

Supplemental Outreach Initiatives

(June 1, 2006 to June 1, 2007)

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, 2006 and February 28, 2007 (2 Job Fairs) Participants: Christy Dunn, Human Resources Officer, Nora Karst, Ken Verdoia, KUED Production Director; Jenny Brundin KUER News Director, Allison James, (Office Personnel) 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 14, 2007 Participants: Christy Dunn, HR Officer; Ken Verdoia, KUED Production Director; Magali Coburn; KUER Accountant; Crisanne Werner (HR Assistant) 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 14, 2007. As co-hosts, 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</p>

	<p>apply for station positions. The fair was considered a success in terms of attendance and interest.</p>
4	<p>Stations Reporting: KUED/KUEN Date: November 21, 2006 Participants: Rich Finlinson, Public Relations Specialist Host: KUEN Rich Finlinson acted as host for a group of educators that visited the University of Utah campus. The groups included three groups of Korean teachers and 30 professors. As part of their activities, Rich provided a tour of the Eccles Broadcast Center, where KUEN resides.</p>
4	<p>Stations Reporting: KUEN Date: Ongoing Participants: John Butler, Promotion Assistant, Eve Mary Verde, Public Relations Associate Host: KUEN John and Eve Mary provide tours of the Eccles Broadcast Center, which is the building that houses KUEN. Many of the 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 are conducted about twice/month.</p>
5	<p>Stations Reporting: KUEN Date/Intern: 3/9/06 to July, 2006; Bill Bingham Participants: Barry Bryson; Associate Director, KUEN/Utah Education Network Host: KUEN Bill assisted with gathering information and creating a database to help UEN track its current telecommunications contract and circuits for planning in the future. He also assisted in setting up equipment.</p>
5	<p>Stations Reporting: KUEN Date/Intern: 12/17/2004 to 3/16/07; Francisco Perez Participants: Barry Bryson, Associate Director, KUEN/UEN Host: KUEN Assists with KUEN/UEN based projects such as video transitioning, network and testing documentation, lab testing, etc. Assisted on research projects.</p>
6	<p>Stations Reporting: KUEN Date: Ongoing Participants: Victoria Rasmussen, UEN Training Manager Host: KUEN (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 700 training sessions for the past year and the sessions had over 9,000 participants.</p>
6	<p>Stations Reporting: KUEN Date: Ongoing Participants: KUEN Autumn Thatcher, Outreach Coordinator, KUEN Host: KUEN As the Outreach Coordinator for KUEN, Autumn frequently visits with Community Agencies regarding KUEN programs and new</p>

	<p>projects. The summer's of 2006 and 2007 KUEN hosted an event at the Hogle Zoo with Signing Time, a program aired on our station. Autumn has visited senior centers, attended the Magna Health Fair, the Utah Science Fiction and Fantasy Conference, and the MountainCON Conference (to promote the UEN SciFi Friday program). She also worked with the YWCA to host a community screening and attended a breakfast at the governor's mansion for an event that was put together by the Dating Task Force for Violence in Teen Dating Prevention Week. She visited approximately ten senior centers and gave presentations on KUEN's various programs as well as gave presentations at the City library to home-schoolers.</p>
8	<p>Stations Reporting: KUEN Date: Ongoing Participants: KUEN Managers/Supervisors and Station Personnel Host: KUEN 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 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 KUEN encourages participation in workshops and conferences. A list of Conferences attended by UEN staff for 2006/2007 is attached.</p>
10	<p>Stations Reporting: KUEN Date: Fall/spring semester Participants: Laura Hunter, Director of KUEN/Instructional Services at UEN Host: KUEN 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>
13	<p>Stations Reporting: KUEN Date: Ongoing Participants: Laura Hunter, Director, UEN Instructional Services/KUEN Host: KUEN 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</p>

	<p>Host: KUEN 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 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, 2006 Participants: Christy Dunn, Human Resources Officer Host: KUEN Human Resources Officer 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>
14	<p>Stations Reporting: KUEN Date: Febuary 15, 2007 Participants: Christy Dunn, Human Resources Officer; Crisanne Werner, HR Assistant Host: KUEN Christy attended the Utah Broadcaster's Association "Lunch with the Lawyer" event where legal and FCC issues were covered by David Oxenford of Davis Wright Tremaine LLP.</p>
16	<p>Stations Reporting: KUEN Date/Intern: Ongoing Participants: Christy Dunn, Human Resources Officer Host: KUEN Full-time job postings are placed on the American job bank and 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 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>