



A KUED Community Outreach Campaign

Diverse Voices is an ongoing KUED outreach campaign that proactively explores the many facets of diversity and similarity in our people and communities. It highlights the rich cultural fabric of the state of Utah, encourages constructive dialogue and inspires viewers to learn more about their communities. This multifaceted project combines television programs, free public screenings and panel discussions to help Utahns better understand each other. It opens dialogue and builds awareness of individual uniqueness, drawing on the commonality of all people. Whether it's talking about AIDS with a Salt Lake City family who lost its father to the disease, learning about Islam at a screening with members of the Muslim community, or broadcasting programs with a diversity of content, *Diverse Voices* is designed to generate community dialogue and connect Utahns to each other.

In addition to broadcast programs each month, the *Diverse Voices* initiative will continue to provide monthly program screenings and panel discussions for the general public. Community attendance at these events ranges from 50 to 300. Organized in partnership with The City Library, Salt Lake City Film Center, the University of Utah Neighborhood Partners programs and KUER FM-90, the content and format of each event is somewhat unique, as the programs focus on such a diverse thematic range. *Diverse Voices* programs examine issues of ethnic, religious, cultural, regional and other types of diversity, and serve as a catalyst for discussion beyond broadcast. The goal is to generate public awareness and dialogue about the programs, issues addressed, and their relevance to the local community.

Community Screenings and Panel Discussions: Each month, KUED invites community leaders, non-profit groups and the general public to a free program preview (prior to broadcast) and panel discussion. The screenings are held in The City Library auditorium, after which the public engages in a panel discussion with filmmakers, scholars, community leaders and others to discuss the program, related issues and impact on the local community. Some of the programs for the coming year include:

- *The Armenian Genocide:* The International Association of Genocide Scholars affirms that the number of Armenian deaths at the hands of the Ottoman Turks during World War I was more than a million. Featuring extensive never-before-seen footage, this program shares one of the largely untold stories of the 20th century, detailing what happened and why. The documentary also explains why, to this day, the Turkish government denies that the Armenian genocide took place. (April 2006)
- *Unwanted Companion – The Mystery of MS:* Multiple Sclerosis is a chronic debilitating auto-immune disease that affects over 400,000 people in the United States. MS's cause and cure are unknown. It's symptoms mysteriously come and go, making it a difficult disease to both diagnose and live with. Through the voices of those with MS and the experts, *Unwanted Companion* digs deeper to understanding what it is to live with

Multiple Sclerosis, what medical and research advancements have been made and what clues have been discovered as to why MS behaves the way it does. (March 2006)

- *Raising Cain*: America's boys are in trouble. Boys are doing worse in the classroom than 10 years ago. Many are unable to express their emotions. They are the most violent in the industrialized world. What is responsible for this behavior? From the public school system to the absence of strong male role models, boys face a number of obstacles. But what can we do to keep them from growing into men who are stoic, silent and explosive – more prone to anger than to empathy? RAISING CAIN explores the emotional development of boys in America today. (January 2006)

KUED Program / Book Club: These events are similar to the monthly screenings at the public library, but are held quarterly at the Eccles Broadcast Center, in partnership with the University of Utah Bookstore. Prior to the event, attendees are encouraged to read a pre-selected book that corresponds with the program that will be screened at the event. Recent selections have included the book "Freedom to Die," and the *P.O.V.* program *The Self-Made Man*, and Deepak Chopra's "Creating Health: Wake up the Body's Intelligence," and the program *The New Medicine*.

Ongoing Diverse Voices Television Programs: Throughout the year, KUED airs a wide range of television programs that educate on a wide range of diversity issues. Some come from long-standing PBS series, such as *Frontline*, *P.O.V.* and *Independent Lens*, as well as one-time special programs. Expected programs this year include *Frontline: The Age of AIDS*, *The Teachings of Jon* (Down syndrome and caregiving), *Country Boys* (Appalachian adolescents overcoming life obstacles), *Waging a Living* (families living below the federal poverty level), and many others.

Diverse Voices Web Site: KUED continues to use this online resource as a way to promote programs and community events that are part of the *Diverse Voices* campaign. The site includes program information, a community event calendar, printable flyers, links to community partners, and transcripts from past events.

PROJECTED BUDGET

Outreach Personnel	\$ 7,500
Programming	\$ 32,000
Photocopies and Printing	\$ 2,500
Postage	\$ 1,200
Travel	\$ 500
Equipment Rental (Screenings, Program/Book Club)	\$ 1,750
Supplies	\$ 3,750
Promotion	\$ 8,000
Administration	\$ 5,720
Total Costs:	\$ 62,920