

EEO Public File Report

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

October 1, 2020 – September 30, 2021

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.

October 14, 2020 – Fern Kidder participated virtually on behalf of Iowa PBS at the 2020 Fall Jump Start Internship Career Fair at the Iowa State University Greenlee School of Journalism and Communications.

March 10 2021 - Fern Kidder participated virtually on behalf of Iowa PBS at the Iowa State University Greenlee School of Journalism and Communications Internship and Networking Fair.

April 16, 2021 – Fern Kidder participated virtually on behalf of Iowa PBS at Drake University's Public Relations Day to Find Your Path in the Field of Communications and Interviewing.

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 ten college and university students that participated in Iowa PBS's internship program. They worked in the areas of 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 in general.

Iowa PBS Fulfillment:

Iowa PBS staff members visit schools to discuss careers in public broadcasting. Iowa PBS offers both in-person and virtual behind-the-scenes tours including studios, producers/directors' area, control room, scene shop, and the film library. There were many engagement limitations during this reporting period due to COVID-19. Many in-person events planned at Iowa PBS studios had to be cancelled. Iowa PBS participated in other outreach activities held outside of the network campus to continue to provide outreach to Iowa PBS viewers. External job openings were shared with multiple colleges, posted on Iowa PBS's website, and social platforms.

Career Days

Madison Rouse, a student at Independence High School of Independence, Iowa was given a one-on-one meeting with a senior producer to discuss her interests in media production, followed by a virtual tour of Iowa PBS on Friday, May 21, 2021.

Tours

February 24, 2021 – Engagement Manager Caryline Clark hosted a virtual tour for the Mason City Lions Club on ***Becoming Helen Keller***.

March 4, 2021 – Engagement Manager Caryline Clark hosted a general Iowa PBS virtual tour for the Plainview Community Club.

March 16, 2021 – Engagement Manager Caryline Clark hosted a general Iowa PBS virtual tour for the Johnston Kiwanis Club.

March 18, 2021 – Engagement Manager Caryline Clark hosted a general Iowa PBS virtual tour with a question and answer session for a DMACC Class.

April 9, 2021 – Communications Deputy Director Tonya Weber hosted a virtual tour for the Iowa Intermediary Network on Behind the Scenes: Producing TV and Video.

July 13, 2021 – Engagement Manager Caryline Clark hosted a station tour for Bobcat Academy from Marshalltown, Iowa.

August 2, 2021 – Engagement Manager Caryline Clark hosted a station tour for Hope Waukee from Waukee, Iowa.

August 9, 2021 – Engagement Manager Caryline Clark hosted a station tour for Primrose Prairie Trail from Ankeny, Iowa.

Outreach Activities

October 13, 2020 – Engagement Manager Caryline Clark and Foundation employee, Darla Hassebroek, hosted a virtual showing of the pop-up film series **Bedlam** for a general audience.

October 20, 2020 – Utilization Specialist Abby Brown and Executive Officer Kelly Nesheim participated in the Upper Iowa Pre-Service teacher conference.

October 24, 2020 – Engagement Manager Caryline Clark hosted a virtual showing of PBS KIDS' Halloween party and conducted **Wild Kratts** activities.

November 10, 2020 – Engagement Manager Caryline Clark and Foundation employee, Darla Hassebroek, hosted a virtual VIP Watch Party for **Great Performances: Fiddler: A Miracle of Miracles** for a general audience.

November 14, 2020 – Engagement Manager Caryline Clark hosted a virtual showing of **Iowans Remember Vietnam** at the Urbandale Public Library.

December 9, 2020 – Engagement Manager Caryline Clark and Utilization Specialist Abby Brown hosted a virtual concert with Des Moines Community Orchestra.

December 19, 2020 – Engagement Manager Caryline Clark hosted a virtual Watch Party and chat with Ballet Des Moines' Peter and the Wolf Family Event.

January 12, 2021 – Engagement Manager Caryline Clark hosted **Laura Ingalls Wilder: Prairie to Page** VIP Watch Party for a general audience.

February 3, 2021 - Tiffany Morgan, Education Program Consultant, hosted the Virtual Iowa Science Phenomena Teacher Cohort.

February 16, 2021 – Engagement Manager Caryline Clark hosted a screening with Des Moines Botanical Garden of **George Washington Carver: An Uncommon Life** for Black History Month.

February 26, 2021 – Utilization Specialist Angela Hiatt participated in “I’ll Make Me A World” Education Day.

February 26, 2021 – Engagement Manager Caryline Clark hosted an exclusive screening with OPN (underwriter) **Historic Buildings of Iowa: Cedar Rapids**

March 18, 2021 – Engagement Manager Caryline Clark hosted a “behind the curtain” watch party and discussion panel with Ballet Des Moines for **Acts of Resilience | Spirit**.

April 10, 2021 - Education Program Consultant Tiffany Morgan attended Pre-Service Teacher STEM Conference at the University of Northern Iowa.

April 15, 2021 - Engagement Manager Caryline Clark hosted a VIP Watch Party for **POV: Swim Team** with the filmmaker available for Q&A following the screening.

April 29, 2021 - Iowa PBS partnered with the Iowa Intermediary Network to develop and provide an opportunity for students to walk through the production process, from initial idea to final product. Script writing and storytelling, studio and field shooting, editing and post-production were among the many skills demonstrated in the creation of television and video content.

May 1, 2021 – Engagement Manager Caryline Clark hosted a premiere, virtual screening of two episodes of PBS KIDS' **Donkey Hodie**. The event landing page provided related educational activities for download.

June 7, 2021 - Education Program Consultant Tiffany Morgan and Program Planner Cody Smith provided professional development for Fort Dodge Elementary science teachers.

June 19, 2021 – General Manager Molly Phillips, Communications Director Susan Ramsey, Communications Deputy Director Tonya Weber and Engagement Manager Caryline Clark attended **Juneteenth: The Movement**, a two-hour live television, radio and digital event celebrating the new federal holiday in partnership with xBk and Iowa Public Radio.

June 28, 2021 - Education Program Consultant Tiffany Morgan attended the National Agriculture in the Classroom Conference.

July 26, 2021 - Education Program Consultant Tiffany Morgan attended Midwest Environmental Education Conference.

August 12, 2021 – Multiple Iowa PBS staff members participated in the Iowa State Fair parade. Iowa PBS staff also volunteered at the Iowa PBS booth at the Iowa State Fair in the Varied Industries Building. The Iowa State Fair ran from August 12 – 22, 2021.

September 25, 2021 – Utilization Specialist Abby Brown, Engagement Manager Caryline Clark and Program Planner Cody Smith exhibited at and participated in the Latino American Festival.

Mentorship Program

Summer 2021 – 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.

Job Shadowing

June 4, 2021 – Sr. Producer/Director Dave Miller hosted a **Market to Market** job shadow at Iowa PBS for Sam McCurdy, a senior at Valley High School in West Des Moines, Iowa.

June 25, 2021 – Sr. Producer/Director Dave Miller hosted a **Market to Market** job shadow at Iowa PBS for Price Jacobsen, a junior at Johnston High School in Johnston, Iowa.

July 16, 2021 – Sr. Producer/Director Dave Miller hosted a **Market to Market** job shadow at Iowa PBS for Kloe Eitter, a senior at Dubuque-Hempstead. Kloe observed the behind the scenes production of **Market to Market**, was given a tour of the Iowa PBS facilities, and had an opportunity to ask questions.

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 21, 2020 – Creative Director Alisa Dodge attended the Adobe Max virtual conference, completing S9034 - Creative Workflows for Business Continuity with Adobe Document Cloud, and S6910 - Creating Content and Community through Collaboration.

October 22, 2020 - Utilization Specialist Ginger Peterson participated in Accessibility: Social Media Accessibility Tools.

November 6, 2020 - Education Program Consultant Tiffany Morgan participated in the annual Iowa Association of Naturalists Fall Conference.

November 12, 2020 – Utilization Specialist Ginger Peterson participated in Accessibility: Web & Social Design for Accessibility training.

December 3, 2020 - Education Program Consultant Tiffany Morgan attended Statewide Science Leadership Team meeting.

December 8, 2020 - Education Program Consultant Tiffany Morgan attended the Iowa History Advisory Council.

January 6, 2021 - Education Program Consultant Tiffany Morgan attended the ICEC Summit.

January 21, 2021 - Director of Education Services Ken Harrison attended the annual National Educational Telecommunications Association (NETA) conference.

March 11, 2021 - Education Program Consultant Tiffany Morgan presented at the National Association of Geoscience Teachers conference.

May 10, 2021 - Communications Director Susan Ramsey attended the PBS Brandmasters half-day session at the PBS Annual Meeting.

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 22, 2020 - Communications Director Susan Ramsey attended Webinar #4: NCAM Accessibility -Social Media Accessibility Tools.

November 10, 2020 - Communications Director Susan Ramsey attended The Emotional Impact of COVID-19: How to Be a Helpful Resource to Your Community, hosted by NAMI leaders around the country who serve diverse communities.

January 26, 2021 - Executive Director/General Manager Molly Phillips, Communications Director Susan Ramsey, Administration and Finance Director Michelle Wendel, and Human Resources Associate Fern Kidder attended Removing Systemic Bias from Organizational Culture led by Su Joun, renowned diversity and inclusion practitioner.

May 18, 2021 - Communications Director Susan Ramsey attended Preventing Harassment and Discrimination: Gateway, hosted by Corporation for Public Broadcasting.

May 18, 2021 - Communications Director Susan Ramsey attended Public Media's Role Advancing Diversity and Inclusion, PBS Annual Meeting - Break out Session on Diversity through Content.

June 17, 2021 - Administration and Finance Director Michelle Wendel and Human Resources Associate Fern Kidder attended "An Organization's Practice on LGBTQ+ Inclusivity and Advocacy", hosted by Dr. Angela Knoblauch, UPH-DM LGBTQ+ Clinic Physician, and Joyce McDanel, UPH-DM Vice President of Human Resources. .

June 29, 2021 - Communications Director Susan Ramsey attended APTS What Works Webinar - Bringing America Together: Detroit Public Television and Civic Leadership on how public TV stations, in their role as community conveners, can advance the mission to address issues of local and national concern in an environment of civility and good will, as an anchor of a diverse and connected community.