

**Public Broadcasting of Colorado, Inc.
FCC Form 396 – Exhibit 3
EEO Outreach 2011-2012**

Public Broadcasting of Colorado, Inc. (PBC) is a part of the Public Insight Network (PIN), a network of thousands of people used to target and reach out to underrepresented groups to look for more diverse perspectives. This year, PIN participated in the Juneteenth celebration in Denver, and is looking at more community outreach opportunities this year.

Keith Woods, the Vice President of Diversity in News & Operations at NPR, met with PBC staff in April 2012. Keith's focus is to help NPR and member stations strengthen the breadth and depth of diversity in content, staff, audience and the work environment.

PBC is committed to training and development for all staff levels, to increase knowledge and skills so there are opportunities to advance within the broadcasting industry. In the past two year, almost half of the staff has participated in a variety of activities.

- High Performance Leadership - three managers attended this extensive program to hone their business skills, preparing them to take on larger and more critical responsibilities.
- Insights is an evaluation tool used by PBC to aid employees in gaining a deeper insight into themselves and their colleagues. Over 40% of the staff has gone through the process; more are scheduled through this year.
- Industry conferences – staff have attended numerous conferences, including the Public Media Development and Marketing Conference, the Public Radio Program Directors, the Public Radio News Directors, and the NAB meetings.
- Skills training – staff have attended software training ... both tech staff and end users, and the entire underwriting team participated in sales training.
- Mountain States Employers Council – as a member, PBC staff participated in a number of their sessions including Employment Law Updates and a training session for all managers on ADA/FMLA compliance.

As a member of the Colorado Broadcasters Association, PBC participates in their quarterly ascertainment sessions. Additionally, PBC may direct inquiries from people interested in broadcasting opportunities to the CBA website which has information on careers, types of positions in the broadcasting industry, available scholarships and job opportunities.

PBC provides general job opening announcements on air, reaching hundreds of thousands of listeners and directing potential applicants to the organization's website for further information.

PBC lists job openings on the CPB job board.

PBC lists programming job openings on numerous minority websites.