

### Supplemental Outreach Initiatives

(June 1, 2007 to June 1, 2008)

#### FCC Menu Categories

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

| <b>Menu Category</b><br>(select # from List above) | <b>Brief Description of Activity, Including Date(s) and Station Staff Involved</b>  |
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| 1<br><br>(2 job fairs)                             | <p><b>Stations Reporting: KUED</b><br/> <b>Date: October 18, 2007 and February 27, 2008 (2 Job Fairs)</b><br/> <b>Participants: Christy Dunn, Human Resources Officer, Denise Elwood, HR Assistant, Mike Anderson KUER Announcer</b><br/> <b>Host: KUED (University of Utah Job Fairs)</b><br/>           Participate in University of Utah Career Fairs. Visit with students about career opportunities in broadcasting as well as current openings.</p>   |
| 2  | <p><b>Stations Reporting: KUED</b><br/> <b>Date: March 26, 2008</b><br/> <b>Participants: Christy Dunn, HR Officer; , Denise Elwood, HR Assistant, Ken Verdoia, KUED Production Director; Dan Bammes, KUER Reporter/Producer, Tasha Cook, KUER Reporter Producer, Jon Hartog, KUED Underwriting Manager, Mary Dickson, KUED Creative Services</b><br/> <b>Hosts: KUED in conjunction with the Utah Broadcaster's Association</b><br/>           KUED in conjunction with the Utah Broadcaster's Association hosted a broadcasting job fair at the University of Utah Union Building on March 26, 2008 As co-hosts, station and Human Resources personnel assisted in the event by: participating as a member of the community outreach committee, attending planning meetings, creating flyers, placing an ad in the University of Utah Student Newspaper; running on-air announcements of the job fair, placing notice on the station website, creating a job fair booth, distributing multiple handouts and gifts, and visiting with booth guests about careers in the broadcasting field and procedures to</p> |

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|   | <p>apply for station positions. The fair was considered a success in terms of attendance and interest.</p>   |
| 4 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: October 2007</b><br/> <b>Participants: KUED Development Managers and Employees</b><br/> <b>Host: KUED</b></p> <p>KUED development employees attended the annual PBS Development Conference. The Development Conference involved up to five days of keynote speakers and workshops addressing subjects important to development personnel.</p>   |
| 4 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: Poonam Kumar, Promotion Assistant, Eve Mary Verde, Public Relations Associate</b><br/> <b>Host: KUED</b></p> <p>Poonam and Eve Mary provide tours of the Eccles Broadcast Center, which is the building that houses KUED. Many of the tours are given to school groups as well as other community organizations. The tours include a discussion regarding careers in the broadcast field and what type of training would be needed. Tours include a view of the studio, production sound booth, etc. and in the KUER Public Radio Station. Tours are conducted about twice/month. One tour involved children from an elementary dual immersion college awareness program, which is part of the University Neighborhood Partners, a west side initiative. Tours are often customized to meet the needs and/or requests of the various entities, i.e., an honors program class from a local school sat in on the taping of a Governor's press conference and a film class from a High School observed the editing of one a program to see the process involved in the completion of such program.</p> |
| 4 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Events throughout 2007 and 2008</b><br/> <b>Participants: Mary Dickson, Director of Creative Services</b><br/> <b>Host: KUED</b></p> <p>KUED hosted the organization People Helping People Successful Employment Program on the Contact episode where program representatives talked about their services to single working mothers. KUED's program Contact regularly features guests who offer job training and volunteer opportunities such as a program that mentors young black girls to introduce them to career opportunities.</p>  |
| 5 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: Christy Dunn, HR Officer</b><br/> <b>Host: KUED</b></p> <p>The annual KUED Production Internship is advertised in the Media Internship Book (Broadcast Internships), which is a publication used in nearly 300 colleges and universities nationwide.</p>  |
| 5 | <p><b>Stations Reporting: KUED</b><br/> <b>Intern/Date: Adriane Andersen 10/1/07 to 5/15/08</b><br/> <b>Intern/Date: Leah Martin 4/5/07 to 8/3/07</b><br/> <b>Participants: Mary Dickson, Director Creative Services</b><br/> <b>Host: KUED</b></p> <p><b>Adriane</b> is assisting KUED's Creative Services department with promotional and outreach activities including setting up events, compiling data lists, greeting visitors, tracking invoices on ads, publicity, and assisting with on-air spots and web updating.<br/> <b>Leah</b> assisted KUED's Creative Services department with Web design, updating and launching new Web sites. She also assisted with the KUED E-newsletter.</p>  |

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| 5 | <p><b>Stations Reporting: KUED</b><br/> <b>Date/Intern: Allison James 5/1/07 to 3/7/08</b><br/> <b>Intern/Date: Lindsey Tsuya 5/5/08 to present</b><br/> <b>Participants: Penni Zito, Development Officer</b><br/> <b>Host: KUED</b></p> <p>Assisted KUED's Development Officer, Penni Zito in preparing for the 2008 "Speaking of Women's Health" conference. Performed community outreach, fund raising, event planning, public relations, database management, and website maintenance. Allison assisted with the 2007 conference and Lindsey is assisting with the 2008 conference.</p>   |
| 5 | <p><b>Stations Reporting: KUED</b><br/> <b>Date/Intern: 1/1/08 to present; Davina Spotted Elk</b><br/> <b>Participants: John Howe, Executive Producer; Sally Shaum, Associate Producer; Ken Verdoia, Director of Production</b><br/> <b>Host: KUED</b></p> <p>Davina assists with production duties on KUED's documentary series "We Shall Remain." In this capacity she learns the television production process, as well as sharing her unique perspective on issues impacting American Indians.</p>  |
| 5 | <p><b>Stations Reporting: KUED</b><br/> <b>Date/Intern: August 3-4, 2007; London Robert and Natalie Lindsey</b><br/> <b>Participants: Penni Zito, Development Officer</b><br/> <b>Host: KUED</b></p> <p><b>London</b> assisted with the Speaking of Women's Health Conference by providing photography services, making follow up phone calls, participating with event set-up, inventory of gift bags, gift bag preparation, etc. She also performed photography for other KUED events in the fall.</p> <p><b>Natalie</b> worked as a volunteer intern for the Speaking of Women's Health Conference by making packets, phone calls to vendors, etc.</p>   |
| 5 | <p><b>Stations Reporting: KUED</b><br/> <b>Date/Intern: 9/1/07 to present; Michelle Ashton</b><br/> <b>Participants: Ken Verdoia, Production Director and Mary Dickson, Director of Creative Services</b><br/> <b>Host: KUED</b></p> <p>Assists the Director of Production and KUED Producer with production activities. The majority of time is involved with program production, but also spends time with administrative, development, and advertising/promotion departments in the station for a full exposure to public broadcasting. Michelle is now a regular contributor to website design and construction as well as participation in studio television production.</p>   |
| 5 | <p><b>Stations Reporting: KUED</b><br/> <b>Date/Volunteers: June, 2007 to June, 2008; over 500 Volunteers to equal over 7000 hours: The majority of our volunteers were females</b><br/> <b>Participants: Poonam Kumar, Promotions Assistant, Creative Services; Carley Reynolds, Development Assistant &amp; Penni Zito, Speaking of Women's Health Coordinator.</b><br/> <b>Host: KUED</b></p> <p>KUED 7's Creative Services volunteers assisted with outreach screenings, the Aftermath of Meth packing party, Senior Expo, RTL Data Entry, Reading Marathon kick off parties, partner meetings, the V-Me launch party, about ten to fifteen different Diverse Voices screenings, the Super Reader Party, the Conference on Social Awareness, Reading Rainbow partner meetings and kick off events, along with judging and the Reading Rainbow Celebration event, advisory board meetings, the Caring For Your Parents packing parties and phone bank, the Hawaiian Film Festival and the and the Heart and Soul Stroll. Volunteers also provided support for the Speaking of Women's Health event and supporting fund drives and membership activities.</p> |

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| 5 | <p><b>Stations Reporting: KUED</b><br/> <b>Intern/Date: Teresa Tuan; 6/8/07-8/31/07</b><br/> <b>Participants: Ken Verdoia, Production Director</b><br/> <b>Host: KUED</b></p> <p>Teresa produced a documentary on her class experience going through Medical School. KUED provided technical assistance and equipment for her production. In addition she worked as an intern in Production doing field shots, editing, and audio.</p>  |
| 6 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: Mary Dickson, Director of Creative Services; Larry Smith, General Manager</b><br/> <b>Host: KUED</b></p> <p>KUED’s Diverse Voices campaign is a multi-faceted project that encompasses programming, public screenings, discussions and workshops about diverse populations, cultures, and topics. The Diverse Voices campaign uses key PBS and KUED productions to act as a springboard for open dialogue and meaningful action in the community. All “Diverse Voices” film screenings and discussions are free and open to the public. Examples of topics covered include the following: <b>Sierra Leone’s Refugee All Stars</b>, a real-life story of survival and hope for a refugee band born in West Africa. <b>The Long Walk Home; Tears of the Navajo</b> tells the story of the Navajo nation in the 1860’s. <b>The Jewish Americans</b> examines the struggle of a tiny minority making its way into mainstream America. <b>Prince Among Slaves</b> tells the compelling story of an African Muslim prince who survived the harsh ordeals of slavery. <b>Unnatural Causes: Is Inequality Making Us Sick?</b> Looks at what’s killing us before our time, especially the less affluent and darker skinned. <b>Independent Lens: New Year Baby</b> follows filmmaker Socheata Poeuv, born in a Thai refugee camp in Cambodia, as she embarks on a journey to find out why her family’s history was buried. KUED will soon be broadcasting a frontline special on genocide in Rowanda and a KUED special <b>We Shall Remain</b>, an American Indian history project.</p> <p>KUED’s public affairs series, “<b>Utah Now</b>”, addresses topics relevant to the local community. Hosted by Doug Fabrizio, the 30 minute magazine-style series directly follows the PBS NOW program, featuring issues, events and people that are affecting life and creating dialogue. Examples include: What’s the Relationship Between Utah Businesses and Immigration? Utah Now won First place honors in the Television Series at the Utah Chapter of the Society of Professional Journalists. Utah Now also took second place in Minority Issues Reporting.</p> <p>KUED’s public service segment, “<b>Contact</b>”, features guests from the non-profit community, many of them regarding training opportunities, volunteer opportunities and a wide variety of services.</p> |
| 6 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: varied</b><br/> <b>Participants: Mary Dickson, Director of Creative Services</b><br/> <b>Host: KUED</b></p> <p>Mary attended: NETA Conference, PBS Showcase Meeting. Participants discussed careers in the broadcasting field and networked for available positions.</p>   |
| 6 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: Jacqui Volland, KUED Community Outreach Coordinator; Poonam Kumar, Promotion Assistant</b><br/> <b>Host: KUED</b></p> <p>Jacqui and Poonam serve as the Community Outreach team for KUED. They regularly represent KUED at community, education, and government events, often establishing booths to discuss KUED programs and services with visitors and guests. Questions regarding careers in the broadcast field, KUED job openings, and other related questions are often discussed with guests.</p>  |

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| 7 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: September 21, 2007</b><br/> <b>Participants: KUED</b><br/> <b>Host: KUED</b></p> <p>KUED assisted in sponsoring a Chicano Awards Banquet. KUED acted as host and prepared/produced a vignette video. The banquet was the Chicano Scholarship Fund.</p>  |
| 8 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: KUED Managers/Supervisors and Station Personnel</b><br/> <b>Host: KUED</b></p> <p>KUED is a department within the University of Utah. All full-time employees are eligible to receive half of their tuition paid, for any class taken at the University. Many employees take advantage of this benefit to further their education. In addition, KUED occasionally pays the remaining 50% for classes taken by employees that are in a related area or can assist them improve or gain additional job skills. Employees also attend training outside of the University structure as needed. These classes are frequently paid by the organization.</p>   |
| 8 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: KUED Managers and Supervisors</b><br/> <b>Host: KUED</b></p> <p>KUED offers additional training opportunities to station supervisors and personnel. This year managers attended PBMA, including presenting some sessions. Rebecca Davis serves as a PBMA Board Member and produced sessions and assisted with the training of Alaska Public Broadcasting General Managers and CFO's in Alaska.</p>  |
| 8 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: April 8-16, 2008; Participants: KUED Technical Services Employees</b><br/> <b>Date: March 24-28, 2008; Participant: Bob Lewis</b><br/> <b>Host: KUED</b></p> <p>KUED Technical Services employees attended the annual PBS Technical Conference and NAB. Bob Lewis attended the Diamond transmitter school at Harris Corp.</p>   |
| 8 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: UGS – Sept 2007; UEA – Oct 2007; Dev con – Oct 2207; PTA – may 2008</b><br/> <b>Participants: Jacqui Voland, Public Relations Specialist, Creative Services</b><br/> <b>Host: KUED</b></p> <p>Jacqui attended the following conferences: PBS Development conference.</p> <ol style="list-style-type: none"> <li>1. KUED RTL staff attend the Utah PTA regional conference attending workshops and hosting a KUED booth informing PTA district officials about the programs and services KUED offers as well as attending prof development sessions of literacy and outreach to the PTA.</li> <li>2. Utah Gerontological Society, KUED staff member, Jacqui Voland attended the UGS conference to keep abreast of the changing needs in the Aging Alliance community. Workshops on demographic change, Medicaid and Advance Directives and programming under the Utah Commission on Aging.</li> <li>3. UEA, KUED Outreach Staff attend the UEA conference annually, as participants and as a vendor, providing information about educational program to UEA attendees and learning about the current and projected changes in the UEA and educational system.</li> </ol> |

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| 8  | <p><b>Stations Reporting: KUED</b><br/> <b>Date: October 2007</b><br/> <b>Participants: KUED Development Managers and Employees</b><br/> <b>Host: KUED</b></p> <p>KUED development employees attended the annual PBS Development Conference. The Development Conference involved up to five days of keynote speakers and workshops addressing subjects important to development personnel.</p>  |
| 8  | <p><b>Stations Reporting: KUED</b><br/> <b>Date: March 17-21, 2008</b><br/> <b>Participants: Kara Hetrick.</b><br/> <b>Host: KUED</b></p> <p>Kara Hetrick attended a week-long training on ProTrack which could help qualify her for an advanced editing position.</p>  |
| 10 | <p><b>Stations Reporting: KUED</b><br/> <b>Date/Volunteers: Summer Semester, 2008</b><br/> <b>Participants: Karin Hardy, KUED Development Officer</b><br/> <b>Host: KUED</b></p> <p>Karin teaches a Mass Communication Law class for the Communication Department at the University of Utah. Class discussions occasionally cover topics such as PBS programming, journalism and the law, censorship in the media, and the impact and role of media in society. Potential problem situations in certain media careers are also explored. Karin occasionally engages in casual discussions with students regarding KUED and its productions and programming.</p> |
| 10 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: 2008</b><br/> <b>Participants: Mary Dickson, Director KUED Creative Services</b><br/> <b>Host: KUED</b></p> <p>Each year, KUED sponsors a Career Day event for 12 students at Rowland Hall middle school who want to learn about TV production. They visit the station and observe production activities.</p>  |
| 10 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Fall and Winter Semester, 2007 and 2008</b><br/> <b>Participants: Mary Dickson, Director, Creative Services</b><br/> <b>Host: KUED</b></p> <p>Mary speaks to at least ten communication classes a year and the question of job opportunities frequently arises. Mary is also the faculty advisor for one student's research project. Mary regularly consults informally with students about their career options, their writing, etc. Mary mentors several students each semester.</p>   |
| 14 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: Christy Dunn, Human Resources Officer</b><br/> <b>Host: KUED</b></p> <p>Human Resources Officer participates as a member of the local and national chapters for the Society of Human Resource Managers. Officer attends monthly luncheon meetings and annual conferences designed to update HR professionals regarding HR trends, legal changes, and general administrative topics. An updated newsletter is sent to members each month describing new cases covering HR legal matters.</p>  |
| 14 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: Managers, KUED</b><br/> <b>Host: KUED</b></p>  |

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|    | <p>The Administrators of KUED identified core classes that are required for all managers and supervisors. Through the University of Utah Center for Staff Development, supervisors attended classes covering the topics: Managing Employee Performance, Diversity Training, Illegal discrimination/ADA, Sexual Harassment, and First Line Fundamentals (Policies). Supervisors frequently attend other managerial classes offered at the University as well as classes offered through professional organizations.</p>   |
| 14 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: September, 2007, and May 13, 2008</b><br/> <b>Participants: Christy Dunn, Human Resources Officer and Denise Elwood, Human Resources Assistant</b><br/> <b>Host: KUED</b><br/> Human Resources Officer attended a legal conference hosted by the Salt Lake Chapter of the Society of Human Resource Managers. This conference included topics related to legal issues facing HR professionals.</p>  |
| 15 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: ongoing</b><br/> <b>Participants: Ken Verdoia, Director KUED Production</b><br/> <b>Host: KUED</b><br/> Ken Verdoia discussed KUED programs and productions, careers in broadcasting, and other related topics at several speaking engagements this past year. These included annual dinners and awards ceremonies or other gatherings for: Utah Philanthropy Society; Utah Non-Profits Association; Alliance House, Hinckley Institute of Politics; Utah Museum of Fine Arts, the Children's Center, etc. He repeated a very successful joint faculty/student career seminar for the Utah State Office of Education in March addressing approximately 350 teachers and students from throughout the state of Utah. He has also served as a guest lecturer in journalism, mass media and communications at Salt Lake Community College, San Jose State University, the University of Utah and Weber State University.</p> <p>Ken participates as a board member for the following non-profit boards: Alliance House, Kingsbury Hall, and Salt Lake Community College Writing Center Advisory Board.</p> <p>Ken was also asked by the Salt Lake Community College to take an active role in designing and advocating a writing program (training and certification).</p> |
| 16 | <p><b>Stations Reporting: KUED</b><br/> <b>Date/Intern: Ongoing</b><br/> <b>Participants: Christy Dunn, Human Resources Officer</b><br/> <b>Host: KUED</b><br/> Full-time job postings are placed on the Utah Workforce Services job bank, which is available to Workforce Services agencies throughout the state of Utah.</p>   |
| 16 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: Creative Services/Programming Department</b><br/> <b>Host: KUED</b><br/> Varied Public Service Announcements are made frequently at the request of community agencies throughout the local area.</p>  |
| 16 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing, Beginning 1/2006</b><br/> <b>Participants: Mary Dickson, Director of Creative Services</b><br/> <b>Host: KUED</b><br/> KUED sends out a weekly KUED e-news letter to approximately 8000 people notifying them of KUED special productions, PBS</p>   |

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|           | <p>programs, Diverse Voices workshops, etc. This number includes KUED members and non-members. Included in this newsletter is the following EEO announcement: “If you would like to receive information about job openings at KUED by participating on a maillist, contact KUED Human Resources at 585-6021.” Press releases from KUED also include the statement: visit our website at <a href="http://www.kued.org/jobs">www.kued.org/jobs</a> for information about job opportunities at KUED.</p>  |
| <p>16</p> | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: Colleen Casto, University of Utah &amp; KUED, Community Outreach for Diversity</b><br/> <b>Host: KUED</b></p> <p>Colleen is a former KUED Producer for Public Affairs. Colleen is now working for the University Office of Marketing and Communications/PR as Community Outreach for Diversity. KUED has continued to employ Colleen part-time as a liaison with minority populations to achieve two primary goals for the station: 1) to represent KUED in the community - particularly with minority populations, and 2) to improve awareness and use of KUED’s services: national programs, local productions, community outreach and web material. Colleen’s role is to advise the station regarding minority needs so KUED’s content and services can better serve the local minority populations.</p> <p>Some of Colleen’s networking activities for this year include:</p> <p><b><i>Ongoing Responsibilities</i></b></p> <ul style="list-style-type: none"> <li>• <b>Monthly Community Outreach meetings</b> with KUED General Manager, Larry Smith.</li> <li>• <b>Regular input with KUED public affairs (Liz Southwell) and Creative Service/Community Outreach (Mary Dickson).</b></li> <li>• <b>V-me:</b> Assist with the local launch of new national Spanish language network and PBS partner V-me on KUED held digital channel. Coordinate partnership with V-me/KUED with the U of U for diversity outreach media campaign.</li> <li>• <b>Continue development of overall KUED Diversity Outreach plan</b>, including a new diversity outreach community directory.</li> <li>• <b>Community Expert Resource Directory</b> - Initiated the creation (in progress) of a new directory of experts from Utah’s ethnic communities. Working with the Utah State Office of Ethnic Affairs, ethnic business chambers and other community organization to gather contact and other important information about experts that may be included in KUED programs, featured on the fund drive and sponsors and supports for development and other events.</li> <li>• <b>Liaison w/Utah State Office of Ethnic Affairs</b> – continued communications with Ethnic Affairs director &amp; each community director.</li> <li>• <b>Liaison w/Utah Hispanic Chamber of Commerce</b> – continued communications with their board of directors and their Utah Business Leadership Foundation, which is the scholarship board of the UHCC.</li> <li>• <b>U of U Martin Luther King, Jr. Celebration</b> – represents KUED on the MLK committee comprised of U of U, public education and community partners.</li> </ul> <p><b><i>Major Initiatives &amp; Projects</i></b></p> <ul style="list-style-type: none"> <li>• <b>Utah Hispanic Chamber of Commerce/Business Leadership Scholarship Gala</b> – Liaison for major sponsorship of the December 2007 UHCC Business Leadership Foundation Scholarship Gala. KUED was a premiere sponsor. Station General Manager, Larry Smith, gave a presentation. Among those in attendance: Utah Governor Jon Huntsman, Salt Lake County Mayor, Peter Corroon, legislators, prominent business owners, non-profits, representatives from the U and BYU, as well as many members of Utah’s ethnic communities. The event highlighted the announcement of 40 scholarships to ethnic minority youth. Coordinated KUED video presentation which was the highlight of the Gala and received a huge ovation and much thanks.</li> <li>• <b>WWII documentary outreach</b> – Worked to allay community concerns about the lack of representation of Latinos &amp;</li> </ul> |

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|    | <p>Native Americans in the local productions about WWII. Helped KUED producer reach out to the Utah Chapter of the GI Forum.</p> <ul style="list-style-type: none"> <li>• <b>V-me station Launch and Advisory Board creation</b> – assisted KUED GM to convene a working advisory board for the Spanish language station including influential community members from the Spanish speaking community. Assisted with the launch event for the new station.</li> <li>• <b>U of U/V-me/KUED Partnership</b> – Helped craft and solidify a monetary partnership between the U of Utah and V-me/KUED for ongoing promotion of the U’s diversity initiatives on-air and in print promotional materials.</li> <li>• <b>Office of Ethic Affairs partnership</b> – assisted with the crafting of a partnership with the Utah State Office of Ethnic Affairs for the production of four short video web segments on Utah’s four major ethnic groups – Latino, Asian, Pacific Islander and Black, a part of the state digitization project. The finished projects will be featured in a shared display on KUED and the OEA web sites and shown in Utah’s public schools system.</li> <li>• <b>U of U Diversity Campaign</b> – On-going prominent inclusion of KUED on the new U of U Diversity web site with links to Diverse Voices and V-me. Promotion of KUED events and program on the web site calendar and news pages.</li> <li>• <b>Outreach advisory input for We Shall Remain</b>, a 5 part PBS series to be aired in 2008 by KUED, including a local component. U of U and Community liaison. Connected U of U American Indian Training Program &amp; Resource Center with KUED, introduced Davina Spotted Elk to KUED. She participated on the program “The Long Walk” and was later hired as an intern on the local “We Shall Remain” documentary projects.</li> <li>• <b>Speaking of Women’s Health (SWH)</b> – KUED’s annual health care conference. Input for potential bi-lingual Spanish/English SWH. Liaison with Latino/a community.</li> <li>• <b>U of U Martin Luther King, Jr. Celebration</b> – represented KUED on the MLK committee comprised of U of U, public education K-12, and community partners.</li> <li>• <b>Discovery gateway partnership</b> – Initiated KUED partnership with Discovery gateway children’s museum for KUED event.</li> <li>• <b>On-going</b> – Coordination of people and information between KUED/V-me and Utah’s ethnic minority and underrepresented populations.</li> </ul> <p><b>Summary</b><br/> KUED is working diligently to make sure that Utah’s growing ethnically and culturally diverse communities have ownership in Utah’s premiere Public Broadcasting station. In order for these communities to feel they are a part of KUED they need to see their communities reflected in every part of the station’s effort. KUED is working to make sure we reach out to and bring these new communities into full membership and participation in KUED.</p> |
| 16 | <p><b>Stations Reporting: KUED</b><br/> <b>Date: March 13 &amp; 14, 2008</b><br/> <b>Participants: KUED and Mary Dickson, Director of Creative Services</b><br/> <b>Host: KUED</b></p> <p>The Inclusion Center for Community and Justice recognized KUED at its 2008 Humanitarian Awards Dinner for the station’s dedication to compassion and understanding for all people. KUED has had a long-standing commitment to diversity and inclusion. The station was honored the following evening with a University of Utah College of Social Work “Pete Suazo Social Justice Award” for the station’s public awareness and education and for its commitment to diversity. The award has never been presented to a TV station for service to the public. An important part of KUED’s mission is to serve the underserved audiences and give voice to all members of the community.</p> <p>Mary Dickson was honored at a dinner by Media One as Wasatch Woman of the Year for her wide-ranging involvement with community organizations.</p>  |

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| <p><b>16</b></p> | <p><b>Stations Reporting: KUED</b><br/> <b>Date: October 23, 2007</b><br/> <b>Participants: KUED</b><br/> <b>Host: KUED</b></p> <p>KUED debut the VME Spanish language service on the digital broadcast spectrum. For the first time educational, cultural and informational content of public television was made available in the native language of more than a quarter million residents. KUED hosted people from Mundo Hispano, and a reporter from the local paper. Many news media stations covered the roll-out of KUED's VME station. KUED's has a full page on the back cover of the Mundo Hispano newspaper once a month to highlight various KUED programs. The article is also sent to Hispanic media in the state. Correspondence includes the statement: visit our website at <a href="http://www.kued.org/jobs">www.kued.org/jobs</a> for information about job opportunities at KUED. This exposure to the minority community brings attention to our website which includes a job reference link and awareness of our interest in a diverse environment.</p> |
| <p><b>16</b></p> | <p><b>Stations Reporting: KUED</b><br/> <b>Date: Ongoing</b><br/> <b>Participants: KUED</b><br/> <b>Host: KUED</b></p> <p>KUED's outreach initiatives included working with the Utah Humanities Council on a diversity brochure, coordinating the station's Your Education Connection initiative which encourages parental involvement in K-12 education through television programs</p>   |
| <p><b>16</b></p> | <p><b>Stations Reporting: KUED</b><br/> <b>Date: January 1, 2007 to present</b><br/> <b>Participants: Ken Verdoia, Director of KUED Production</b><br/> <b>Host: KUED</b></p> <p>Ken meets regularly with representatives of Utah's American Indian tribal communities to organize, plan and execute the public television series and educational outreach activities associated with the "We Shall Remain" American Indian History Project. This project includes frequent KUED visits to five distinct tribal communities in UTAH to discuss educational opportunities, television production opportunities, and cultural exchange opportunities associated with this three-year-long public education campaign.</p>   |