

## **EEO Public File Report**

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

**October 1, 2019 – September 30, 2020**

### **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.

August 2019 – Kim Stoker participated on behalf of Iowa PBS at the Polk County River Place Career Fair.

October 1, 2019 – Kim Stoker and Michelle Wendel participated on behalf of Iowa PBS at the 2019 Fall Jump Start Internship Career Fair at the Iowa State University Greenlee School of Journalism and Communications.

February 2020 - Fern Kidder participated on behalf of Iowa PBS at the Iowa State University Greenlee School of Journalism and Communications Internship and Networking Fair.

### **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 production, communications, and graphics.

Iowa PBS's Education team partnered with the Iowa Governor's STEM Advisory Council and hosted two science teachers as part of the Iowa STEM Council Teacher Externship program.

## FCC Menu Category

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

### **Iowa PBS Fulfillment:**

Iowa PBS staff will go to schools to discuss careers in public broadcasting. Iowa PBS offers a behind-the-scenes tour including studios, producers/directors' area, control room, scene shop, and the film library. There were many limitations due to COVID-19 during this time period, and there were many events that had been planned to be hosted at Iowa PBS that had to be cancelled. Iowa PBS participated in other outreach activities that were held outside of the Iowa PBS buildings to continue to provide outreach to Iowa PBS viewers. External job openings were shared with multiple colleges and with HomeBase Iowa.

### **Career Days**

October 16, 2019 – 36 students from Grandview Christian toured Iowa PBS's studios to learn about the many skills necessary to produce and broadcast local programming.

October 15, 2019, June 4, 2020 - As a member of the Des Moines Area Community College's Video Production Advisory Committee, Chuck Czech participated in meetings to provide professional advice on the development of the school's new 2-year Associate Degree.

### **Tours**

October 25, 2019 – Iowa PBS hosted nine journalists from the European Union for a tour of the studios, arranged by the Iowa International Center. Two Iowa PBS staff accompanied the journalists.

November 19, 2019 – 35 school aged students toured the Iowa PBS studios with Engagement Manager Caryline Clark, including the ***KIDS Clubhouse Adventures*** set and saw behind the scenes of that program.

November 21, 2019 – 40 preschool aged students from Westminster Preschool toured the Iowa PBS studios with Engagement Manager Caryline Clark and had story time with Educational Outreach Abby Brown in the ***Kids Clubhouse Adventures*** set.

December 11, 2019 – Iowa PBS hosted a tour for seven international journalists from Serbia arranged by the Iowa International Center. The experience included a recording of ***Iowa Press*** and a Q&A session with Executive Producer Dave Miller and Producer/Director Peter Tubbs.

February 4, 2020 – Andrew Batt hosted a member of the Foreign Press (Japan). They discussed how we cover the Iowa Caucuses and the 2020 Presidential election.

February 18, 2020 – Five program participants with the YMCA's Active Adults toured Iowa PBS's studios.

February 28, 2020 – Eight Akron-Westfield 7th Graders toured the Iowa PBS studios as part of their National History Day project. The experience also included a Q&A with Programming Manager Matthew McPike and Instructional Media Coordinator Tiffany Morgan.

February 28, 2020 - Iowa PBS hosted a tour with Webster City High School media students.

June 22, 2020 – 23 school aged students from Primrose School of Ankeny visited Iowa PBS virtually through our new program, Virtual Visit. Engagement Manager Caryline Clark facilitated the tour and Education Outreach Abby Brown followed with a personalized story time.

June 30, 2020 – 19 children from Sacred Heart Plus visited Iowa PBS virtually through our new program, Virtual Visit. Engagement Manager Caryline Clark facilitated the tour and Education Outreach Abby Brown followed with a personalized story time.

July 16, 2020 – 26 children from Traditions 5 summer care visited Iowa PBS virtually through our new program, Virtual Visit. Engagement Manager Caryline Clark facilitated the tour and Education Outreach Abby Brown followed with a personalized story time.

July 22, 2020 – Eleven members of the Iowa 4-H Junior Reporters Club spent the morning virtually with Iowa PBS. Various staff from Iowa PBS, WHO Radio and the 4-H Foundation provided education on planning, writing, shooting and editing video and audio content. The junior reporters then created their own short video and wrote a radio spot script for Iowa PBS's ***Celebrating the Fair*** program.

### **Outreach Activities**

October 20, 2019 – ***Kids Clubhouse Adventures'*** hosts Dan Wardell and Abby Brown hosted a circus-themed Des Moines Community Orchestra concert at Sheslow Auditorium in Des Moines. 260 people were in attendance.

October 24, 2019 – Iowa PBS was present at the Johnston Historical Society annual event, showcasing Iowa PBS's 50th anniversary.

October 26, 2019 – 800 attendees interacted with Iowa PBS at the Waukee YMCA Healthy Trick or Treat event. Engagement Manager Caryline Clark handed out Iowa PBS KIDS printables, pencils and stickers.

November 21, 2019 – Iowa PBS participated in Blank Children's Hospital's Festival of Trees and Lights by decorating a tree.

December 19, 2019 - Producer/Director Cameron McCoy worked with Educational Outreach Abby Brown on the STEAM Careers Outreach Event with Cedar Rapids Middle School Students; more than 100 students in attendance received a breakdown of how to use Chroma Key and editing software.

January 14, 2020 – Producer/Director Patrick Boberg hosted Cafe Scientifique at the Science Center of Iowa, focusing on ***Iowa Land and Sky***.

January 20, 2020 - Producer/Director Cameron McCoy presented a demonstration on Chroma Key and After Effects to students from Des Moines Area Community College.

March 25, 2020 to May 27, 2020 – Each Wednesday for eight weeks, Educational Outreach Abby Brown hosted a virtual story time focused on the book series ***Ordinary People Change the World***. More than 2,500 unique viewers across Iowa tuned in to virtual story time.

April 9, 2020 to May 26, 2020 – Each Tuesday evening for eight weeks, Engagement Manager Caryline Clark hosted a VIP (Virtual Iowa PBS) Watch Party on Facebook featuring favorite local programs. Over 1,000 viewers joined us live.

April 25, 2020 – **The Film Lounge** Student Challenge screening event was held virtually this year, showcasing films created by local Iowa students. 85 individuals tuned in to watch live. Producer/Director Patrick Boberg and Local Programming Manager Chuck Czech lead a workshop prior to the screening for 13 students in partnership with the Iowa Arts Council and Produce Iowa.

May, 2020 - Iowa PBS premiered the documentary **Carrie Chapman Catt: Warrior for Women** on broadcast; this project was developed 2018-2020 and involved numerous in-person and online engagement with Iowans regarding awareness of suffragist history and female voting rights; includes public screenings at Iowa State University and a Charles City, Iowa movie theater in February, 2020, and at University of Northern Iowa in March, 2020.

July 19, 2020 – As part of the Move to Include initiative, Engagement Manager Caryline Clark hosted an online premiere and panel discussion of Iowa PBS's documentary, **Accessibility Now**. 100 individuals watched the event live.

### **Mentorship Program**

Summer 2020 – Two Iowa high school students participated in a highly modified Iowa PBS High School Mentorship program. The students made contact with Iowa PBS professionals via a virtual classroom that allowed them to explore graphic design, web production, storytelling and studio production. Through these virtual meetings, the students were able to assist, observe or have hands-on experience with creating broadcast and online content. At the end of the course, the students edited short videos to describe their Iowa PBS Mentorship experience.

### **Job Shadowing**

Braden Gallagher, high school senior from Greene County High School, was provided a job shadowing opportunity on February 29, 2020. He observed the production of the live **Festival** broadcast.

### **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 4, 2019 - Stacie Steveson, Utilization Spec. attended the Iowa AEYC conference at Prairie Meadows Conference Center.

October 7, 2019 - Tiffany Morgan, Education Program Consultant attended the Iowa Academy of Science for the ISTS Fall Conference at DMACC.

October 10, 2019 - Production supervisors took part in the PBS webinar Making the Most Out of QPIs to help align themes in local programming with those of PBS national conversations.

October 13, 2019 – Abby Brown, Utilization Specialist and Tiffany Morgan, Education Program Consultant attended ITEC at the Iowa Events Center.

October 31, 2019 - Tiffany Morgan, Education Program Consultant attended the statewide Science Leadership Meeting at Heartland AEA.

October - December, 2019 - Chuck Czech served on the Media Arts Panel for the National Endowment for the Arts to evaluate grant proposals, including proposals from underserved populations and regions in the United States.

November 1, 2019 – Engagement Manager Caryline Clark, Producer/Director Judy Blank and Videographer Darrin Clouse attended the Autism of Iowa annual conference, promoting ***The Life Autistic***.

November 7, 2019 - Abby Brown, Utilization Specialist, Kelly Nesheim, Executive Officer, Tiffany Morgan, Education Program Consultant, Trista Peitzman, Executive Officer, Angela Hiatt, Utilization Spec., Ginger Peterson, Utilization Spec., Stacie Steveson, Utilization Spec., and Ken Harrison, Director of Education Services attended the Midwest Public Media Education Summit hosted at Iowa PBS.

November 21, 2019 – Director of Communications Susan Ramsey and Administrative Assistant Karen Schaeffer attended a training on the updated Lobbyist Application from the State of Iowa Legislative Services. Agency.

December 10, 2019 – Director of Communications Susan Ramsey attended an online webinar entitled Political Expression and Conflicts of Interest.

January 14, 2020 - Tiffany Morgan, Education Program Consultant attended Iowa History Advisory Council at the State Historical Museum of Iowa.

January 14, 2020 - Tiffany Morgan, Education Program Consultant attended the statewide Science Leadership virtual meeting.

January 16, 2020 – Fern Kidder, Human Resources Associate, attended the training From Interview to Hire training provided by the Department of Administrative Services, Performance & Development Solutions.

January 24, 2020 - Tiffany Morgan, Education Program Consultant attended the ICEC Summit.

January 25, 2020 - Ken Harrison, Director of Education Services, Trista Peitzman, Executive Officer and Tiffany Morgan, Education Program Consultant attended NETA.

February 4, 2020 – Fern Kidder, Human Resources Associate, attended Discipline, Grievance, and the Merit System training provided by the Department of Administrative Services, Performance & Development Solutions.

February 10, 2020 – Fern Kidder, Human Resources Associate, attended the Performance Evaluations training provided by the Department of Administrative Services, Performance & Development Solutions.

February 11, 2020 - Tiffany Morgan, Education Program Consultant and Dennis Culver, Project Programmer attended the Statewide Science Leadership Meeting at Grandview University.

March 3, 2020 – Fern Kidder, Human Resources Associate, attended Investigating Employee Misconduct training provided by the Department of Administrative Services, Performance & Development Solutions.

April 2, 2020 – Director of Communications Susan Ramsey attended an online webinar hosted by APTS on “How to Partner with Local and State Education Agencies to Support Remote Learning” to learn how stations can most effectively reach out to state education agencies and local school districts to develop remote learning partnerships.

April 9, 2020 - Production personnel attended NETA webinar Producing Content While Social Distancing.

April 30, 2020 - Production Supervisor Laura Shannon attended Sony Cloud Services webinar How CBS News, WGBH and Sony Pictures Solved Real-Time WFH Collaboration.

April - May, 2020 - All Iowa PBS employees took the annual Preventing Sexual Harassment for Employees training offered by the Iowa Department of Administrative Services as an online class.

May 7, 2020 – Director of Communications Susan Ramsey attended an online webinar hosted by PBS on the PBS Editorial Standards – Covering COVID-19.

May 13, 2020 – Director of Communications Susan Ramsey attended an online webinar hosted jointly by Nielsen and PBS on "COVID-19's impact on Media Usage".

May 28, 2020 – Director of Communications Susan Ramsey attended an online webinar hosted by Des Moines Business Publications on "Coping w/COVID: Back to the office?" The program focused on the human resource, legal and communication issues surrounded a transition back to the workplace,

May 28, 2020 – Director of Communications Susan Ramsey attended an online webinar hosted by NETA on "Return to Field & Studio Productions". The discussion dealt with stations' challenges to ensure the safety of staff, guests, interview subjects, etc. and how to provide the community local stories while staying safe.

June 17, 2020 – Director of Communications Susan Ramsey attended an online webinar hosted by Des Moines Business Publications on "Beyond COVID", discussing the potential for long-term change as a result of the COVID-19 pandemic.

June 23, 2020 - Production Personnel attending NETA's webinar NextGen TV 201: Advanced Emergency Alerting, News and Information.

June 24, 2020 - Personnel from Production and Engineering departments attended the webinar from the Engineering Technology Advisory Committee Fixing it in POST, NOW & FUTURE.

June 2020 – Director of Communications Susan Ramsey participated in six hours of an online learning series hosted by the State of Iowa on procurement rules and regulations.

June - July, 2020 - Iowa PBS Production Department completed online training covering updated PBS Editorial Standards and Practices

July 8, 2020 - Director of Communications Susan Ramsey attended an online professional development webinar on "State Funding with 50 State". Hosted by APTS, the seminar including state funding consultants' insights on trends across the country and how APTS and 50 State help with state funding efforts.

July 14, 2020 - Director of Communications Susan Ramsey attended a webinar hosted by PBS on "Brand/Legal Webinar: Trademark Licensing Agreement Check-In".

August 26, 2020 - Director of Communications Susan Ramsey attended "Sustainability During Covid-19: Using Communication and Strategic Planning To Leverage Funding Opportunities". This online webinar addressed how stations can pivot in an evolving environment and how to communicate with funders and influencers about education initiatives.

August - September, 2020 - Production Supervisor Laura Shannon took part in the following PDS/New Horizons Training: Adobe Acrobat Pro DC - Intro (8/5/20), Business Writing (8/19/20), Adobe Acrobat Pro DC - Advanced (9/11/20) and Performance Management (9/8/20).

September 1, 2020 - Director of Communications Susan Ramsey attended "Broadband Only Local Nielsen Data". PBS Business Intelligence and Nielsen provided an overview of broadband-only households inclusion in Local Nielsen data and the changes to universe estimates in local markets.

September 14-16, 2020 - Julie Knutson attended the ACCESS webinars: The State of Video in 2020 and Accessibility for Remote and Hybrid Classes, Audio Description: If Your Eyes Could Speak, What is Accessibility and Why Does It Matter to Netflix?, Live Auto Captioning Office Hours, No Budget, No Time, No People—No Problem: Meaningful UDL on a Shoestring, Captioning Best Practices for Increased Engagement, Creating a Culture of Inclusivity, What Does Accessibility Mean for Multimedia?

## **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 4, 2019 - Senior Producer Andrew Batt was selected to participate in the Editorial Integrity and Leadership Initiative, a program funded by a grant from the Corporation for Public Broadcasting and managed by the Walter Cronkite School of Journalism and Mass Communication at Arizona State University.

Tuesday, December 10, 2019 – Programming Manager Matthew McPike and Production Supervisors attended a WEBINAR - Political Expression and Conflicts of Interest.

January 5, 2020 – Producer/Director Peter Tubbs and Production Manager Chuck Czech participated in conversation with Michelle Book, Director of Food Bank of Iowa to better understand local issues involving hunger.

January 13, 2020 – Director of Production and Programming Justin Beaupre and Production Manager Chuck Czech participated in follow-up discussions with American Film Institute about the initiative (launched summer 2019) about localism and strategies to empower local voices to tell local stories through public media.

March 12, 2020 - Production Management and Supervisors attended webinar Public Health, Safety & Awareness in the Age of COVID-19.

March 11, May 13, and June 12, 2020 – Production Manager Chuck Czech and Digital Content Manager Taylor Shore participated in conversations with local media business owner regarding the development of local minority voices in Iowa PBS programming.

April - May, 2020 - All Iowa PBS managers and supervisors took the annual Preventing Sexual Harassment for Managers/Supervisors training offered by the Iowa Department of Administrative Services as an online class.

April 23, 2020 - Production Personnel attended the online panel discussion How is COVID-19 Impacting Indian Country? presented by the Aspen Global Innovators Group and the Center for Native American Youth.

May 5, 2020 - Production Supervisor Laura Shannon and Creative Director Alisa Dodge attended the Public Media Women in Leadership Workshop presented by NETA's Public Media Learns.



June, 2020 - ongoing - As part of the Coming Home: Iowa project, granted through CPB, Iowa PBS steering committee conducted numerous phone interviews with regional stakeholders to research current issues surrounding rural life, including those experiences by low-income and minority populations.

June, 2020 - ongoing - Iowa PBS developed Disability Community Coalition, representing various communities with disabilities, to serve as advisers to the development of accessible media and disability-focused programming such as Accessibility Now and Becoming Helen Keller.

June 15, 2020 – Production Manager Chuck Czech attended webinar Social & Economic Wellbeing in Iowa in Challenging Times.

June 30, August 4, and September 15, 2020 – Production Manager Chuck Czech participated in virtual networking and ideation meetings involving filmmakers, media organizations and film offices from throughout the upper Midwest.

July 15, 2020 - Chuck Czech attended Newsroom 515 webinar Accelerating Entrepreneurs of Color in Iowa.

July 16, 2020 - Production Managers and Supervisors attended the webinar Working Conditions and Workplace Policies Zoom Meeting.

July 22, 2020 - Members of the Iowa PBS Coming Home: Iowa committee participated in the Rural Opportunity and Development online workshop Still Open for Business: Working with Minority-Owned Rural Firms through the Pandemic.

July 22, 2020 - Senior Producer Andrew Batt participated on an election panel for the PBS Editorial Standards and Practices group on best practices for covering the 2020 elections across the country.

July 29, 2020 - Senior Producer Andrew Batt hosted panel discussion for PBS and NPR station producers through the Walter Cronkite School for Journalism on advice for producing debates in the 2020 election.

July 30, 2020 - Production Supervisor Laura Shannon attended webinar Iowa Stops Hunger: Hunger So Close to Home.

August 4, August 13, and September 17 - members of the Iowa PBS Becoming Helen Keller team participated in the National Center for Accessible Media webinars Accessibility 101: Parts 1, 2 and 3.

August 19, 2020 - Members of the Iowa PBS Coming Home: Iowa committee participated in the Rural Opportunity and Development online workshop Our Essential Work: Immigrants and Rural Economies Weathering the Pandemic Together.

August 20-21, 2020 - Members of the Iowa PBS Coming Home: Iowa committee participated in the annual Iowa Rural Summit to better understand issues affecting rural life and economies.