

KUUU-KUDD/KUDE-KZZQ/KAUU-KYLZ
Millcreek Broadcasting
EEO Initiatives
June 1, 2008 Through May 31, 2009

We are committed to reaching the community we serve. The Salt Lake Metro includes 5 distinct counties spanning over 100 miles from Ogden to the North and to Provo South with Salt Lake as the hub. We take great pride in reaching out to each individual county and City that we serve in the Salt Lake Metro.

The following paragraphs will describe the methods and sources we use to meet and exceed EEO recruitment guidelines.

We have regular communications with all local colleges and Universities, Utah Broadcasting Association, local newspapers including the Salt Lake Tribune, Ogden Standard Examiner and The Provo Herald. We are connected within the community with several local charities well known businesses and organizations. Getting the word out is a priority to us and we will do what it takes to accomplish that.

- 1) We have always been a strong supporter and have a good working relationship with the local NAACP Chapter. Not only with our standard employment announcements, but also supporting the many needs of the NAACP. October 2008 Randy Rodgers accepted an award from NAACP for Outstanding Broadcast Sponsor.
- 2) Each year we support and encourage our listeners to attend the Martin Luther King annual luncheon. The Larry Miller/ Utah Jazz Scholarship is awarded there. Each year we sponsor and produce a Cinco De Mayo celebration supporting the Hispanic community. Cinco de Mayo gives us an opportunity to give back and reach out to this ever growing part of our community.
- 3) School Jamz is a community outreach program that reaches out to all High Schools in our coverage area. We invite High Schools in writing and on our air waves to allow us to come to their school and provide a dance. We take this opportunity to provide information on broadcasting as a career and provide information on the perils of smoking.
- 4) Along with the various sources that we currently use, we are always seeking out new recruitment including those organizations that request notification of our job openings. Each year we visit the campus of UVSC in Orem, Utah 40 miles South of Salt Lake City to participate in their annual Job Fair. We run announcements prior to the event, advising students and listeners about the Job Fair and ask them to visit our booth. This is a very beneficial Job Fair regarding the opportunity to meet one on one with potential young broadcasters.

- 5) Also each March we participate with the Utah Broadcasters in the annual Job Fair at the University of Utah in Salt Lake City. This Job Fair is broadcast only to interested students and we enjoy meeting and talking with students that already have an interest in our industry.
- 6) Internships are coordinated by the Promotion Director, Sergio Sanchez. Internships are recruited at job fairs held at local colleges and technical schools where broadcasting is part of the curriculum. College credits can be earned by completing an internship. Internships last approximately six months and interns are able to learn skills in event marketing, radio remote set up, contesting, studio board operation, on-air announcing, audio production, and radio sales. We make a concerted effort to bring persons with a genuine interest in radio station operation into our internship programs and teach them the skills that will be necessary to continue with a career in radio broadcasting.

Through localism on-air, and our community involvement, radio advertisements and participation in our long-term recruitment initiatives, we will continue to serve the community in every possible way through these methods.

In March of 2006, Millcreek Broadcasting joined the Hispanic Chamber of Commerce in a continued process of reaching out to the Hispanic population. Randy Rodgers has volunteered his time and Millcreek's resources to help raise money for the Hispanic Scholarship fund through the Hispanic Chamber of Commerce.