

Supplemental Outreach Initiatives

(June 1, 2008 to June 1, 2009)

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 23, 2008 and February 10, 2009 (2 Job Fairs) Participants: Christy Dunn, Human Resources Officer, Denise Elwood, HR Assistant, Host: KUEN (University of Utah Job Fairs) Participate in University of Utah Career Fairs. Visit with students and fair visitors about career opportunities in broadcasting as well as current openings.</p>
2	<p>Stations Reporting: KUEN Date: April 7, 2009 Participants: Christy Dunn, HR Officer; , Denise Elwood, HR Assistant, Dan Bammes, Reporter/Producer, Tasha Cook, Reporter Producer, Katie Garrett, Digital Media Specialist 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 April 7, 2009. 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: Ongoing Participants: KUEN staff Host: KUEN</p> <p>Tours are given 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. Tours this year included a group from South Africa, Boy Scouts group, students from the school of Applied Technology, and ten Saudi Arabian educators who were visiting four U.S. cities in response to an invitation from the State Department.</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 on-line 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 568 training sessions for the past year and the sessions had over 9,536 participants.</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. A list of Conferences attended by UEN staff for 2008/2009 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 two classes at the University of Utah in Educational Psychology. 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"> • UEN provides trade journals and publications on the broadcast industry to West High School's TV/Film program in Salt

	<p>Lake City.</p> <ul style="list-style-type: none"> • 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: Fall, 2008 and Winter, 2009 Participants: Mike Petersen, Executive Director of UEN Host: KUEN</p> <p>Mike Petersen spoke as a guest lecturer in the Laura Hunter's Educational Psychology class at the University of Utah and discussed broadcast funding.</p>
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 KUED's local programs to Utah's public schools and lifelong learners.</p> <p>KUEN delivers educational programming to high-poverty rural areas and five Native American tribes on four Utah reservations. KUEN also serves home-bound and other seniors in cooperation with county-aging services departments throughout the state.</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. 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>
10	<p>Stations Reporting: KUEN Date: August 15, 2008 and October 16, 2008 Participants: Adriane Anderson, Digital Media Specialist Host: KUEN</p> <p><u>Steering Committee</u> August 15, 2008, Eccles Broadcast Center Adriane Andersen To KUEN's Steering Committee, Adriane presented the materials and functionality of UEN's eMedia service, a KUEN service wherein teachers and students throughout Utah may download educational videos and content.</p> <p><u>Utah Education Association Conference</u> October 16, 2008, Sandy Expo Center Adriane Andersen</p>

	<p>Adriane, along with several other KUEN members, provided a booth, pamphlets, demos and discussion regarding the nature and services of all KUEN operations to Utah teachers at the annual UEA conference.</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: March 5, 2009 Participants: Christy Dunn, Human Resources Officer Host: KUEN</p> <p>Human Resources Officer attended a legal conference hosted by the Utah Broadcaster's Association. The session was presented by David Oxenford, Attorney at Shaw Pittnam, LLP. This conference included topics such as changes to Broadcasting rules related to a Presidential change to President Obama, FCC Issues, and EEO regulations.</p>
16	<p>Stations Reporting: KUEN Date/Intern: Ongoing Participants: Christy Dunn, Human Resources Officer Host: KUEN</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.</p>
16	<p>Stations Reporting: KUEN Date: Ongoing Participants: Instructional Services/KUEN Programming Host: KUEN</p> <p>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.</p>

16	Stations Reporting: KUEN Date: Ongoing Participants: Instructional Services/KUEN Programming Host: KUEN Below is a document outlining the community impact/outreach projects for 2009
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SAS 4.1 Local Community Outreach

In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

Water Wise Utah:

We completed the two year Partnership for a Nation of Learners project working with state natural history museum, other public broadcasters and academic libraries to educate citizens in the five highest water using counties about the importance of water conservation. This project also preserved thousands of digital artifacts regarding water issues in the West and won a national community impact award from NETA.

Critical Need languages:

Delivered Mandarin language courses over distance education system, licensed Chinese language instructional media for digital library and broadcast; expanded GED programming to include Spanish GED preparation; developed web resources for Spanish speaking preschool age youngsters focusing on literacy and numeracy skills.

K-12 rural students:

Host Utah Electronic High school and Utah System of Higher Education course management systems, offer distance education courses over video teleconferencing system, training for rural nurses and other high need licensing areas, and KUEN licenses suite of online library tools for statewide access in home and school and conducts teacher training workshops throughout Utah's rural districts.

Preschool aged children:

UEN launched Preschool Pioneer in September 2008. The site is free to all Utahns and is intended to enhance school readiness skills through family activities like reading together, participating in learning activities and visiting public libraries. In addition to games and activities for children, Preschool Pioneer includes parent and caregiver resources, monthly activity calendars, and downloadable video and audio files.

Industry and trades applied education:

Supported broadcast programs and faculty support for critical need employment skills such as hybrid auto repair, construction, dental hygiene, home day care licensing. Hosted online course management system for the Applied Technology College system in Utah that supports these certificate programs and associate degrees. Supported faculty with extensive professional development, conferences, and resources for digital classes and broadcast.

SAS 4.5 Community Outreach

CPB is interested in learning more about stations' significant activities planned for the upcoming year – both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

- Expanding Preschool Pioneer Library. UEN has partnered with local school districts, public libraries, and service providers to educate parents and caregivers about the resources, and be guided by a Preschool Pioneer Library Advisory Board. UEN is conducting an evaluation during the pilot phase to assess the kindergarten readiness of their 4-year-olds before and after using the [Preschool Pioneer](#) site.
- Deliver over 12,000 educational digital assets to Utah learners through eMedia and CollegeMedia services; coordinating with PBS EDCAR technical team to create a broader nationwide digital asset repository for education
- Expanded role with local Arts Education community for teacher professional development in the arts – combined with UEN technology resources.
- Datacasting Educational Media to Youth in Custody project funded through a Digital Distribution Fund grant from CPB (final year)
- NetSafe Utah. A Sexual Exploitation of Children Prevention project funded by the Utah Commission on Juvenile Justices Services (final year) [http:// netsafeutah.org](http://netsafeutah.org)
- Statewide coordination of federal E-Rate Universal Service Fund program administered by the School and Library Division. This program has expanded to assist many rural libraries and Head Start agencies in Utah.
- Expansion of network connectivity to Elementary Schools, Charter Schools, and new Utah high schools
- Expansion of Internet Video Conferencing (IVC) classrooms, administration rooms, and colleges
- Host and support statewide Blackboard/WebCT Course Management System for Utah public higher education institutions and K-12 teacher professional development courses
- UEN.org web site has 32,000 registered educators; average 1.3 million unique visitors per month; host Pioneer Online Library, suite of educational tools such as rubric maker, lesson plan tool, virtual field trip tool, and create a PDF tool; website recognized by Homeschool.com as top 100 pick.
- Host central course management system (Blackboard) and web conferencing system (Wimba) for all higher education, electronic high school, professional development and administrative meetings in Utah. Supported over 1.5 million log-ins to course management system by students in Utah's higher education institutions.
- Continued community outreach and education for Analog shut-off in 2009

Conferences attended by UEN staff from 06/01/08 – 06/01/09

Scott Allen

Blackboard World conference: July 9-12, 2008

Adriane Andersen

Telescope Users Group conference: September 7th-10th, 2008

Utah Education Association: October 16th, 2008

Granite School District conference: November 7th, 2008

Academix Apple conference: April 23rd, 2009

Kyle Anderson

APT Fall Marketplace November 12 – 15, 2008

Rick Cline

NECC: June 27 – July 3, 2008

Katie Garrett

Telescope Users Group conference: September 7th-10th, 2008

Academix Apple conference: April 23rd, 2009

Jenn Gibbs

UCET Conference: March 6, 7, 2009

Victoria Rasmussen

Educause National Conference: Oct. 28 – 31, 2008.

Ross Rogers

NCGE National Council for Geographic Education conference, Detroit, MI Oct 9-11, 2008

Tim Stack

The Adobe Conference: July 22 – 27, 2008