

Supplemental Outreach Initiatives

(June 1, 2007 to June 1, 2008)

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: KUEN Date: October 18, 2007 and February 27, 2008 (2 Job Fairs) Participants: Christy Dunn, Human Resources Officer, Denise Elwood, HR Assistant, Mike Anderson KUER Announcer Host: KUEN (University of Utah Job Fairs) Participate in University of Utah Career Fairs. Visit with students about career opportunities in broadcasting as well as current openings.</p>
2	<p>Stations Reporting: KUEN Date: March 26, 2008 Participants: Christy Dunn, HR Officer; , Denise Elwood, HR Assistant, Ken Verdoia, KUED Production Director; Dan Bammes, KUER Reporter/Producer, Tasha Cook, KUER Reporter Producer, Jon Hartog, KUED Underwriting Manager, Mary Dickson, KUED Creative Services Hosts: KUEN 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 March 26, 2008 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: KUEN Date: August 20, 2007 Participants: Rich Finlinson, Public Relations Specialist; Mike Petersen, Executive Director of UEN Host: KUEN</p> <p>Mike Petersen spoke as a guest lecturer in the Dumke Board Room and Rich Finlinson hosted a full tour of the Eccles Broadcast Center including the KUEN and KUED studios and on-air operations. The lecture and tour were part of the course requirements for students earning their Master's Degrees in Instructional Design and Educational Technology at the University of Utah.</p>
4	<p>Stations Reporting: KUEN Date: Ongoing Participants: KUEN staff Host: KUEN</p> <p>Tours of the Eccles Broadcast Center, which is the building that houses KUEN. 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.</p>
6	<p>Stations Reporting: KUEN Date: Ongoing Participants: Victoria Rasmussen, UEN Training Manager Host: KUEN</p> <p>(General outreach) UEN offers training classes to public school educators throughout the state. During general presentations, instructors often refer to the KUEN ITV guide and ITV programs as resources. The presentations highlight activities of the station as they relate to education in Utah. UEN Professional Development offered nearly 760 training sessions for the past year and the sessions had over 11,735 participants.</p>
6	<p>Stations Reporting: KUEN Date: Ongoing Participants: KUEN Autumn Thatcher, Outreach Coordinator, KUEN Host: KUEN</p> <p>As the Outreach Coordinator for KUEN, Autumn frequently visits with Community Agencies regarding KUEN programs and new projects. During the summer of 2007 KUEN hosted an event at Utah's Hogle Zoo with Signing Time, a program aired on our station. Autumn has visited senior centers, and attended the Utah Science Fiction and Fantasy Conference and the MountainCON Conference (to promote the UEN SciFi Friday program). She also helped organize and solicit donations for the 2007 Teacher's Preview event, which was co-hosted by KUED. She visited various senior centers throughout the year in addition to attending both the 2007 and 2008 Utah Assisted Living Association conference to represent UEN. She represented KUEN at the Speaking of Women's Health conference in August of 2007 by giving a presentation and helping to arrange a keynote speaker. She also attended the Utah Quilter's Guild conference as a representative of UEN and handed out information on the various programs related to sewing and quilting that are aired on Channel 9. In addition, she attended a three-day workshop that was hosted by Nancy Zieman, host of "Sewing with Nancy" that is aired on Channel 9, in order to represent UEN. In January of 2008 Autumn represented KUEN at the Kids Safety Fair, and attended the NETA conference in Columbus, Ohio, where she accepted an award on behalf of the station for excellence in Outreach for the UEN SciFi Friday project. In April of 2008 she represented KUEN by serving as an exhibitor at the Polar Palooza event that was put on by the Utah Museum of Natural History, and in May of 2008 represented the station at the Speaking of Women's Health walk.</p>

8	<p>Stations Reporting: KUEN Date: Ongoing Participants: KUEN Managers/Supervisors and Station Personnel Host: KUEN</p> <p>KUEN 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, KUEN 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: KUEN Date: Ongoing Participants: KUEN Managers and Supervisors Host: KUEN</p> <p>KUEN offers additional training opportunities to station supervisors and personnel by attending professional conferences such as National Translation Association Conference, Utah Cable Technical Conference, NAB, NECC, (UEN Trainers), ITIL Foundation Training, etc.</p>
8	<p>Stations Reporting: KUEN Date: Ongoing Participants: KUEN Staff Members and Supervisors Host: KUEN</p> <p>KUEN encourages participation in workshops and conferences. A list of Conferences attended by UEN staff for 2007/2008 is attached.</p>
10	<p>Stations Reporting: KUEN Date: Fall/spring semester Participants: Laura Hunter, Director of KUEN/Instructional Services at UEN Host: KUEN</p> <p>Laura teaches three classes at the University of Utah: two classes in Educational Psychology and one class called Teaching and Learning. Although she does not teach about broadcasting directly, she does discuss the use of broadcast in education.</p>
10	<p>Stations Reporting: KUEN Date: 2007-2008 Participants: Laura Hunter, Director of KUEN/Instructional Services at UEN Host: KUEN</p> <p>KUEN participated in the following educational events this past year:</p> <ul style="list-style-type: none"> • A new member of UEN Steering Committee is the Principal of East Hollywood High – a public charter school designed to guide students in film and broadcasting career preparation. • UEN provides trade journals and publications on the broadcast industry to West High School’s TV/Film program in Salt Lake City. • UEN sponsors the Utah Multimedia Festival with Salt Lake Community College, Utah Valley State College, and local school districts to honor young producers. • UEN licensed a royalty-free sound library for Utah students and film studies courses to use in their productions.
10	<p>Stations Reporting: KUEN Date: Ongoing Participants: Laura Hunter, Director, UEN Instructional Services/KUEN Host: KUEN</p>

	<p>KUEN' instructional programs (ITV) and educational services not only serve the needs of Utah's schoolchildren, but provide professional development programs for teachers and adult education courses for Utah's general population. Many KUEN services provide programming, training and employment opportunities that serve Utah women. These services include GED courses and career enrichment and workplace skill programs. Extensive online resources complement KUEN's television content, providing a rich environment for learning. KUEN also helps extend the reach of KUEN's local programs to Utah's public schools and lifelong learners.</p>
10	<p>Stations Reporting: KUEN Date: Ongoing Participants: Laura Hunter, Director, UEN Instructional Services/KUEN Host: KUEN</p> <p>KUEN launched MHz Worldview which provides a wide range of international programming including world music, foreign films, and news and current events programming in multiple languages, and conduct digital education events with members of various groups in Utah such as the Asian Festival and Chinese New Year Festival. Because the Worldview service is so diverse, it works very well as a broad-based educational tool. Schools can now enjoy foreign-language opportunities with the use of English subtitles.</p>
13	<p>Stations Reporting: KUEN Date: Ongoing Participants: Laura Hunter, Director, UEN Instructional Services/KUEN Host: KUEN</p> <p>UEN sponsors an online guide called Utah Majors to understand how to select college majors (this is for all majors). Website address: http://www.utahsbr.edu/majorsguide/Majorsguide.html.</p>
14	<p>Stations Reporting: KUEN Date: Ongoing Participants: Christy Dunn, Human Resources Officer Host: KUEN</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: KUEN Date: Ongoing Participants: Managers, KUEN/Utah Education Network Host: KUEN</p> <p>The Administrators of KUEN 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>
14	<p>Stations Reporting: KUEN Date: September, 2007 and May 13, 2008 Participants: Christy Dunn, Human Resources Officer and Denise Elwood, HR Assistant Host: KUEN</p> <p>Human Resources Officers attended a legal conference hosted by the Salt Lake Chapter of the Society of Human Resource Managers. This conference included topics related to legal issues facing HR professionals.</p>

16	Stations Reporting: KUEN Date/Intern: Ongoing Participants: Christy Dunn, Human Resources Officer Host: KUEN 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.
16	Stations Reporting: KUEN Date: Ongoing Participants: Instructional Services/KUEN Programming Host: KUEN Public service announcements from various state higher education institutions, as well as national and local agencies, are broadcast frequently on KUEN. Some PSA's are presented in both English and Spanish language versions.

Conferences attended by UEN staff from 06/01/07 – 06/01/08

Michelle Dumas

Adobe Max 2007 conference: 9/30/07 – 10/3/07

Laura Hunter

National Media Market: 10/7/07 – 10/12/07

NETA: 1/21/08 – 1/25/08

PBS Celebration: 3/5/08 – 3/9/08

PBS Showcase: 5/11/08 – 5/16/08

Corp. for Public Broadcasting meetings: 6/7/07 – 6/9/07

Autumn Thatcher

Zula Patrol Television conference: 7/27/07 – 7/29/07

NETA: 1/22/07 – 1/25/07

2008 PBS conference: 5/12/08 – 5/15/08

Cory Stokes

Blackboard World conference: 7/9/07 – 7/12/07

Northplanes Users Group meeting: 9/23/07 – 9/27/07

PBS conference: 10/8/07 – 10/10/07

NCREN Community Day (Panelist): 12/6/07 – 12/7/07

PBS Edcar meetings: 1/21/08 – 1/23/08

State Nets Working Group meeting: 2/13/08 – 2/14/08 (8am)

Presentation at CENIC conference: 3/10/08 – 3/10/08 (8:40pm)

EDCAR Demo to the PBS board: 3/30/08 – 4/1/08

Nate Southerland

KET Multimedia Utilization workshop: 2/24/08 – 2/26/08

Doug Jones

SEDTA and NECC meetings: 6/22/07 – 6/26/07

SETDA conference: 6/28/08 – 7/3/08

Rick Cline

ALA conference: 6/21/07 – 6/26/07

ISTE: 6/27/08 – 7/03/08

UELMA Regional conference: 9/13/07 – 9/14/07

Kyle Anderson

PSB Tech. conference: 4/9/08 – 4/12/08

NAB conference: 4/11/08 – 4/17/08

NMM conference: 9/22/08 – 9/28/08

Rob Bentley -

KERA Conference June 21-23, 2008

NECC Conference June 28-July 3, 2008

Jared Covili -

NECC Conference June 29-July 3, 2008

NETA Conference January 22-24, 2008

Blackboard Conference June 9-15 2007

Ann Howden -

BbWorld Conference July 15-18, 2008

Victoria Rasmussen -

EduCause Conference March 30-April 3, 2008 EduCause Conference May 5-10, 2007

Ross Rogers -

NECC Conference June 29-July 3, 2008

Tim Stack -

NETA Conference January 22-24, 2008
Adobe Conference June 22-27, 2007