

## Outreach Initiative

**VSS Catholic Communications, Inc.**

### **Outreach Initiative Activities**

**Annual Reporting Period** 2/1/16 to 1/31/17

**Station:** KVSS & KJWM & KOLB & KFJS

**Date:** June 29 and December 28, 2016

**Activity:** Spirit Catholic Radio Job Fair / Open House

**Participating Employees:** Executive Director: Jim Carroll, Program Director: Bruce McGregor, Development Directors Bernie Schaefer, Angela Copenhaver & Scott Bonham and Underwriting Director Mary Jorgensen

**Host/Organizations/Agencies Involved:** Hosted by Spirit Catholic Radio held at the Omaha Studios, Lincoln Studios and Grand Island Studios

#### **Brief description of activity and station participation:**

Provided information about radio station KVSS, KJWM, KFJS & KOLB. Open to receive resumes from college students and others.

**Station:** KVSS & KJWM & KOLB & KFJS

**Date:** June 29, 2016

**Activity:** Management Training Regarding EEO policy and Anti-Discrimination.

**Participating Employees:** Executive Director Jim Carroll, Bruce McGregor, Bernie Schaefer, Angela Copenhaver, Scott Bonham & Mary Jorgensen

**Host/Organizations/Agencies Involved:** In-house training and review of EEO policies and FCC compliance to EEO. Held in-house.

#### **Brief description of activity and station participation:**

Reviewed materials from the NBA meeting of March 23, 2005. Reviewed the VSS Catholic Communications policy as written in the employee handbook. Reviewed materials from off the web concerning EEO. Reviewed materials provided from Waitt Media's director of Human resources regarding their EEO policy to assist in revisions to the official policy for VSS Catholic Communications. Reviewed how to prevent discrimination in all facets of the employment process including recruiting, interviewing, selection, and hiring.

**Station:** KVSS & KJWM & KOLB

**Date:** February 1, 2016 - January 31, 2017

**Activity:** Broadcast Educational Tours

**Participating Employees:** Jim Carroll, Executive Director; Mary Lempke, Executive Assistant; Bernie Schaefer, Director of Development, Bruce McGregor, Lincoln Development Director Angela Copenhaver and GI Development Director Scott Bonham.

**Host/Organizations/Agencies Involved:** KVSS Radio - Omaha & Lincoln & KJWM Grand Island

**Brief description of activity and station participation:**

Provide tours of our stations to various groups and organizations. The tours include viewing the studios, the Chapel of the Word Incarnate, meeting station employees, learning the various aspects of how radio works such as the sale of underwriting time, producing spots and promos, how we select what music or programming to play and provide information on internships and employment opportunities.

**Tours provided for the following organizations:**

Students from area Catholic High Schools. Cub Scout and girl scout groups from several area schools. Squires and Knights of Columbus groups. Boy Scout troops and Merit badge classes.

**Station:** KVSS & KJWM & KOLB & KFJS

**Date:** Broadcast Internship

**Activity:** February 1, 2016 - January 31, 2017

**Participating Employees:** Jim Carroll, Executive Director, Sandy Smith, Production Manager and Bruce McGregor, Program Director, Jen Brown & Matt Willkom of Spirit Mornings and Ann Eatherton, Volunteer Coordinator and Lincoln Development Director Angela Copenhaver.

**Host/Organizations/Agencies Involved:** Various High Schools, University of Nebraska at Omaha and Lincoln and Creighton University.

**Brief description of activity and station participation:**

Offered on-the-job type experience and training to various High School and College students including Creighton, UNO, UNL and Central Community College, Hastings. The interns worked side-by-side with employees in the Programming Department and General Office areas. The following people had internships with KVSS: Mary Francis LaPorte of Louisiana State University May 2016 thru August 2016, Rachel Ojeda, University of Nebraska, Lincoln, September 2015 to July 2016, and Jamie Schmidt, University of Nebraska, Omaha, September 2014 to present. Over 35 students from throughout Omaha, Lincoln, Columbus, Grand Island & Westpoint areas participate in the production and hosting of weekly program titled "Witness, the time for action is now". All aspects of radio production are taught with this program. John Soukup and Paula Bastian provide training to all involved.

**Station:** KVSS & KJWM & KOLB & KFJS

**Date:** Broadcast Scholarship

**Activity:** March - April 2016

**Participating Employees:** Jim Carroll, Executive Director, Mary Lempke, Executive Assistant

**Host/Organizations/Agencies Involved:** Participated in the Nebraska Broadcasters Scholarship Program.

**Brief description of activity and station participation:** Provided on the air announcements, web site page, e-mail blast and newsletter article about scholarship availability. Took in and submitted zero applications and reviewed over 20 applications and scored them. Provided funding for the scholarship program.