

KZZQ/KAUU – KUUU - KUDD/KUDE-KYLZ

Prong 3 Longer-Term Recruitment Initiatives  
 Implemented During Previous Year  
 June 1, 2008 – May 31, 2009

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	3/18/09	Utah Broadcasters Job Fair Located on Campus at the University of Utah Ball Room	Job Fair to recruit applicants	Set up our broadcast booth and allowed students to converse with current personnel and managers regarding the broadcast opportunities.	Randy Rodgers GM, Jody Adams GSM, Lutisha Merrill GSM, Brian Michel PD, Sergio Sanchez Promotions Director, Ann Nielson Business Manager/HR Coordinator, Kevin Cruise DJ/MD, Marcus McCaleb DJ
1	5/02/09	Cinco de Mayo Celebration	Expose the Hispanic community to the broadcast industry	Produced, funded, and promoted through the radio stations to reach out to the ever growing Hispanic community.	Randy Rodgers GM, Lutisha Merrill GSM, Brian Michel PD, Sergio Sanchez Promotions Director, Kevin Cruise DJ/MD, Shelly Hepner Sales Assistant
1	6/1/08 - Ongoing	College Intern Program	Expose College students to the broadcasting environment	Host interns from area colleges who are majoring in broadcasting/communications for credit hours. Colleges include BYU, U of U, UVSC, Trade Tech, SL Community, and Weber College.	Sergio Sanchez Promotions Director, K.C. Nielson Promotions Director, Brian Michel PD, Kayvon Motiee PD, Kevin Cruise DJ/MD, Ann Nielson Business Mngr/HR

1	10/1/08-5/26/09	School Jamz	Community outreach program that reaches out to all high schools in our coverage area	We communicate through the stations as well as letters to allow us to come to the high schools and provide a dance and promote broadcasting as a career.	Sergio Sanchez Promotions Director, Lutisha Merrill GSM, and station DJ's as directed
1	March 2009	Hispanic Chamber of Commerce	Scholarship Fund Raiser	In a continued process of reaching out to the Hispanic population, we volunteer time and resources to raise money for the Hispanic Scholarship fund through the Hispanic Chamber of Commerce.	Randy Rodgers GM, Lutisha Merrill GSM, Jody Adams GSM
1	Ongoing	Outreach Program	Letters to several different minority groups	Mass mailing to our entire outreach database as employment opportunities arise.	N/A
1	1/27/09	UVSC	Job Fair to recruit college students into the broadcast industry	Set up our broadcast booth and allowed students to converse with current personnel and managers regarding the broadcast opportunities.	Randy Rodgers GM, Jody Adams GSM, Lutisha Merrill GSM, Brian Michel PD, Kevin Cruise DJ/MD, Kayvon Motiee PD, Melissa Thomas Traffic Director, Deborah Jeska Traffic Director