

Supplemental Outreach Initiatives

(June 1, 2015 to June 1, 2016)

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: Two fairs: 8/26/2015 and 2/4/16 Participants: Christy Dunn, Human Resources Officer, Denise Elwood, HR Assistant 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: June 2, 2015 Participants: Christy Dunn, Human Resources Officer, Host: KUED (University of Utah Job Fairs) Participated in the University of Utah Alumni Career Fair. Visited with students and fair visitors about career opportunities in broadcasting as well as current openings.
1	Stations Reporting: KUED Date: varied Participants: Greg Hughes, University of Utah Recruiter Host: University of Utah

	<p>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>
2	<p>Stations Reporting: KUED Date: 3/9/2016 Participants: Christy Dunn, HR Officer; Alice Webber, Director of Development; Mary Dickson, Director of Creative Services; Henri Prater, Creative Services staff; Ken Verdoia, Sr. Producer Hosts: Utah Broadcaster's Association</p> <p>KUED HR personnel as well as Henri Prater, Alice Webber, Mary Dickson, and Ken Verdoia 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</p> <p>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. In fall of 2015, Mr. Morgese approached minority individuals to participate on KUED's board and personally recruited a minority woman, to the production manager job search.</p>
4 & 10	<p>Stations Reporting: KUED Date: Ongoing Participants: Ken Verdoia, Senior Producer Host: KUED</p> <p>KUED's Sr. Producer 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, Taste of the Wasatch Celebration; MC, Annual Mountain West Arts Conference; MC, Voices for Utah Children Annual Awards Ceremony; MC, Annual Awards Ceremony for Boys and Girls Clubs of Utah; MC for the Utah State High School Poetry Competition. Ken also serves as a Guest Speaker in the community at a variety of functions throughout the year. Was a Guest speaker for the Utah "Steam" Educational Symposium, Utah State University Journalism Courses, Salt Lake Community College Community Writing Center Awards, Utah Valley Communication Dept., Guadalupe Early Childhood Education Center, Bay Area Section of Society of Professional Journalist Collegiate Chapters, Intermountain Healthcare Professional Staff Development. Was a keynote speaker for the Justice for All community legal clinic awards, hosted by the Utah Bar Association; American College of Trials Lawyers Annual Conference. These are just a handful of the speaking engagements that the Senior Coordinating Producer participated in. A full list can be provided upon request.</p> <p>Chair of the Utah Arts Council; member of the Community Writing Center Advisory Board; member of the Utah Debate Commission; member of the Design and Steering Committee for Utah State's Museum of History and Art; member of the Salt Lake</p>

	<p>County Zoo, Arts, and Parks Board. Station tours with twenty undergraduate candidates for KUED’s various internship opportunities. Graduate School Mentor at the University of Washington for thesis project formulation and execution. Participated in the Utah Broadcasters Association Employment Fair to discuss career opportunities in public broadcasting.</p>
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: James Morgese taught a 6-week Teach Video class to non-professionals, on-site at KUED. 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 and James Morgese took a group of journalists from Ukraine and Kyrgyzstan on a tour of the station on September 22, 2015. She provided an overview of public television, how it works, and the shift to online viewing. James Davie discussed KUED’s digital web content and social media platforms. In April, Jon Hartog gave a 40 minute tour to show the facility to four representatives from All West, KUED’s call-service vendor after a routine meeting.</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: 2034 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 201 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 2015 and 2016 Participants: Mary Dickson, Director, Creative Services Host: KUED</p>

	KUED's program "Contact" features guests who regularly offer job training and volunteer opportunities to the community at large.
5	<p>Stations Reporting: KUED Intern/Date: Britni Strickland, Fall Semester, 2015 Participants: James Davie, Director, New Media Services Host: KUED</p> <p>Britni was selected as KUED's Digital Media first intern and the inaugural recipient of the Robert K. Avery scholarship from the University of Utah Department of Communication. Britni helped maintain the homepage and video queue, and assisted in video productions and transcription.</p>
5	<p>Stations Reporting: KUED Intern/Date: Summer, 2015; Sam Katz, Karen Orrego Intern/Date: Summer Semester, 2016; Samantha Highsmith, Eric Ferguson, started the week of May 16, 2016 Participants: Ken Verdoia, Sr. Producer Host: KUED Production</p> <p>KUED Production hosted 2 interns last summer and again 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-May 31, 2016 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 (630 volunteers), Ready to Learn Community Events (170 volunteers), UEA Convention, LEAP into Science Events, Super Reader Party (200 volunteers). For community events, and screenings (48 volunteer's total). Creative Services also coordinates panel discussions tied to screenings and community events as well as phone banks.</p>
5	<p>Stations Reporting: KUED Date/Volunteers: June 1, 2015 – May 30, 2016; 91 volunteers put in a total of 387.75 Collective Volunteer Hours 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&16	<p>Stations Reporting: KUED Date: February 29 – April 4, 2016 Participants: James Morgese, KUED General Manager Host: KUED</p> <p>James Morgese taught a 6-week class called Teach Video about producing for the non-professional.</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</p> <p>KUED's Diverse Voices campaign is a multi-faceted project that encompasses programming and activities about diverse</p>

	<p>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>
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, 2016 Participants: Phil Titus, Director of Technical Services; Spencer Terry, Nathan Coombs, Dan Gilbert, Matt Pierce, Ashley Swanson, and Deanna Schetselarr, Bill Lauer, and Will Montoya. Host: KUED</p> <p>Phil, Spencer, Nathan, Dan, Matt, Ashley, and Deanna attended PBS Tech Con. Phil, Bill and Will attended NAB.</p>
8	<p>Stations Reporting: KUED May 15-18, 2016 Participants: James Morgese, GM; Lisa Olken, Director of Content; Mary Dickson, Creative Services Director; Elise Peterson, Education Coordinator; Rachelle Anderson, Outreach Coordinator; Alice Webber, Development Director; Janette Schimpf, Major Gifts and Planned Giving Director; Kate Jones, Development Producer and Corporate Underwriting; Host: KUED</p> <p>These employees attended the PBS Annual Conference in Chicago.</p>
8	<p>Stations Reporting: KUED May 31 – June 3, 2016 Participants: Rebecca Davis, Accounting and Finance Director Host: KUED</p> <p>Becky will be attending the PMBA conference. This conference deals with compliance for CPB, CSG, and DSG grants applications</p>

	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.
10	<p>Stations Reporting: KUED Date: 2015-2016 Participants: Ken Verdoia, Sr. Producer Host: KUED</p> <p>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, 2015 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. 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.</p>
10	<p>Stations Reporting: KUED Date: February 8, 2016 Participants: John How, KUED Sr. Producer, KUED Host: KUED</p> <p>KUED screened and then presented Unspoken to Native Americans at the Urban Indian Center. John Howe was on the discussion panel.</p>
10	<p>Stations Reporting: KUED Date: Fall and Spring 2015, 2016 Participants: Mary Dickson, Director, Creative Services Host: KUED</p> <p>Mary spoke to a U of U Environmental Communication class and the question of job opportunities frequently arises. Mary is also a tutor for several international students at the U of U, and one Master's student at Westminster</p>
10	<p>Stations Reporting: KUED Date: February, 2016 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: May 2, 2016 Participants: Managers and Staff, KUED Host: KUED</p> <p>A representative from the University of Utah Equal Opportunity Office conducted an OEO presentation for Staff and Managers on</p>

	<p>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: June 11, 2015 Participants: Christy Dunn, Human Resources Officer, Host: KUED (University of Utah) Human Resources Officer attended a Safe Zone training which focuses on understanding Gender Identity, Expression and Sexual Orientation.</p>
15	<p>Stations Reporting: KUED Date: ongoing Participants: Ken Verdoia, Director KUED Production Host: KUED 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.</p>
16	<p>Stations Reporting: KUED Date/Intern: Ongoing Participants: Christy Dunn, Human Resources Officer Host: KUED 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 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 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>
16	<p>Stations Reporting: KUED Date: May 29, 2016 Participants: KUED Host: KUED</p> <p>Several staff members represented KUED at the Annual Convention for the Utah Hispanic Chamber of Commerce. The event is an opportunity to meet the people who are doing important things in the Hispanic community that KUED could potentially partner with.</p>