence that I announce today the impending retirement of KTSF Director of News and Public Affairs, Rose Shirinian. Rose's last day leading the news department she founded will be Friday December 30, 2016.

Webster partially defines *ambivalence* as "the presence of two opposing emotions at the same time." I think given the circumstances that it's the proper characterization of Rose's departure from KTSF. We're both pleased that Rose will have an opportunity to enjoy a well-earned retirement, but we're also sad to see her depart.

OK, what follows is not going to be the typical good-bye memo. Rose has had an amazing run and has a great story to tell. So I'm going to go on a bit more than usual. Even for me.

Rose has not only been a fixture here for 40+ years, but she is largely responsible for conceiving the vision of our news product, its development, and its management during that time. Here are some important milestones along her career at KTSF:

1976: After full shift at her day job as dental hygienist Rose worked at KTSF part-time doing news updates – in English. To go on-air she drove to the top of Mt. San Bruno where the studio was co-located at the transmitter. (Toughest part of the job was driving up the mountain on foggy nights.)

11/1/80: Rose began working full time as Director of News & Public Affairs, the job she has held until this day. Among various other duties Rose did news updates in the daytime, a public affairs program in English and oversaw all aspects locally produced news and public affairs programming.

1989: With the help of veteran Hong Kong news journalist Mei-ling Sze, Rose launched the first of our live nightly Chinese language news programs, also the first of its kind in the U.S. It was a 30-minute Cantonese newscast at 9:00pm

6/3/91: A 10-minute Mandarin news update was added at 7:00pm

9/27/93: A one-hour Cantonese news premiered at 8:00pm

2/7/00: Mandarin news expanded to 30-minutes at 7:30pm

12/17/01: Cantonese news moved to one-hour at 7:00pm and a one-hour Mandarin news premiered at 10:00pm

3/25/06: : Weekend news at 6:00pm (Cantonese on Saturdays, Mandarin on Sundays)

1/9/16: Weekend news 7:00pm (Cantonese) & 10:00 pm (Mandarin)

10/13/16: 2-hour early morning news (6:00-8:00am)

You can easily see that without Rose's remarkable contributions KTSF would likely be quite different. I must point out to you that in a business where a four-year run in the job as news director is worthy of note and praise – especially in major markets – Rose served as ND at KTSF for 36-years and 2-months!

And the little aside earlier about Rose's brief stint as a dental hygienist not only says a lot about Rose, but it also says a lot about the times we were living in when she started in this business – the 70s. Her timing to get into TV news was excellent. By the 1970s many jobs that had been almost entirely the domain of men were beginning to open up to women. That included TV. TV news would be at the forefront of the sexual revolution.

When we were talking about her life and career yesterday Rose told me her first love was always writing. But her parents guided her to a more practical career path. There would always be a job for someone to clean people's teeth! Not so much in writing.

This seemed sensible advice so Rose being a sensible young woman took that advice. She went to college to become a dental hygienist. But the times (to paraphrase Dylan) they were a-changin' and Rose quickly opened the door when opportunity knocked and stepped through it – she never looked back. Rose quickly rose through the ranks of KTSF and became, I dare say, one of the very first female news directors in the country.

During the lengthy time Rose served as ND, she and the news department accumulated a treasure trove of awards and meritorious distinctions too numerous to mention. And with Rose's encouragement KTSF raised countless dollars on behalf of needy and well-deserving viewers.

KTSF's news is not only held in high regard by the Chinese community in the Bay Area, but it's also seen by its viewers as an instrumental and vital part of that community. Rose deserves not only recognition, but praise for what she's accomplished in creating KTSF News.

On behalf of the ownership, management and employees of KTSF I wish to thank Rose Shirinian for all her many contributions, her steadfast leadership in times both good and bad, and for her permanent imprint on our product, our people and our community. Rose, we wish you a happy, relaxing, and lengthy retirement. You earned it!

As of January 2, 2017 Geoff Roth will expand his duties and take over the role of KTSF news director. Geoff will work with Rose through the end of the year to assure a smooth transition.

Mark

Mark Antonitis
General Manager



San Francisco 🏠 Oakland 🏠 San Jose