

Supplemental Outreach Initiatives

(June 1, 2008 to June 1, 2009)

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.

Menu Category (select # from List above)	Brief Description of Activity, Including Date(s) and Station Staff Involved
1 (2 job fairs)	<p>Stations Reporting: KUED Date: October 23, 2008 and February 10, 2009 (2 Job Fairs) Participants: Christy Dunn, Human Resources Officer, Denise Elwood, HR Assistant, Host: KUED (University of Utah Job Fairs) Participate in University of Utah Career Fairs. Visit with students and fair visitors about career opportunities in broadcasting as well as current openings.</p>
2	<p>Stations Reporting: KUED Date: April 7, 2009 Participants: Christy Dunn, HR Officer; , Denise Elwood, HR Assistant, Dan Bammes, Reporter/Producer, Tasha Cook, Reporter Producer, Katie Garrett, Digital Media Specialist Hosts: KUED in conjunction with the Utah Broadcaster's Association KUEN in conjunction with the Utah Broadcaster's Association hosted a broadcasting job fair at the University of Utah Union Building on April 7, 2009. 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 apply for station positions. The fair was considered a success in terms of attendance and interest.</p>

4	<p>Stations Reporting: KUED Date: Ongoing Participants: Poonam Kumar, Promotion Assistant, Eve Mary Verde, Public Relations Associate; Jon Hartog, Underwriting Director, Mike Van Dorn, Staff Specialist Host: KUED</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. The EBC tours also visit KUED's community affairs program, "Contact." Tours are conducted about once/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. Another tour involved media students from Rowland Hall, a private school near the University of Utah, and Backman Elementary where KUED partnered with Media Solutions on a year-long project. 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 program to see the process involved in the completion of such program.</p> <p>Mike Van Dorn also conducted a tour consisting of high school juniors and seniors along with 4 leaders. He spoke with them about the ever increasing need for media in our society that operates without a self-serving agenda. After touring the facility he questions, talked about how broadcast was changing in all aspects, and considered the need for young people with a sense of ethics and morals to develop talent to work in media.</p>
4 & 10	<p>Stations Reporting: KUED Date: Events throughout 2007 and 2008 Participants: Mary Dickson, Director of Creative Services Host: KUED</p> <p>KUED hosted the organization Black Butterflies Mentoring Program on "Contact," where program representatives talked about their educational services to young African-American women promoting higher education and introducing career opportunities. KUED's program "Contact" regularly features guests who offer job training and volunteer opportunities to the community at large.</p>
5	<p>Stations Reporting: KUED Date/Intern: Allison James: 8/12/08 to 1/15/09 Intern/Date: Lindsey Tsuya 5/5/08 to 11/1/08 Participants: Penni Zito, Development Officer Host: KUED</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.</p>
5	<p>Stations Reporting: KUED Intern/Date: Michelle Ashton 9/1/07 to Present Intern/Date: Miguel Nieto 6/4/08 to 1/16/09 Intern/Date: Randy Wood 1/14/09 to 5/4/09 Intern/Date: Lauren Carter 2/18/09 to 8/12/09 Participants: Mary Dickson, Director Creative Services; Jacqui Voland, Outreach Director, Poonam Kumar, Outreach Assistant, Eve Mary Verde, Publicist, and Nikolai Langlois, Computer Professional Host: KUED Michelle Ashton is assisting KUED's Creative Services Department with local production Web design, updating and launching</p>

	<p>new Web sites such as “KUED-Cooks,” “We Shall Remain,” “Outside,” “Alta,” “Wallace Stegner,” and more. She also assisted with the KUED E-newsletter, and the Outreach Departments Super Reader Party and IKEA Earth Day Event.</p> <p>Miguel Neito assisted KUED’s Creative Services Department with promotional and outreach activities, including setting up events, compiling data lists, tracking invoices on ads, publicity, translating press releases into Spanish, and assisting with on-air spots, Spanish TV interviews, and web updating.</p> <p>Randy Wood assisted KUED’s Creative Services Department with promotional and outreach activities, including compiling data lists, tracking invoices on ads, publicity, and social networking and marketing on Facebook. Randy worked extensively on the “We Shall Remain” promotion and media packets.</p> <p>Lauren Carter is assisting KUED’s Creative Services, Community Outreach Department with promotional and outreach activities including researching panelists for screenings, compiling data lists, assisting with Reading Rainbow certificates, data entry, calling winners families, story returns, and promotional pieces.</p>
5	<p>Stations Reporting: KUED Date/Intern: 1/1/08 to present; Davina Spotted Elk Participants: John Howe, Executive Producer; Sally Shaum, Associate Producer; Ken Verdoia, Director of Production Host: KUED</p> <p>Davina assisted with production duties on KUED’s documentary series “We Shall Remain.” In this capacity she learned the television production process, as well as sharing her unique perspective on issues impacting American Indians.</p>
5	<p>Stations Reporting: KUED Date/Intern: Summer 2008; London Robert Participants: Penni Zito, Development Officer Host: KUED</p> <p>London 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>
5	<p>Stations Reporting: KUED Intern/Date: Chris Mogren, and Mazdi Rahkesh; Summer 2008 Participants: Paula Millington, Director, Media Solutions Host: KUED</p> <p>Chris and Mazdi helped Media Solutions with QA on applications being released for fall semester. They did user testing. Mazdi helped enter content for Marriott Library’s digital collections.</p>
5	<p>Stations Reporting: KUED Date/Intern: Summer 2008; Participants: Ken Verdoia, Production Director Host: KUED</p> <p>KUED entered into a unique, short-term partnership with the Jordan School District to integrate one of their teachers into KUED’s production activities for forty hours during the summer of 2008. The internship was a close-observation opportunity. The intent was to assist the teacher in developing lesson plans for his classes based on his exposure to KUED operations.</p>
5	<p>Stations Reporting: KUED Date/Volunteers: 2008 to 2009; over 250 Volunteers to equal over 3,500 hours: The majority of our volunteers were females Participants: Jacqui Volland, Outreach Director, Poonam Kumar, Outreach Assistant, Creative Services Host: KUED</p> <p>KUED 7’s Creative Services volunteers assisted with outreach screenings, the Caring for Your Parents half day conference, packing party and mail out, Senior Expo, Utah Education Association Conference, UNI Kids Health and Safety Fair, Reading Marathon kick</p>

	<p>off parties, partner meetings, Super Reader Party, Reading Rainbow partner meetings, and preliminary and final judging. Volunteers have also assisted with about ten to fifteen different Diverse Voices screenings throughout the year, including “Films To See Before You Vote,” local production documentary “Outside,” “We Shall Remain” local screenings, “Wide Angle: Iraqi Exodus,” “P.O.V. Critical Condition” Spanish and English screenings, “Torturing Democracy,” “Wallace Stegner” celebration and reception event, “P.O.V. Cry for Help,” and more.</p>
5	<p>Stations Reporting: KUED Date/Volunteers: June, 2008 to June, 2009; approximately 600 Volunteers in Development: The majority of our volunteers were females Participants: Anne Ibach, Membership Manager & Penni Zito, Speaking of Women’s Health Coordinator. Host: KUED Volunteers provided support for the Speaking of Women’s Health event and supported fund drives and membership activities.</p>
6	<p>Stations Reporting: KUED Date: Ongoing Participants: Mary Dickson, Director of Creative Services; Larry Smith, General Manager, Ken Verdoia, Production Director, Jacqui Volland, Outreach Director, and Poonam Kumar, Outreach Assistant Host: KUED</p> <p>KUED’s Diverse Voices campaign is a multi-faceted project that encompasses programming, public screenings, discussions, conferences, 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: “ITVS: Tulia Texas” screening unraveling the biggest drug stings in Texas history, “The Jewish Americans” telling a unique story of ongoing discrimination and stereotyping, coupled with some of the most remarkable accomplishments in American history, the arts, commerce, science and academia within the Jewish American culture, “Frontline: On Our Watch” asks why the United Nations and its members once again failed to stop the slaughter after the world vowed “never again” to the genocide in Rwanda and the atrocities in Srebrenica, Bosnia, then Darfur. Local KUED production and screening of “Outside,” which follows four gay homeless youth as they face the challenging realities of daily life on the street in one of the nation’s most socially conservative states – Utah, “P.O.V. Critical Condition” Spanish and English screening focusing on the 47 million people in America without health insurance, and the “Films To See Before You Vote” film series where KUED partnered with the SLC Film Center to screen some of the most controversial political documentaries before the elections focusing on health care, the Iraq War, global warming and who the candidates really are. Recently, KUED partnered with Spy Hop Productions and the Mestizo Institute of Art and Culture to screen “ITVS: Crips and Bloods: Made in America” confronting the decades-long gang crisis in South Central Los Angeles as a war on the scale of Kosovo, Mogadishu or Northern Ireland. This film screening was followed by a heated discussion about race, class, politics, and the education system.</p> <p>Another massive project KUED has undertaken is the “We Shall Remain” project uncovering the untold history of the American Indians. KUED has also done a five-part local documentary series focusing on the local American Indian history and the importance of preserving culture and language. Along with this multi-faceted project are lesson plans that will be distributed to all 4th, 7th, and high schools throughout the state in the fall of 2009.</p> <p>KUED’s public affairs series, “Utah Now”, 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</p>

	<p>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, "Contact", features guests from the non-profit community, many of them regarding training opportunities, volunteer opportunities and a wide variety of services.</p>
6	<p>Stations Reporting: KUED Date: varied Participants: Mary Dickson, Director of Creative Services Host: KUED</p> <p>Mary attended: NETA Conference, PBS Showcase Meeting. Participants discussed careers in the broadcasting field and networked for available positions.</p>
6	<p>Stations Reporting: KUED Date: Ongoing Participants: Jacqui Volland, KUED Community Outreach Coordinator; Poonam Kumar, Promotion Assistant Host: KUED</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>
7	<p>Stations Reporting: KUED Date: 2008 Participants: Ken Verdoia, Production Director Host: KUED</p> <p>KUED helped fund "public service" projects on a Chicano Awards Scholarship and videos for the Office of Ethnic Affairs. This included sponsoring a Chicano Awards Banquet. KUED acted as host and prepared/produced a vignette video and produced Hispanic Chamber Scholarship spots.</p>
8	<p>Stations Reporting: KUED Date: Ongoing Participants: KUED Managers/Supervisors and Station Personnel Host: KUED</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>Stations Reporting: KUED Date: Ongoing Participants: Rebecca Davis Host: KUED</p> <p>KUED offers additional training opportunities to station supervisors and personnel. This year Rebecca Davis attended the PBMA conference and attended sessions dealing the compliance with CPB CSG and DSG grant applications and reporting, dealing with the economic crisis from an HR and finance perspective, Technology changes in public broadcasting, applying for NTIA/PTFP grants, audit reporting updates, raising new revenue with new media, effective performance appraisals, and effective interviewing</p>

8	<p>Stations Reporting: KUED Date: April 2009; Participants: Phil Titus, Director of Technical Services Host: KUED Phil Titus attended the annual PBS Technical Conference and NAB.</p>
8	<p>Stations Reporting: KUED Date: UEA – Oct 2008; Senior Expo – Oct 2008; UELMA- March 2009; UCET – March 2009; NAME – April 2009; Utah PTA – May 2009 Participants: Jacqui Voland, Outreach Director, Poonam Kumar, Outreach Assistant, Curtis Baugh, Ready To Learn Presenter, Creative Services Host: KUED Jacqui attended the following conferences: PBS Development conference.</p> <ol style="list-style-type: none"> 1. KUED Outreach Staff and RTL presenters 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. KUED had two PBS characters on hand to help promote new programs such as “Martha Speaks” and “Super Why.” 2. KUED is a media sponsor for the Senior Expo Convention attending workshops and hosting a booth with information on our Health Matters programming, and educational resource materials for the elder population, and caregivers. This year we provided Caring for Your Parents resource packets and books. 3. KUED 7 hosted an informational booth at the UELMA Conference promoting the “We Shall Remain” and Reading Rainbow projects. KUED and the American West Center also did a presentation to about 30-people librarians and educators on the “We Shall Remain” series and curriculum guides. 4. KUED 7 hosted an informational booth at the UCET Conference promoting the “We Shall Remain” and Ready To Learn projects. KUED and the American West Center did a presentation on the “We Shall Remain” series and curriculum guides. 5. KUED 7 hosted an informational booth at the NAME Conference promoting the “We Shall Remain” and other Diverse Voices projects. KUED and the American West Center also did a presentation to about 45-people and educators on the “We Shall Remain” series and curriculum guides. 6. KUED Outreach and 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 professional development sessions of literacy and outreach to the PTA.
8	<p>Stations Reporting: KUED Date: October 2008 Participants: KUED Development Managers and Employees Host: KUED 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>
10	<p>Stations Reporting: KUED Date: 2008 Participants: Ken Verdoia, Director of Production Host: KUED Ken is on the Writing Center’s Advisory Board for the Salt Lake Community College Community Writing Center. The center provides opportunities to improve writing skills for people of all ages, educations, backgrounds and skill levels. Mentored writers have participated in a storytelling project with KUER, as well as dozens of workshops on everything from journal writing,</p>

	persuasive letters, family histories and short stories.
10	<p>Stations Reporting: KUED Date: 2008 Participants: Mary Dickson, Director KUED Creative Services Host: KUED</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>Stations Reporting: KUED Date: Fall and Winter Semester, 2008 and 2009 Participants: Mary Dickson, Director, Creative Services Host: KUED</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 and stays in touch with students looking for jobs via email. One student volunteered for a semester for her department to acquire needed on the job experience.</p>
14	<p>Stations Reporting: KUED Date: Ongoing Participants: Christy Dunn, Human Resources Officer Host: KUED</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>Stations Reporting: KUER Date: March 5, 2009 Participants: Christy Dunn, Human Resources Officer Host: KUER</p> <p>Human Resources Officer attended a legal conference hosted by the Utah Broadcaster's Association. The session was presented by David Oxenford, Attorney at Shaw Pittnam, LLP. This conference included topics such as changes to Broadcasting rules related to a Presidential change to President Obama, FCC Issues, and EEO regulations.</p>
14	<p>Stations Reporting: KUED Date: Ongoing Participants: Managers, KUED Host: KUED</p> <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>
15	<p>Stations Reporting: KUED Date: ongoing Participants: Ken Verdoia, Director KUED Production Host: KUED</p>

	<p>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 serves on the Governor’s Commission for Strengthening Democracy...which meets throughout the state as part of a process to craft new initiatives to encourage public participation in the political and governing processes.</p>
16	<p>Stations Reporting: KUED Date/Intern: Ongoing Participants: Christy Dunn, Human Resources Officer Host: KUED</p> <p>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>Stations Reporting: KUED Date: Ongoing Participants: Creative Services/Programming Department Host: KUED</p> <p>Varied Public Service Announcements are made frequently at the request of community agencies throughout the local area.</p>
16	<p>Stations Reporting: KUED Date: Ongoing Participants: Mary Dickson, Director of Creative Services Host: KUED</p> <p>KUED sends out a weekly KUED e-Newsletter to approximately 10,000 people notifying them of KUED special productions, PBS programs, Diverse Voices workshops, screenings, 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 mail list, contact KUED Human Resources at 585-6021.” Press releases from KUED also include the statement: visit our website at www.kued.org/jobs for information about job opportunities at KUED.</p>
16	<p>Stations Reporting: KUED Date: October, 2007 to present Participants: KUED Host: KUED</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 www.kued.org/jobs 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>

16	<p>Stations Reporting: KUED Date: Ongoing Participants: KUED Host: KUED</p> <p>KUED’s outreach initiatives included the major outreach project, We Shall Remain, which involved more than 20 community partners including the Utah Humanities Council, The Division of Indian Affairs and the American West Center. The project included a series of community wide activities and events as well as the production of a curriculum guide for all Utah public schools and libraries</p>
16	<p>Stations Reporting: KUED Date: Ongoing Participants: KUED Host: KUED</p> <p>In November, 2008 KUED was honored by the child welfare advocacy group Voices For Utah Children with the 2008 Children’s Champion Award for coverage of issues impacting families and children.</p>
16	<p>Stations Reporting: KUED Date: January 1, 2007 to present Participants: Ken Verdoia, Director of KUED Production Host: KUED</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>
16	<p>Stations Reporting: KUED Date: Ongoing Participants: KUED Host: KUED</p> <p>As part of the <i>Your Education Connection</i> initiative, KUED published a 32-page Spanish language resource guide, <i>Education: Parental Guidance Required (La Education: (La Educacion: Se Requiere la Guia de los Padres)</i>, containing tips for parents on how to be involved in their children's education. It has been distributed to Spanish-speaking populations statewide through public libraries and cultural resource centers. Working with the state's Head Start agencies, the Horizonte Center and Centro de la Familia, KUED also participates in the PBS Ready To Learn program, and provides free resources, books and workshops in Spanish to children and families with limited English proficiency.</p>
16	<p>Stations Reporting: KUED Date: Fall Semester 2008 Participants: Mary Dickson, Director of Creative Services Host: KUED</p> <p>Mary taught a course, Inside the Media, for the Honors program at the University of Utah, which gives students information not only on how the media operates, but on emerging and current careers in radio, television, print, on line and other platforms.</p>