



Profile: Rosy Chu

Age: 50+

Education: BA in Broadcasting at SFSU

Marital Status: Husband, Rich Curley - Daughter, Jody

Occupation: Director of Community Affairs and Public Service, KTVU FOX 2/KICU TV36; Host/Producer, Bay Area People

Former Job: Brief stint at KABL radio, otherwise at KTVU FOX 2 since college. Began as a secretary to the Art Director; then moved on to Community Affairs as a producer.

Residence: San Leandro, CA

“Baby Boomers have always been that very large blip on the graph that has influenced major social and political change.”

Many of us know you as the host and producer of “Bay Area People” on KTVU FOX 2. What kind of show is this?

Bay Area People is the rare, purely-community and public affairs program that provides community access to mainstream television. Community issues, concerns and interests are covered by actually inviting and talking to community representatives. I also like to cover our diverse ethnic communities and help break down some barriers or at least misconceptions. I come from the time of civil rights and free speech and there’s still a need for underserved communities to have a voice on the airwaves.

Who is your audience?

Surprisingly, a very diverse audience that gets up early in the morning to watch TV! From white collar professionals to blue collar workers, it’s a diverse audience that includes a good number of high school and college students. If I’m recognized at events and the supermarket, then I’m reaching a wide range of viewers.

Who are some of the most interesting people you’ve interviewed?

That’s very tough to answer because I do so many interviews with “regular, ordinary” folks who are wonderful. Extraordinary men, women and children who come on our show and share personal stories of their lives so that others can learn from their mistakes or their experiences are what make interviews on Bay Area People memorable.

If it’s well-known people over the years, then Benazir Bhutto comes to mind, during the mid-80’s as she was touring the United States and prior to becoming Prime Minister of Pakistan (the first time around). Cesar Chavez was wonderful and I have never looked at a grape the same since.

What are some of the major social issues and needs facing older adults in the Bay Area?

My parents lived a very good and full life here in the Bay Area but it brought to mind things that we need to be aware of or to plan for when we age.

There are transportation concerns for older adults, once we can’t drive. I wonder how we’ll be able to shop, socialize and travel around the Bay Area. Use public transportation? Will we have the kind of public transportation needed in 5 or 10 years from now to accommodate the baby boomers?

Of course, healthcare. Baby boomers have always been that very large blip on the graph that has influenced major social and political change. We are still the “sandwich” generation, helping our older parents and still nurturing our children.

Housing and care. Do we continue living in the suburbs or move into the cities where there may be more support services? My girlfriends are even talking about living together in a large house or apartment building where they can help and support each other, when the time comes.



Rosy Chu is living her dream job at KTVU FOX 2

Technological gap. With iPods, iPhones, Twitter, Facebook and many other ways to network and communicate—if we don’t watch out, we’ll be left way behind by this newest generation!

Are these issues the same for Chinese Americans?

Sure, of course. Some Asian families are still generational and live together as one family unit but as time goes on, even these families will adapt to more of the American norm of individual family units.

As an ambassador to the community, how do you help?

I’m so very fortunate that I can bridge my interests of broadcasting and social work. I have the power of television at my disposal to help educate and inform the public about issues and stories they may not have access to.

How do you stay active?

My job keeps me “young” in mind and body. It’s interesting work, never dull. I get to meet all kinds of people, experience interesting and fun things and “be in the know” about things that are going on in the entire Bay Area.