

KUER Supplemental Outreach Initiatives

(June 1, 2016 to June 1, 2017)

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.

Description of Activity, Including Date and Station Staff Involved:

1. **Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions**
 - **August 24, 2016, October 4, 2016 and January 31, 2017** - KUER's Human Resources Officers, Christy Dunn and Kristina Peterson, and Human Resources Assistant, Denise Elwood, participated in the University of Utah Job Fairs, during which they visited with participants about available internships, volunteer opportunities and career opportunities in broadcasting as well as current openings.
 - **April 11, 2017** University of Utah Human Resources recruiter Greg Hughes attended the WorkAbility Job Fair for people with disabilities and answered questions about jobs in broadcasting at KUER.

- 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;**
 - **March 8, 2017** - KUER's human resources officer Kristina Peterson and general manager Maria O'Mara participated in the Utah Broadcaster's Association job fair during which they visited with fair visitors about career opportunities in broadcasting as well as current openings.
- 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;**
 - April 4, 2017 – Morning Edition host Diane Maggipinto visited the Eva Carlston Academy to talk to students there about writing, editing and producing Public Service Announcements.
 - March 23, 2017 – Reporter Whitney Evans discussed women in media at the “Through Her Eyes, Through Her Words” panel hosted by community radio station KRCL.
 - October 12, 2016: Whitney Evans spoke on a panel for the Utah Cultural Alliance about exchanging ideas and cooperating with members of the press
 - June 25, 2016 – RadioWest Producer Elaine Clark judged a competitive story telling competition on the Big Mouth stage at the Utah Arts Festival.
- 5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment**
 - June 1, 2016 – May 31, 2017 – KUER has established an ongoing internship program. This year a total of five people served semester-long internships in the RadioWest and news departments.
- 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)**
 - April 7 & January 6, 2017 – KUER News Director Terry Gildea and reporter Judy Fahys represented the station on the KUED broadcast The Hinckley Report.
- 8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;**
 - KUER's Marketing Coordinator Renee Bright completed 16 university level graphic design classes that were paid for by the station.
 - April 2017 – Phil Titus, Director of Technical Services, Spencer Terry, Ronald McNair, Nathan Coombs and other KUER engineering staff attended the PBS Tech Conference in Las Vegas.

- May 31 – June 3, 2016 - Rebecca Davis, Accounting and Finance Director attended the PMBA conference. This conference deals with compliance for CPB, CSG, and DSG grants applications 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.
- KUER 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, KUER 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.

10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;

- November 3, 2016 – RadioWest host Doug Fabrizio was a featured speaker at the Utah Valley University event “Writing for Social Change” where he spoke to attendees about his career path at KUER and offered advice to students interested in opportunities in public broadcasting
- February 2, 2017 - University of Utah human resources recruiter Greg Hughes represented KUER at the University of Utah “All Campus Career Fair” where he distributed printed information and answered questions about careers at KUER.
- March 22, 2017 – University of Utah human resources recruiter Greg Hughes attended the Olympus High School job fair where he distributed printed information and answered student’s questions about employment opportunities in broadcasting.
- January 18, 2017 - Manager of Individual Giving Becky Youkstetter spoke to University of Utah students about the station’s mission and organization and careers in broadcasting as part of training before they called a list of potential donors to ask for contributions.

11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;

- September 1 – 3, 2016 – KUER was a sponsor of the Timpanogos Story Telling Festival. Staff and volunteers employed the “KUER Sound Recording Booth” where attendees young and old were given the opportunity to record a radio story just like a real reporter. Staff answered questions about their career paths in broadcasting and how to pursue opportunities in broadcasting at KUER and other stations.
- August 11 – 13, 2016 – KUER was a sponsor of the Craft Lake City DIY Festival downtown Salt Lake City. Staff and volunteers employed the “KUER Sound Recording Booth” where attendees young and old were given the opportunity to record a radio story just like a real reporter. Staff answered questions about their career paths in broadcasting and how to pursue opportunities in broadcasting at KUER and other stations.

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;

- The KUER General Manager and Reporter/Producer positions were advertised with CPB and Current Magazine.

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

- January 24, 2017 – University of Utah human resources recruiter Greg Hughes presented a Resume Workshop at Cyprus High School in Magna for graduating seniors and answered questions about broadcasting careers
- February 6, 2017 – University of Utah human resources recruiter Greg Hughes answered questions about jobs at KUER at the LDS Employment Professionals Networking Group comprised of unemployed or underemployed people

14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination

- A representative from the University of Utah Equal Opportunity Office conducted an OEO presentation for Staff and Managers on ADA, Diversity, Illegal Discrimination, and Sexual Harassment. 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.
- August 2, 2016 - Mary Anne Berzins from University Human Resources led a Diversity Training focusing on **Unconscious Bias and Owning Your Internal Culture** and provided insights into how to better manage your staff by being aware of and more clearly understand our differences.

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.

- June 18, July 16, August 13 & August 27, 2016 - KUER staff members attended the Downtown Farmers Market where they distributed printed materials and answered questions pertaining to their career paths at the station and also what job opportunities and internships were available. Colorful employment cards are placed on the table for visitors to take. The cards are designed to encourage careers in broadcasting, with

links to the station and University employment pages. Information is also provided regarding volunteer opportunities.

- March 23, 2017 – University of Utah human resources recruiter Greg Hughes attended the “Hiring Utah’s Heros” job fair for veterans where he distributed printed material and answered questions about employment in the broadcast industry.
- Ongoing – Kristina Peterson, Human Resources Manager, posts all full-time positions on the University of Utah Human Resources website. Positions posted on the University of Utah Career Portal automatically filter to other agency websites such as the Utah Workforce Services job bank, which makes postings available to Workforce Services agencies throughout the state of Utah, Career Services at the University of Utah, HigherEd.jobs, and the KUER website. Postings on the University site may also be cross-posted to other sites such as Indeed.com, glassdoor, and others.