DIRECTV, INC.
Recruitment Initiatives
Reporting Period: September 12, 2003 - September 11, 2004

Supplemental Outreach Initiatives

Job Fairs

During the 12 months prior to the filing of this report, DIRECTV recruiters and Human Resources managers attended the job fairs listed below.

(1) Los Angeles Urban League, January 1, 2004, which targeted minorities seeking jobs in all professions.

(2) The Imagen Foundation, October 18, 2004, which targeted Hispanic candidates seeking jobs in the entertainment industry.

(3) The City of Denver Diversity Day Job Fair, October 7, 2003. This job fair includes sponsorship from other diversity based organizations such as The National Association for Hispanics, The Women’s Executive Network, National Association of Asian Professionals, Society of Hispanic Engineers, Black Data Processing Association, and the American Indian Science & Engineering Society.

(4) The NAACP/League of United Latin American Citizens sponsored job fair on 10/13/03, for candidates seeking jobs in all professions.

(5) Riordan Association at UCLA, 2/4/04, which targeted students seeking jobs in all professions.

DIRECTV Internship Program

This yearly program for local college and university students is offered for opportunities in a variety of departments. The goal is to provide college students with an opportunity to learn and develop practical skills throughout their college education. There are approximately 15 internship opportunities offered annually. Our recruitment focus is on minority and female students. We recruited from the T. Howard Foundation and various minority student associations which resulted in a very diverse population.

Management Training

In the 3rd and 4th Quarters of 2003, DIRECTV provided ethics training to employees at all levels including Management. The training included anti-discrimination and anti-harassment components.

Other Activities/General Outreach

The Human Resources department developed and launched an external diversity website which communicates our commitment to diversity, definition of diversity, our Equal Employment Opportunity Employer statement and our diversity philosophy.

DIRECTV participated on the Board of Trustees and Board of Directors of the T. Howard Foundation, which is a non-profit organization focused on bringing diversity to the satellite and telecommunications industry. Representatives of this program disseminate information about internship opportunities to minority students, two of which were hired by DIRECTV during the summer of 2004. DIRECTV also sponsored their annual dinner which was attended by several DIRECTV executives this past year.

The Senior Vice President of Human Resources was interviewed by Multichannel News publication. The interview focused on efforts that DIRECTV has made to ensure that our compensation practices are reviewed for inequities based on male/female and ethnic categories. The purpose of the interview was to pass on these practices to other companies and promote these ideas on a wide-spread basis to companies within our industry.