

OUTREACH EFFORTS NARRATIVE STATEMENT

Since December 1, 2018, FM noncommercial educational Stations KAJX, Aspen, Colorado, and KCJX, Carbondale, Colorado, have had nine full-time openings for which a number of recruitment sources, including such sources as the Corporation for Public Broadcasting, consulting and media recruitment companies, the Society of Professional Journalists, Colorado Broadcasters Association, the Aspen Times, the Aspen Daily News, the National Association of Black Journalists, the National Association of Hispanic Journalists and several online websites including its own Aspen Public Radio site, were used to fill the openings.

In addition, since December 1, 2018, the licensee has participated in a number of outreach efforts in order to help the stations' own personnel advance their broadcasting careers and to attract interested students and others to enter into such careers. Specifically, the stations' personnel have participated in various professional development activities such as a Public Media Marketing and Development Conference, a Public Radio Program Directors Workshop, a Public Radio Program Directors Content Conference, a Public Radio Super Regional Conference, a National Public Radio Collaborative Fundraising/Training meeting, Veritus Group Major Giving Academy training sessions, and Station KUNC's Colorado River Reporting Training project.

Station personnel have also participated in an in-house Aspen Public Radio Scholarship Program offered to a local high school graduating senior who intends to major in communications and/or journalism, participated in a week-long digital journalism training project designed to give competitively selected and diverse participants interested in radio and journalism the skills and opportunity to report and produce their own multimedia story, and a Colorado Broadcasters Association Virtual Job Fair.