



SILVER CIRCLE PROFILE MANNY RAMOS

By David Mills

Class of 2000



Manny Ramos remembers the incident well.

It was the mid-1970s. He was a new reporter at a Sacramento station, one of

that region's first Latino on-air personalities. In a serious tone, the news director told Manny his name sounded "too ethnic." He suggested Manny use "Randy Ramos" instead. Manny refused, saying "Manuel" was his father's name.

That was the less-than-auspicious beginning of what has turned out to be a distinguished television news career for Manny Ramos. It's a path that eventually led him to KPIX-TV, where he has been an on-air institution the past quarter-century.

Manny's solid reporting skills have earned him four Emmy® awards. His skills, likability and community activism gave him a spot in the *Silver Circle*, when he was elected to that exclusive club in 2000.

It's been a long journey from the town of Salinas, where Manny grew up. His mother stayed at home while his father toiled as a gardener and farmworker. Manny got an early taste of what life would be like without an education. Whenever he or his siblings misbehaved or received poor grades, their father took them into the fields to work. It was a lesson learned early and well.

Manny got his first inkling he wanted to be a reporter in grade school. "I always wanted to know what was going on," he recalled. "And I wanted to be the one to tell everybody." However, Manny was Hispanic, so he was put on a non-college "track." He remembers teachers who helped him complete the classes and get the grades he needed to get into San Jose State.

He graduated from there in 1974, just when television stations were under pressure to put people

of different ethnicities on the air. Manny was hired first by KOVR in Sacramento. He joined KRON in San Francisco in 1979.

The next year, he was hired at KPIX, where he has been the past 27 years. He has covered virtually every beat and worked just about every shift at the CBS station.

Manny is on the board of directors of Latinos in Communications and is a member of the National Association of Hispanic Journalists. The veteran reporter is active in raising money for college scholarships and speaks frequently to students.

Manny lives in Marin County with his wife, **Robin**. He has three children and three grandchildren. Manny credits his success to his parents, "the two smartest people I ever met," who taught him right from wrong. "I think of them all the time," he says.

As for journalists just getting into the business, Manny has some advice. "Never let anyone discourage you," he says. "One of the first news directors to see my audition tape out of college told me, 'I just don't think you have any future in front of a camera.' 32 years later, I'm still in front of one."

SAVE THE DATE!

NATAS Gold & Silver Circle 2007 Induction Luncheon
Saturday, October 27, 2007

Holiday Inn Fisherman's Wharf, San Francisco

NOMINATIONS DEADLINE: Tuesday, May 1, 2007

Nomination applications are available at www.emmysf.tv Click on Silver Circle or Gold Circle, or contact the TV Academy office at circles@emmysf.tv or call 650-341-7786.



AND THE AWARD GOES TO . . .



CBS 5's (KPIX, San Francisco) Investigative Unit has won the *Bill Stout Award for Enterprise News* by the Associated Press Television and Radio Association of California, Nevada and Hawaii (APTRA).

The winning entry was titled "The Unabomber Evidence Revealed." I Team members **Anna Werner, Alexander Gurevich, Gerard Watson,** and **Greg Marasso** will receive their award during a ceremony in Hollywood on March 3. "Investigative

journalists look beneath the surface to find important stories that have been overlooked or hidden. Our I-team's stories on the Unabomber did just that, and it's very gratifying to have that work recognized with this prestigious award," says **Dan Rosenheim**, Vice President and News Director for CBS 5.