

Supplemental Outreach Initiatives

(June 1, 2014 to June 1, 2015)

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: 8/27/2014 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.</p>
1	<p>Stations Reporting: KUED Date: 2/5/2015 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.</p>
2	<p>Stations Reporting: KUED Date: 3/11/2015 Participants: Christy Dunn, HR Officer; Denise Elwood, HR Assistant; Ken Verdoia, Director, Production; Henri Prater, Staff Consultant; James Davie, Dir, New Media, Alice Webber, Dir, Development, Becky Furgason, Dir. Canvas Pgm.; Rich</p>

	<p>Finlinson, KUEN Marketing Director 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 11, 2015. As co-hosts, station and Human Resources personnel assisted in the event by: participating as a member of the community outreach committee, assisted with planning, 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 giveaways, 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. Beginning in 2015, he began to put together a plan for internal promotion paths for entry level personnel in anticipation of impending retirements, thus creating the opportunity for new employment possibilities.</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, and serving as an Adjunct Instructor in the Communication Department at the University of Utah. In these various capacities 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, Canyons School District Foundation Annual dinner; MC, Utah Foster Care Council Annual Dinner; MC, Voices for Utah Children Annual Awards Ceremony; MC, Annual Awards Ceremony for Boys and Girls Clubs of Utah; MC for the Utah Poetry Out Loud competition for Utah high school students. Guest Speaker at the dedication of the new U.S. Federal Courthouse in Salt Lake City; guest speaker at the University of Utah American West Center annual conference; guest speaker before the Utah Federal Bar Association; guest speaker for the Intermountain Healthcare Senior Management Retreat. Featured speaker at the Kingsbury Hall Center for the Performing Arts Retreat and the Eastmont Middle School Career Day. Guest Lecturer in media and reporting at Brigham Young University, Weber State University and Salt Lake Community College. Chair of the Utah Arts Council; chair of the Community Writing Center Advisory Board; member of the Utah Debate Commission. Regularly meet with John Flores, Community Activist and Deseret News columnist, on minority education opportunities. Met with each of the superintendents of Utah's five national parks to review and discuss critical issues impacting the park experience. Station tours with twenty undergraduate candidates for KUED's various internship opportunities. Host of twelve visiting journalists from the African continent, arranged by the U.S. State Department, to discuss critical issues in public information in emerging democracies. Met with members of the SpyHop youth production teams to discuss filmmaking, production and professional opportunities. Panelist, University of Washington graduate seminar for pending graduates with the 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. Participated in the University of</p>

	Utah's Internship Fair, and the Utah Broadcasters Association Employment Fair to discuss career opportunities in public broadcasting.
4	<p>Stations Reporting: KUED Date: Ongoing Participants: Host: KUED</p> <p>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: Nancy Green taught a Documentary Video Production class at the University and had her class come to the station for a tour and a color correction workshop. Jon Hartog conducted tours of the station for volunteers He introduced them to the facility and also discussed the differences between public media and the commercial world and the changing media landscape. Mary Dickson took a group of 20 students from the University of Utah Osher Institute on a tour of the station on January 9, 2015. She discussed broadcasting and how it's changing. Mary gave a tour in April to 30 broadcast journalists from various countries and talked about broadcast in the US. She also did a presentation for them via the state department.</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	<p>Stations Reporting: KUED Date: 2015 Participants: 2500 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 Elise and the other KUED employees about KUED jobs at community events and they discuss their work during community outreach for the station. KUED also has a membership table set up where people can learn more about KUED and broadcasting.</p>
4 & 10	<p>Stations Reporting: KUED Date: Events throughout 2014 and 2015 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, 2014-15 Intern/Date: Haylee Wilkes, Fall Semester 2014 Participants: Mary Dickson, Director Creative Services; Rachelle Anderson, Outreach Director, Elise Peterson, Education Coordinator, Mark Thomas, Webmaster Host: KUED</p> <p>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: Summer, 2014; Nick Vincent; Dana Barraco Intern/Date: Winter Semester, 2015; Patrick Newman Participants: Ken Verdoia, Director of Production Host: KUED Production</p> <p>KUED Production hosts one intern during the academic year, and two interns during the summer months. 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/Volunteers: 2013-2014: 2500 volunteers with 10,000 hours: The majority of volunteers were females Participants: Elise Peterson, Education Coordinator, Rachelle Anderson, Outreach Coordinator Host: KUED</p> <p>KUED 7’s Creative Services volunteers assisted with Ready To Learn Family Nights, 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 1, 2014 – May 30, 2015; 156 volunteers put in a total of 722.5 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</p> <p>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 Participants: Mary Dickson, Director of Creative Services; James Morgese, General Manager, Ken Verdoia, Production Director, Rachelle Anderson, Outreach Director 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 Date: Ongoing Participants: Rachelle Anderson, current KUED Community Outreach Coordinator; Elise Peterson, Education Coordinator 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. Flyers about KUED and available jobs are often displayed at our community events.</p>
7	<p>Stations Reporting: KUED Date: 2013-14 Participants: Ken Verdoia, Production Director 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 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: April, 2014 Participants: Phil Titus, Director of Technical Services; Garth Steck and Dan Gilbert, Engineering Managers Host: KUED</p> <p>Phil, Dan and Garth attended the PBS Technical Conference, and NAB</p>
8	<p>Stations Reporting: KUED May 12-15, 2015 Participants: Elise Peterson, Education Coordinator, Rachelle Anderson, Outreach Coordinator Host: KUED</p> <p>Elise and Rachelle attended the PBS Annual Conference.</p>
10	<p>Stations Reporting: KUED Date: 2014-2015 Participants: Ken Verdoia, Director of Production</p>

	<p>Host: KUED Ken is on the 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 projects with public radio. The Center offers dozens of workshops on everything from journal writing, persuasive letters, family histories and short stories.</p>
10	<p>Stations Reporting: KUED Date: Fall Semester, 2014 Participants: Nancy Green, KUED Producer, Production Host: KUED 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. Nancy is the head of the Documentary Studies Minor for the University of Utah, so she meets with students to advise them about classes and about potential careers. This spring she also taught Documentary Video Production at the University.</p>
10	<p>Stations Reporting: KUED Date: March 5, 2015 Participants: John How, KUED Sr. Producer, Production Host: KUED John gave a presentation to group of teachers affiliated with Spyhop using media. He spoke about his film/PBS work.</p>
10	<p>Stations Reporting: KUED Date: Fall and Spring Semester, 2014 and 2015 Participants: Mary Dickson, Director, Creative Services Host: KUED 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>Stations Reporting: KUED Date: February 14, 2015 Participants: Mary Dickson, Director of Creative Services Host: KUED 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 Human Resources Officer participates as a member of the national chapters for the Society of Human Resource Managers to become updated regarding HR trends, legal changes, and general administrative topics.</p>
14	<p>Stations Reporting: KUED Date: April 22, 2015 Participants: Managers and Staff, KUED Host: KUED 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</p>

	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.
15	<p>Stations Reporting: KUED Date: ongoing Participants: Ken Verdoia, Director KUED Production Host: KUED</p> <p>Ken serves as the Chair of the Board of the Utah Arts Council, Utah’s central oversight authority for public arts projects in the state. Ken serves as a Member of the Board of the Utah Debate Commission, a public, non-partisan group charged with engaging the public in the political process and enhancing voter participation. He also participates on a regular basis as a national review panelist for the National Endowment for the Humanities, assessing public service and diversity in media projects supported with NEH funding</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, LDS Employment Services and other community and educational agencies.</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 8000 kids and their 6000 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: October, 2007 to present Participants: KUED Host: KUED</p> <p>KUED carries the VME Spanish language channel on our digital channel 7.2 Educational, cultural and informational content of public television is available in the native language of more than a quarter million residents. 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>
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