

Supplemental Outreach Initiatives

(June 1, 2016 to May 31, 2017)

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	<p>Stations Reporting: KUED Date: 8/24/16, 10/4/2016 & 1/31/2017 Participants: Christy Dunn, Human Resources Officer; Kristina Peterson, HR Analyst, and Denise Elwood, HR Assistant Host: KUED (University of Utah Job Fairs) Participated in the University of Utah Student Fairs. Visited with students and fair visitors about available internships, volunteer opportunities and career opportunities in broadcasting as well as current openings.</p>
1	<p>Stations Reporting: KUED Date: varied Participants: Greg Hughes, University of Utah Recruiter Host: University of Utah KUED is a department at the University of Utah and Greg Hughes is the University's recruiter. Greg frequently attends community and educational job fairs to inform visitors about open positions at the University and discuss career opportunities. KUED positions are included in the information disbursed to job fair guests. Greg notifies KUED HR regarding attendees interested in broadcasting opportunities specifically.</p>
3	<p>Stations Reporting: KUED Date: 3/8/2017</p>

	<p>Participants: Kristina Peterson, HRM Analyst; Mary Dickson, Director of Creative Services Hosts: Utah Broadcaster's Association KUED personnel participated in the Utah Broadcaster's Association job fair. This included visiting with booth guests about internships, open positions at KUED, and answering visitor questions.</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. Recruited two minority members to the KUED Advisory Board. James also serves on several boards: the Salt Lake County Mayor's Collective on Homeless Committee, Partnership for a Greater Salt Lake, and the Utah Film Center.</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 KUED staff members provide tours of the Eccles Broadcast Center, which is the building that houses KUED. Mary Dickson conducted a tour of the station in June 2016 for Sunrise Senior Living, during which she mentioned volunteer activities. In October 2016, Mary conducted another tour for young women from Taylorsville Middle School. Jon Hartog conducted a tour on September 13, 2016 for the Broadcasters Club after the Insider's Lunch. Tours introduce attendees to the facility and provide discussions about the differences between public and commercial media and the changing media landscape. General tours may include a discussion regarding careers in the broadcast field and what type of training would be needed, a view of the studio, production sound booth, etc. and the KUED Public Radio Station. Tour visitors also visit KUED's community affairs program, "Contact." Tours are conducted about once/month.</p>
4	<p>Stations Reporting: KUED Date: 2017 Participants: 1698 Host: KUED 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 216 volunteers including Boys & Girls Club, Utah PTA, Y2Y and Eagle and Girl Scout volunteers host the booths</p>

	and volunteer for a variety of tasks. People often ask Elise and the other KUED employees about KUED jobs at community events and they discuss their work during community outreach for the station.
4 & 10	<p>Stations Reporting: KUED Date: Events throughout 2016 and 2017 Participants: Mary Dickson, Director, Creative Services Host: KUED 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: Summer Semester, 2016; Samantha Highsmith, Eric Ferguson, started the week of May 16, 2016 and ended August 1, 2016 Participants: Ken Verdoia, Director of Production Host: KUED Production KUED Production hosted 2 interns last summer for the 2016 summer through the Simon Foundation at 20hr/wk. The internships are designed as immersive experiences for pre-professional students, providing 200 hours of direct mentoring and professional exposure. The students undertake a short-form production topic during their internship to fully experience the range of responsibilities and crafts at work in long-format television programs.</p>
5	<p>Stations Reporting: KUED Date: June 1, 2016-May 31, 2017 Participants: Elise Peterson, Education Coordinator, Laura Durham, Outreach Coordinator Host: KUED KUED 7's Creative Services volunteers assisted with Ready To Learn Family Nights (853 volunteers), Ready to Learn Community Events (270 volunteers), UEA Convention, LEAP into Science Events, Super Reader Party (216 volunteers). Volunteers also assist with community events, screenings, coordinating panel discussions tied to screenings and community events, and phone banks.</p>
5	<p>Stations Reporting: KUED Date/Volunteers: June 1, 2016 – May 31, 2017; 91 volunteers put in a total of 235 Volunteer Hours 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. Volunteers also assisted with the Antiques Roadshow totaling 12,500 hours.</p>
6	<p>Stations Reporting: KUED Date: Ongoing Participants: Mary Dickson, Director of Creative Services; James Morgese, General Manager, Rachelle Anderson, Outreach Director Host: KUED 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. 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: Ongoing Participants: Laura Durham, current KUED Community Outreach Coordinator; Elise Peterson, Education Coordinator</p>

	<p>Host: KUED Laura 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.</p>
8	<p>Stations Reporting: KUED Date: Ongoing Participants: KUED Managers/Supervisors and Station Personnel Host: KUED 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: April, 2017 Participants: James Morgese, General Manager; Phil Titus, Director of Technical Services; Spencer Terry, Ronald McNair, Nathan Coombs, James Davie, Director of Interactive and Digital Media; Natalie Benoy, Jenny Mauro, Bill Lauer. Host: KUED The KUED General Manager, Director of Technical Services, and other KUED administrators and media/engineering staff attended the PBS Tech Conference in Las Vegas.</p>
8	<p>Stations Reporting: KUED May 15-17, 2017 Participants: James Morgese, GM; Lisa Olken, Director of Content; Education Coordinator; Elise Brimhall, Outreach Coordinator; Laura Durham, Outreach Coordinator; Tika Beard, Major Gifts and Planned Giving Director; Alex Quinn, Development Officer, James Davie, Director of Interactive and Digital Media; Mark Thomas, Erik Nielsen Host: KUED These employees attended the PBS Annual Conference in San Diego.</p>
8	<p>Stations Reporting: KUED May 31 – June 3, 2016 Participants: Rebecca Davis, Accounting and Finance Director Host: KUED Becky attended the PMBA conference. This conference dealt with compliance for CPB, CSG, and DSG grants applications and reporting. Other sessions included Life After the Spectrum Auction, changes to ownership reporting and public files, addressing the challenges and opportunities of Capital Equipment Funding at stations, and Communications Act requirements and trends in CSG Audits.</p>
10	<p>Stations Reporting: KUED Date: July 2016 Participants: Mary Dickson, Director, Creative Services Host: KUED Mary spoke at the U of U Marriott Library.</p>
10	<p>Stations Reporting: KUED Date: September, 2016</p>

	<p>Participants: Mary Dickson, Director of Creative Services Host: KUED Mary spoke at OSHER, University of Utah Theatre.</p>
10	<p>Stations Reporting: KUED Date: November, 2016 Participants: Mary Dickson, Director of Creative Services Host: KUED Mary spoke to the Journalists Practicum Class. Covered questions about career possibilities, future of broadcasting.</p>
14	<p>Stations Reporting: KUED Date: April 13, 2017 Participants: Managers and Staff, KUED Host: KUED A representative from the University of Utah Equal Opportunity Office conducted an OEO presentation for Staff and Managers on ADA, Illegal Discrimination, and Sexual Harassment. All managers and supervisors 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>
14	<p>Stations Reporting: KUED Date: August 2, 2016 Participants: Managers and Staff, KUED Host: KUED Mary Anne Berzins from University Human Resources led a Diversity Training for station personnel on “Unconscious Bias and Owning Your Internal Culture” and gave insights into how to better manage staff by being aware of, and more clearly understand differences.</p>
16	<p>Stations Reporting: KUED Date/Intern: Ongoing Participants: Elise Brimhall, Education Coordinator and Laura Durham, Public Relations Specialist Host: KUED Elise and Laura participate in community events and set up a booth or table to promote KUED and educate the public regarding activities at the station. Colorful employment cards are placed on the table for visitors to take. The cards are designed to encourage careers in broadcasting, with links to the station and University employment pages. Information is also provided regarding volunteer opportunities and the process to become an independent producer.</p>
16	<p>Stations Reporting: KUED Date: Ongoing Participants: Mary Dickson, Director of Creative Services Host: KUED KUED sends out a weekly KUED e-Newsletter to approximately 3,000 people notifying them of KUED special productions, PBS programs, film series and discussions, 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 thousands of kids and their parents, distributing free books and conducting interactive learning activities at 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: June 1, 2016 to March 2017 Participants: KUED Host: KUED</p> <p>KUED carried the VME Spanish language channel on digital channel 7.2 Educational, cultural and informational content of public television was available in the native language of more than a quarter million residents. The exposure to the minority community brought 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/Intern: Ongoing Participants: Kristina Peterson, HRM Analyst Host: KUED</p> <p>All full-time positions are posted with the University of Utah Human Resources website. Positions posted on the University of Utah Career Portal automatically filter to other agency websites such as the Utah Workforce Services job bank, which makes postings available to Workforce Services agencies throughout the state of Utah, Career Services at the University of Utah, HigherEd.jobs, and the KUED website. Postings on the University site may also be cross-posted to other sites such as Indeed.com, glassdoor, and others.</p>