

## **EEO Public File Report**

### **Long-Term Initiatives Iowa PBS, Johnston, IA Station KDIN (TV), Des Moines, IA**

**October 1, 2021 – September 30, 2022**

#### **FCC Menu Category**

***i. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions.***

#### **Iowa PBS Fulfillment:**

Iowa PBS staff participates in job fairs discussing careers in public broadcasting in general as well as specific job openings at the time of the job fair.

February 22, 2022 – Krissy Estabrooks participated virtually on behalf of Iowa PBS at the 2022 Spring Jump Start Internship Career Fair at the Iowa State University Greenlee School of Journalism and Communications.

#### **FCC Menu Category**

***v. Establishment of Internship Program***

#### **Iowa PBS Fulfillment:**

Iowa PBS has a long-standing internship program for college and university students providing students with an opportunity to learn and develop practical skills. There were nine college and university students that participated in Iowa PBS's internship program. They worked in the areas of production, communications, and graphics.

#### **FCC Menu Category**

***vi. Participation in job banks, internet programs, and other programs designed to promote outreach in general.***

#### **Iowa PBS Fulfillment:**

Iowa PBS staff members visit schools to discuss careers in public broadcasting. Between October 2021 and September 2022, staff members hosted or participated in approximately 300 events to promote general outreach to Iowans, resulting in engagement with over 71,000 individuals. Iowa PBS offers both in-person and virtual behind-the-scenes tours including studios, producers/directors' area, control room, scene shop, and the Maytag Auditorium/Stage and performance space. External job openings were shared with multiple colleges, posted on Iowa PBS's website, and social platforms.

## **Tours/Outreach Activities/Career Days**

October 20, 2021 – Utilization Specialist Abby Brown and Executive Officer Kelly Nesheim hosted the Upper Iowa Pre-Service teachers at Iowa PBS.

November 19, 2021 – Engagement Manager Caryline Clark hosted a station tour for visitors from Minnesota.

December 14, 2021 - Madison Rouse, a student at Independence High School of Independence, Iowa met virtually with Sr. Producer/Director Dave Miller to discuss her interests in media production.

January 28, 2022 – Sr. Producer/Director Dave Miller hosted the Iowa Farm Bureau Young Farmers Conference attendees to observe the production of Market to Market and take a tour of Iowa PBS.

January 31, 2022 – Program Planner Cody Smith presented on Iowa Science Phenomena to students in the Dordt Undergrad Science Methods Course.

February 24, 2022 – Engagement Manager Caryline Clark hosted a station tour for a Homeschool co-op from Carlisle.

February 25, 2022 – The Greene County High School Visual Arts class was given a tour of Iowa PBS by engagement manager Caryline Clark and met with various Iowa PBS staff to learn about career opportunities within public media.

March 25, 2022 – The DMACC Career Academy class was given a tour of Iowa PBS by engagement manager Caryline Clark and met with various Iowa PBS staff to learn about career opportunities within public media.

April 18, 2022 – Engagement Manager Caryline Clark and Utilization Specialist Abby Brown hosted a station tour and story time for the Bright Sparks 4-H Club.

April 20, 2022 – Engagement Manager Caryline Clark hosted a station tour for The Bells of St. Marys.

June 10, 2022 - Education Program Consultant Tiffany Morgan and Program Planner Cody Smith provided professional development for the Iowa STEM Teacher Externships Program participants.

June 10, 2022 – Journalists from Bulgaria, Poland, the Czech Republic and Kosovo visited Iowa PBS as part of the Department of State's International Leadership Program. They observed the production of Iowa Press, were given a tour of Iowa PBS and spoke with Producer/Director Peter Tubbs.

June 25, 2022 – Sr. Producer/Director Dave Miller hosted a group of Iowa farmers to observe the production of Market to Market. They were also given a tour of Iowa PBS.

June 29, 2022 – Journalists from Sri Lanka visited Iowa PBS as part of the Department of State's International Leadership Program. They observed the production of Iowa Press, were given a tour of Iowa PBS and spoke with Producer/Director Peter Tubbs.

July 20, 2022 – Interns from Urban Dreams were given a tour of Iowa PBS by engagement manager Caryline Clark and met with various Iowa PBS staff to learn about career opportunities within public media.

July 20, 2022 – Engagement Manager Caryline Clark and Utilization Specialist Abby Brown hosted a station tour for the Science Center of Iowa Summer Camp.

August 1, 2022 – Engagement Manager Caryline Clark and Utilization Specialist Abby Brown hosted a station tour and story time for Bobcat Academy from Marshalltown, Iowa.

August 2, 2022 – Executive Officer Kelly Nesheim and Utilization Specialist Abby Brown hosted a station tour and story time for Primrose School of Ankeny at Prairie Trail.

August 3, 2022 – Utilization Specialist Abby Brown hosted a station tour and story time for Bobcat Academy from Marshalltown, Iowa.

September 26, 2022 - Program Planner Cody Smith presented on Iowa Science Phenomena to students at Wartburg College.

## **Mentorship Program**

Summer 2022 – Two Iowa high school students participated in this year's Iowa PBS High School Mentorship program. The students worked with Iowa PBS professionals both virtually and in person at the studios exploring graphic design, web production, storytelling and studio production. The students observed, assisted in and had hands-on experience in creating broadcast and online content. At the end of the course, the students edited short videos to describe their Iowa PBS Mentorship experience.

## **FCC Menu Category**

***viii. Training programs designed to enable station personnel to acquire skills that could qualify them for higher level employment.***

## **Iowa PBS Fulfillment:**

Iowa PBS employees have the opportunity to take classes through the State of Iowa Performance and Development Solutions and other vendors with courses covering business skills, computer skills, communication and interpersonal skills, conflict management and negotiation, customer service, diversity and cultural competence, government and law, human resources, leadership development, process and organizational management, self-development, team development and supervision. Employees are also given an opportunity to attend conferences and symposiums.

October 18, 2021 – Communications Director Susan Ramsey attended the *Data Literacy Workshop* at the 2021 PBS Technology Conference.

October 26-28, 2022 – Producer Director Matt Clark, Production Assistant Joe Busted, Producer Director Bo Dodge, and Producer Director Alisa Dodge attended the *Adobe MAX – The Creativity Conference*.

November 8 – 17, 2021 – Communications Director Susan Ramsey attended “*Developing Your Message for PBS KIDS Early Childhood Education Investment*” workshop.

May 26, 2022 – Accounting Technician 3 John Milewsky attended the *NIGP – Legal Aspects of Public Procurement*.

May 31 – June 3, 2022 – Accountant 3 Kaylynn Short attended the Public Media Business Association annual conference.

May 24-26, 2022 – Communications Director Susan Ramsey attended the *PBS Annual Meeting*. Training sessions included “Journalism and Democracy”, “PBS Digital and Brand Update”, “PBS Audience Insights 2022”, and “Bringing the Brand Voice to Life”.

September 18-22, 2022 – Engagement Manager Caryline Clark, Education Director Ken Harrison attended the *2022 NETA Conference & CPB Public Media Thought Leader Forum*.

#### **FCC Menu Category**

***xiv. Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.***

#### **Iowa PBS Fulfillment:**

Iowa PBS supervisors take classes, webinars and attend conferences relevant to diversity and equal opportunity employment.

October 13, 2021 – Administration and Finance Director Michelle Wendel attended Building a Disability Inclusive Workplace with Becky Curran Kekula.

November 10, 2021 – Administration and Finance Director Michelle Wendel and Human Resources Associate Fern Kidder attended the *2021 Inclusion Summit*.

Spring 2022 - Executive Director/General Manager Molly Phillips attended and graduated from the *National Diversity Program*.

February-August 2022 – Managers Chad Aubrey, Andrew Batt, Andrea Coyle, Ken Harrison, William Hayes, Kris May, Matthew McPike, David Miller, Molly Phillips, Susan Ramsey, Taylor Shore, Mike Stover, and Michelle Wendel attended the online course *Americans with Disabilities Act*.

February-August 2022 – Managers Chad Aubrey, Andrew Batt, Andrea Coyle, Ken Harrison, William Hayes, Kris May, Matthew McPike, David Miller, Molly Phillips, Susan Ramsey, Taylor Shore, Mike Stover, and Michelle Wendel attended the online course *EEO/AA/Anti-Discrimination*.

April 19, 2022 – Administration and Finance Director Michelle Wendel, Programming and Production Director Andrew Batt, Sr. Producer/Director Andrea Coyle, and Programming and Operations Manager Matthew McPike attended *Diversity Training for Managers/Supervisors*.

March-April 2022 – Managers Chad Aubrey, Andrew Batt, Andrea Coyle, Ken Harrison, William Hayes, Kris May, Matthew McPike, David Miller, Molly Phillips, Susan Ramsey, Taylor Shore, Mike Stover, and Michelle Wendel attended the online course *Preventing Sexual Harassment for Managers*.

May-September 2022 – All Iowa PBS managers attended the *CPB Preventing Harassment and Discrimination – Bias Prevention*.

August 24, 2022 – Administration and Finance Director Michelle Wendel and Human Resources Associate Krissy Estabrooks attended *Career Fairs and Best Practices*.

September 22, 2022 – Administration and Finance Director Michelle Wendel and Human Resources Associate Krissy Estabrooks attended *Recruiting Network – Hiring People with Disabilities*.