

KUED Employee Handbook

STATEMENT OF PURPOSE

Mission Statement

We inform, enrich, and inspire our viewers with exceptional content and community service.

Vision

Be a community resource that is trusted, valued, and essential.

Values

Independence: We are accountable to our viewers and not to commercial interests.

Fairness: We safeguard free expression and give voice to a diversity of perspectives to strengthen the social, democratic, and cultural health of Utah.

Integrity: We are honest, respectful, and ethical in our programs and in our interaction with viewers, online users, co-workers, and supporters.

Education: We promote lifelong learning, an engaged and informed citizenry, and a safe place for children to grow and learn.

Objectives

KUED's top priority is to serve our viewing public with quality content consistent with our mission.

It is KUED's intent to be — and to be perceived as — a vital community resource in the areas of public discourse, education, community service, and the arts. We do this by providing alternative, noncommercial television and online content that educates, enlightens, and entertains. KUED is dedicated to meeting community needs and promoting viewer satisfaction. We seek to make our programs available to all Utah citizens and to ensure that our programming responds to the needs, interests, and aspirations of the public. We create and acquire quality content that serves the community by addressing local interests and by reflecting the diverse cultural, political, geographic, and demographic characteristics of the state. Our content encourages a diversity of opinions and perspectives, while ensuring balance, fairness, and a commitment to editorial integrity. KUED provides services to the University of Utah, including internship and employment opportunities for students. KUED also strives to provide services that are financially supported by the community, the state, and the Corporation for Public Broadcasting.

VITAL STATISTICS

License:

KUED Channel 7 is licensed by the Federal Communications Commission to The University of Utah. The station signed on the air January 9, 1958.

Coverage Area:

We provide service to one of the largest geographic areas of any public television station in the United States. KUED's service area reaches portions of five states including all of Utah and parts of Wyoming, Colorado, Idaho, Nevada, and Arizona. KUED's signal originates at our digital transmitter on Farnsworth Peak located southwest of Salt Lake City, which covers the Salt Lake Valley and the Wasatch Front. Our signal is extended statewide and to adjoining states in the intermountain region by a network of 80 digital translators of which 41 are licensed to The University of Utah and 56 are licensed to city and county governments. We also operate two additional full-power digital transmitters — KUEW in the St. George area and KUES in the Richfield/Sevier areas, both replicating KUED's signal, but with a more permanent license than the translators have. KUED is also carried over satellite and cable systems throughout Utah, including Google Fiber in Utah Valley.

Audience:

KUED ranks as a favorite choice among Utahns for quality programming. KUED ranks sixth among broadcast and cable channels in the Salt Lake City market in cumulative viewing, with 35 percent of households tuning in each week. Our primetime audience is especially robust compared with other public television stations. More than 900,000 people watch KUED each week, and 19,000 of those viewers contribute each year to KUED. We also receive funding from 101 corporations and foundations.

Memberships:

KUED is a member of the Public Broadcasting Service (PBS), the National Educational Telecommunications Association (NETA), the Organization of State Broadcast Executives (OSBE), the Association of Public Television Stations (APTS), and the Pacific Mountain Network (PMN).

Reporting Structure:

KUED is part of The University of Utah. The KUED General Manager reports to the Vice President for Institutional Advancement. We are subject to all of the policies and procedures of The University of Utah.

Governing and Advisory Boards:

The governing board of KUED is the Board of Trustees of the University of Utah. Advising the station is Community Advisory Board of KUED, which offers program advice and assists in fund-raising activities.

Broadcast Schedule:

KUED broadcasts a diverse schedule of programming 24 hours a day, seven days a week on three digital channels. Our primary channel (7.1) features a wide range of national and local documentaries, public affairs, drama, performing arts, British comedies, and programs for children. This channel also features a comprehensive instructional schedule designed for Utah's elementary and secondary schools, which airs weekdays in cooperation with the Utah Education Network, the Utah State Office of Education, and the Utah Instructional Media Consortium.

KUED's second digital channel, KUED World (7.2), features some of the best public affairs and non-fiction programming on public television, including a selection of local titles, such as **Utah Conversations**

with Ted Capener and Contact with Mary Dickson. Vme, our third digital channel (7.3), is a channel of Spanish language programs that include many public television favorites, along with new programs.

Public Broadcasting Service (PBS)

KUED is one of more than 350 public television stations in the United States, Puerto Rico, the Virgin Islands, Guam, and American Samoa. Of these, 54 percent are licensed to private non-profit community groups, 32% percent are licensed to universities, 12 percent are licensed to state agencies, and two percent are licensed to local authorities. The community of public television stations is bound together, not only through their membership in PBS, but also through several common interests. These include 1) a commitment to education - almost 90 percent of the licensees devote most of their daytime weekday schedule to instructional programs; 2) an emphasis on program quality - public television service is aimed at the discriminating, not the mass audience (public television, therefore, is able to present many types of programs, e.g. symphony, original theatre, opera, dance, documentaries, target audience and special interest series that are rarely available elsewhere); and 3) system-wide cooperation - group acquisitions and co-productions of programs are commonplace. The licensees jointly own and operate the Washington D.C.-based Public Broadcasting Service, which administers the Public Television National Program Service. Congress allocates funds to CPB, which then administers the funds to public stations.

Resources:

Public television, both nationally and at KUED, depends on a broad range of financial support. The following chart illustrates the diversity of funding sources.

Source	National	KUED
Federal Government	14%	20%
State Government/University	31%	29%
Private	42%	43%
All Others	13%	8%

The basic operating budget for KUED for fiscal year 2014-15 was \$7.7 million. Sixty-one full-time and forty-seven part-time personnel are employed.

KUED MESSAGES

- KUED consistently brings Utahns commercial-free, high-quality content that enrich their lives.
- KUED encourages lifelong learning and is an indispensable educational resource for Utah.
- KUED is committed to increasing public understanding of the rich diversity of cultures and lifestyles throughout the world and the state.
- KUED provides perspective, analysis, and an in-depth look at major world, national, and local issues, events, and conditions of concern to Utahns.
- KUED is not only the home to, but also creator of, outstanding productions and online content that preserve Utah's unique historical, artistic, and cultural legacy.
- More than an observer and recorder, KUED is a vital community resource, which takes an active role in improving the quality of life for Utahns.
- KUED is committed to the growth, development, and education of Utah's children. Viewers are the source of KUED's strength.
- KUED has a strong commitment to be responsive to viewer interests as expressed through research, letters, e-mail, and phone calls.