

**PUBLIC BROADCASTING OF COLORADO, INC.  
RECRUITING/OUTREACH ACTIVITIES**

KCFR, KVOD – Denver, CO  
KCFC - Boulder, CO

Participation in job fair:  
Colorado State University Career Fair  
September 15, 2004

Participation in job fair:  
University of Colorado School of Journalism and Mass Communication  
Career Group  
October 27, 2004

Participation in job fair:  
Denver Post Career Fair  
November 9, 2004

A Leadership Development Training program for managers was started during the past year to develop leadership skills among the senior management team. General management training that includes assuring equal employment opportunities and preventing discrimination also is an ongoing process, particularly with new managers.

Public Broadcasting of Colorado, Inc. ("PBC") is a member of the National Association of Broadcasters and the Colorado Broadcasters Association, which both have Internet websites that discuss careers and career opportunities in the broadcasting industry. When PBC receives inquiries from people interested in broadcasting employment opportunities, in addition to responding to their inquiries, PBC may direct them to these websites to help provide additional information that may be responsive to their questions.

In addition to the above, all positions are posted on the Colorado Public Radio website which currently gets about 30,000 hits/month, as well as the National Public Radio website which gets millions of hits/month.

PBC is in the process of designing an internship program that it expects will become fully functional in early 2005. The internship program will assist members of the community to acquire skills needed for employment at a broadcast station. PBC expects to provide internships in its programming, development, engineering and administration departments.

PBC has a strong commitment to training for all levels of staff, to increase skill levels so they are better able to advance within the broadcasting industry. In the past two years that has included:

- Most senior managers have attended industry conferences.
- The Director of Business Resources attended the Public Broadcasting Management Association conference with human resource and accounting training eligible for CPE credits (May 2003).
- The Subscription Coordinator attended a one-day Microsoft training seminar (May 2003).
- The Subscription Database Manager attended the Access User's Conference in Chapel Hill, NC (September 2004).
- All on-air personnel participate in ongoing voice coaching.
- The underwriting staff had numerous training sessions in sales techniques, classical music understanding, and industry specific training (such as a speaker from Denver Health & Hospitals to help the staff understand the medical industry [3/16/04] and a media representative to help the staff understand how advertising agencies place their clients [11/2/04]).