

Supplemental Outreach Initiatives

(June 1, 2013 to June 1, 2014)

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	Stations Reporting: KUED Date: 8/28/13 Participants: Christy Dunn, Human Resources Officer, Henri Prater, Creative Services Consultant, Host: KUED (University of Utah Job Fairs) Participated in the University of Utah Student Fair. Visited with students and fair visitors about available internships, volunteer opportunities and career opportunities in broadcasting as well as current openings.
1	Stations Reporting: KUED Date: 2/6/14 Participants: Christy Dunn, Human Resources Officer, Denise Elwood, HR Assistant Host: KUED (University of Utah Job Fairs) Participated in the University of Utah Career Fair. Visited with students and fair visitors about career opportunities in broadcasting as well as current openings.
2	Stations Reporting: KUED Date: 3/19/14 Participants: Christy Dunn, HR Officer; Denise Elwood, HR Assistant; Ken Verdoia, Director, Production; Henri Prater, Staff Consultant; Phil Titus, Director, Engineering

	<p>Hosts: KUED in conjunction with the Utah Broadcaster's Association KUED in conjunction with the Utah Broadcaster's Association hosted a broadcasting job fair at the University of Utah Union Building on March 19, 2014. 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 and distributing flyers to campus departments, 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 & 10	<p>Stations Reporting: KUED Date: Ongoing Participants: James Morgese, General Manager Host: KUED As KUED's General Manager, James Morgese meets with community organizations, educational institutions, and individuals regarding station activities, the broadcast industry in general, and shares information regarding career opportunities in television and KUED. The General Manager gives presentations, and counsels with students and individuals seeking information regarding a career path in the broadcast industry.</p>
4 & 10	<p>Stations Reporting: KUED Date: Ongoing Participants: Ken Verdoia, Director, Production Host: KUED KUED's Production Director is very actively involved in community and educational events throughout the city and state. He represents KUED by giving presentations, participating on community councils, giving interviews, etc. In this capacity he promotes and answers questions regarding careers in the broadcast industry and at the station. Ken is involved in a multitude of events each month. Some examples include: Master of Ceremonies, University of Utah Environmental Education Center Annual Dinner. Guest Speaker Governor's Education Summit on the University of Utah campus; presented University of Utah seminar on long-format documentary production. Master of Ceremonies, Writing Workshop by Salt Lake College Community Writing Center at the Utah Cultural Center; Chair of student council framing media priorities and budget for the University campus; Met with John Flores, Community Activist and Deseret News columnist, on minority education opportunities; Station tours with six candidates for KUED's fall internship; SpyHop annual fundraising dinner to support youth filmmaking in Salt Lake City. Met with members of the SpyHop youth production teams to discuss filmmaking, production and professional opportunity. Participated in a Graduate seminar with film students at Brigham Young University; gave Career guidance on "Presenting the Story Idea". Speaker, University of Nevada at Las Vegas "Senior Seminar" for pending graduates with the topic: Exploring employment opportunities and strategies in the media. Speaker/Panelist, University of Washington "Senior Seminar" for pending graduates; topic: Exploring employment opportunities and strategies in the media. Participated in three meetings for Community Advisory/Input arranged by KUED to solicit and receive community input on priorities and strategic planning for KUED. Utah Chapter Society of Professional Journalists board meeting to discuss diversity initiatives in the media and national SPJ initiatives.</p>
4	<p>Stations Reporting: KUED Date: Ongoing Participants: Host: KUED KUED holds general public screenings for documentaries produced at the station. The primary purpose of the screening is to show the production, but a Q & A is opened up after the viewing and any type of question may be asked by the audience. This can include information about our station and the broadcast industry in general.</p>

4	<p>Stations Reporting: KUED Date: Ongoing Participants: KUED Staff as assigned Host: KUED</p> <p>KUED staff members provide tours of the Eccles Broadcast Center, which is the building that houses KUED. Examples: Mary Dickson took a group of 15 students from the University of Utah Osher Institute on a tour of the station on January 9. She discussed broadcasting and how it's changing. Rachel Anderson and Mary gave a tour to a group of students from the Art Institute and discussed internships. Jon Hartog conducted a tour for a broadcast journalism class of 9 at the Northwest College in Powell Wyoming. He introduced them to the facility and also discussed the differences between public media and the commercial world and the changing media landscape. Phil Titus took the Media Deaf World on a tour of the facility and referenced jobs and careers at the station. Erik Rolstad conducted a building tour for University donors and included KUED employee's contribution to the public broadcasting service mission.</p> <p>General tours may include a discussion regarding careers in the broadcast field and what type of training would be need, a view of the studio, production sound booth, etc. and the KUER Public Radio Station. Tour visitors also visit KUED's community affairs program, "Contact." Tours are conducted about once/month.</p>
4 & 10	<p>Stations Reporting: KUED Date: March 6, 2014: Participant: Mary Dickson Summary: Mary spoke at the University of Utah Women's Week about mentoring and networking. After her speech she gave career advice at rotating roundtables.</p>
4	<p>Stations Reporting: KUED Date: 2014 Participants: 1506 Host: KUED</p> <p>KUED invites children pre-school through 6th grade to participate in an Annual Reading Marathon. The READING MARATHON, encourages children and their families to spend quality time reading together. The literacy event is in partnership with Utah's public libraries and community agencies, including Salt Lake Head Start, Boys & Girls Clubs of Salt Lake, Utah PTA and many more. During this event 250 volunteers including Boys & Girls Club, Utah PTA, Y2Y and Eagle and Girl Scout volunteers host the booths and volunteer for a variety of tasks. People often ask Rachelle and Elise about KUED jobs at community events and they discuss their work during community outreach for the station.</p>
4 & 10	<p>Stations Reporting: KUED Date: Events throughout 2013 and 2014 Participants: Mary Dickson, Director, Creative Services Host: KUED</p> <p>KUED's program "Contact" features guests who regularly offer job training and volunteer opportunities to the community at large.</p>
5	<p>Stations Reporting: KUED Intern/Date: Carli Schneider, Fall and Spring Semester, 2013-14 Intern/Date: Laura Kattelman: Spring, 2014 Intern/Date: Thomas Kessinger, Spring, 2014 Participants: Mary Dickson, Director Creative Services; Rachelle Anderson, Outreach Director, Elise Peterson, Education Coordinator, Mark Thomas, Webmaster</p>

	<p>Host: KUED Each semester, KUED works with student interns who receive a stipend and class credit in their respective college at the University of Utah or neighboring Universities. Interns provide support based on educational training in the following areas: promotional activities, including compiling data lists, publicity, etc., community outreach, Public Relations/Social Media, and assistance with KUED's website.</p>
5	<p>Stations Reporting: KUED Intern/Date: Miki Foster, Fall, 2013 Participants: Phil Titus, Director of Engineering Host: KUED Miki was hired to develop a business plan for maximizing use of an existing insert studio.</p>
5	<p>Stations Reporting: KUED Intern/Date: Emily Norton: Partial Employment Fall, 2013 Participants: Erik Rolstad, Major Gifts Director and Delores Dinsmore, Major Gifts Assistant Host: KUED Emily was hired to provide miscellaneous support for the Major Gifts department, including assistance with fund raising activities, special events, etc.</p>
5	<p>Stations Reporting: KUED Intern/Date: Summer Semester, 2013; Brett Fifield Fall Semester, 2013 Lavina Ahmed & Antonio Garza Intern/Date: Spring Semester, 2014: Lorna Balfour Intern/Date: Summer, 2014 (starting May): Nick Vincent Participants: Ken Verdoia, Director of Production Host: KUED Production KUED Production hosts one-two interns each academic semester. One position has an Editorial emphasis, with the intern researching, writing, and working with producers to create, manage and assemble content for long-format television programs. The other position's focus is on the Technical and Craft aspects of long-format television production, including field/studio/post audio and video production.</p>
5	<p>Stations Reporting: KUED Date/Volunteers: 2013-2014: 363 volunteers with 1450 hours: The majority of volunteers were females Participants: Elise Peterson, Education Coordinator, Rachelle Anderson, Outreach Coordinator Host: KUED KUED 7's Creative Services volunteers assisted with UEA Convention, LEAP into Science Events, Super Reader Party, Community Events, Screenings, Panel discussion, and phone banks</p>
5	<p>Stations Reporting: KUED Date/Volunteers: June, 2013 – May 30, 2014: 219 Volunteers with 907 Collective Volunteer Hours; The majority of our volunteers were females Participants: Jon Hartog, Membership Director and Jason Hoggan, Membership Benefits Coordinator & Events Assistant Host: KUED Volunteers provided support for KUED membership drives and assisted in the membership office by preparing mailings and performing other miscellaneous office work.</p>
6	<p>Stations Reporting: KUED Date: Ongoing</p>

	<p>Participants: Mary Dickson, Director of Creative Services; James Morgese, General Manager, Ken Verdoia, Production Director, Rachelle Anderson, Outreach Director</p> <p>Host: KUED</p> <p>KUED's Diverse Voices campaign is a multi-faceted project that encompasses programming and activities about diverse populations, cultures, and topics. The Diverse Voices campaign uses key PBS and KUED productions as a springboard for open dialogue and meaningful action in the community.</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</p> <p>Date: Ongoing</p> <p>Participants: Rachelle Anderson, current KUED Community Outreach Coordinator; Elise Peterson, Education Coordinator</p> <p>Host: KUED</p> <p>Rachelle and Elise 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. These events had specific themes and helped promote the station's resources. People often ask Rachelle and Elise about KUED jobs at community events and they discuss their work during community outreach for the station.</p>
7	<p>Stations Reporting: KUED</p> <p>Date: 2013-14</p> <p>Participants: Ken Verdoia, Production Director</p> <p>Host: KUED</p> <p>KUED helped fund "public service" projects on a Chicano Awards Scholarship. Ken participated in 10 projects this year. This included sponsoring a Chicano Awards Banquet. KUED acted as host and prepared/produced a vignette video and produced Hispanic Chamber Scholarship spots.</p> <p>Ken also collaborated with the Center for Documentary Arts in producing a short documentary titled "Faces and Voices of Chicano Leaders" sponsored by the Utah Coalition of La Raza for use in community outreach and awareness by the Coalition.</p>
8	<p>Stations Reporting: KUED</p> <p>Date: Ongoing</p> <p>Participants: KUED Managers/Supervisors and Station Personnel</p> <p>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</p> <p>Date: 2013 and 2014</p> <p>Participants: Rebecca Davis</p> <p>Host: KUED</p> <p>KUED offers additional training opportunities to station supervisors and personnel. This year Rebecca Davis, CFO and Interim General Manager, attended the following conferences:</p>

	<p>PMBA conference In May 2013 and attended sessions dealing with compliance with CPB CSG and DSG grant applications and reporting. Other sessions included the upcoming FCC Broadcast Spectrum Reallocation and Auction, Leadership During Extraordinary Times, the Possibility of Public Broadcasting Licensees Combining Operations, Preparing for a Possible CPB Audit, and What Public Media Means to America Today and Tomorrow.</p> <p>NETA Board Meeting in July 2013 and attended sessions dealing with the FCC Broadcast Spectrum Reallocation and Auction, PBS Learning Media, CPB Education Initiatives – the American Graduate Program, Public Media Models of the Future, Earned Income Possibilities for Public Media, Community Events – High Touch/Trans-media, K-12 Education – Develop new revenue streams outside of state and federal funding, Update from PBS, Bring smart, young people into public broadcasting.</p> <p>CPB/PBS GM Strategy Meeting in October 2013. attended sessions on National Leadership with the Heads of PBS, CPB APTS and NPR on the panel, Public Media Models of the Future, Managing Change, FCC Broadcast Spectrum Reallocation and Auction Update, Creating a New Model for Public Media, Emerging Strategies for Public Media’s Infrastructure, Transforming our Content Development, Serving a New Media Generation, Creating Value through Education and Engagement, and Evolving Fundraising Strategies.</p> <p>NETA Conference in October 2013 and attended sessions dealing with Connecting Millennials through Community Engagement, Fundraising Around your Educational Services, Engaging With Military Families, Centralcasting: What Every GM Needs to Know, Let Go & Lead! Innovative Thinking from Influential Leaders, Want Better Hires? Rethink Your Process, and Enlarging the Tent: Engaging Stakeholders and “Friendraising”.</p>
8	<p>Stations Reporting: KUED Date: April, 2014 Participants: Phil Titus, Director of Technical Services; Garth Steck, Engineering Manager Host: KUED Phil and Garth attended the PBS Technical Conference, and NAB</p>
8	<p>Stations Reporting: KUED Date: May 12-15, 2014 Participants: Elise Peterson, Education Coordinator, Rachelle Anderson, Outreach Coordinator Host: KUED Elise and Rachelle attended the PBS Annual Conference</p>
10	<p>Stations Reporting: KUED Date: 2012-2013 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, persuasive letters, family histories and short stories.</p>
10	<p>Stations Reporting: KUED Date: Fall Semester, 2013 Participants: Nancy Green, KUED Producer, Production Host: KUED</p>

	<p>Nancy taught the Introduction to Documentary Studies for the Film and Media Arts department at the University of Utah. This allowed her the opportunity to discuss career and intern opportunities at the station with students.</p>
10	<p>Stations Reporting: KUED Date: Fall Semester, 2013 Participants: John How, KUED Producer, Production Host: KUED</p> <p>John gave a presentation to Communication students regarding the techniques and processes used to create Documentaries and about the broadcasting industry in general.</p>
10	<p>Stations Reporting: KUED Date: Fall and Spring Semester, 2013 and 2014 Participants: Mary Dickson, Director, Creative Services Host: KUED</p> <p>Mary speaks to several communication classes a year and the question of job opportunities frequently arises. Mary is also a tutor for several international students.</p>
10	<p>Date: February 14, 2013 Participants: Mary Dickson, Director of Creative Services Host: KUED</p> <p>Mary spoke to a University of Utah Theatre class on political theater and gave students information on emerging and current careers in radio, television, print, on line and other platforms.</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 meetings and 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: KUED Date: April 10, 2014 Participants: Managers and Staff, KUED Host: KUED</p> <p>A representative from the University of Utah Equal Opportunity Office did a presentation for Staff and Managers on ADA, Illegal Discrimination, and Sexual Harassment. All managers were encouraged to attend. New managers are also encouraged to attend workshops conducted by the University training department on the following topics: Performance Management, Hiring Principles, and Diversity Training, Supervisors are encouraged to 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 participates as a board member to represent the Salt Lake Community College Community Writing Center Board of Directors, and the Board of Directors of the Utah Arts.</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. Postings are also distributed to Career Services at the University 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 3,000 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: Ongoing Participants: Elise Peterson Host: KUED</p> <p>Working with area schools, Elise and a Spanish language consultant hold Family nights for 1500 kids and their parents, distributing free books and conducting interactive learning activities.</p>
16	<p>Stations Reporting: KUED Date: Ongoing Participants: KUED Host: KUED</p> <p>Working with the state's Head Start and Title 1 Schools, 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: Ongoing Participants KUED Host: KUED</p> <p>The Spanish language newspaper, El Observador, carries complete listings of KUED's V-me channel and three to four weekly program highlights. 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: October, 2007 to present</p>

Participants: KUED

Host: KUED

KUED debuted the VME Spanish language channel on our digital channel 7.2 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. In addition, a new Spanish language newspaper, El Observador, is carrying complete listings of our V-me channel and three to four weekly program highlights. 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.