

EEO PUBLIC FILE REPORT

LONG-TERM INITIATIVES IOWA PUBLIC TELEVISION, Johnston, IA Station KDIN (TV) Des Moines, IA

October 1, 2008 - September 30, 2009

FCC Menu Category:

v. Establishment of Internship Program

IPTV Fulfillment:

Iowa Public Television has a long-standing internship program for college and university junior, seniors and recent graduates providing students with an opportunity to learn and develop practical skills.

Total of 6 college and university students participated in IPTV's internship program.

Production	Buena Vista University, Storm Lake, IA
Production	University of Iowa, Iowa City
New Media	DMACC, Ankeny, IA and Iowa State University, Ames, IA
Communications	Central Campus, Des Moines, IA
Production	Iowa State University, Ames, IA
Production	Drake University, Des Moines, IA

FCC Menu Category:

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

IPTV Fulfillment:

Iowa Public Television employees have the opportunity to advance their education and careers through tuition assistance and enrollment in the State of Iowa Personnel Development Seminars with courses including: computer skills; communication and interpersonal skills; continuous quality improvement; personal enrichment; management concepts and applications; and professional development.

12/9-11/08 AutoCAD training attended by Stan Richard and Dan Keller, both in the IPTV Department of Engineering and Kyle Knee, IPTV Department of General Services.

5/18/09 OSHA training attended by Stan Richard, IPTV Department of Engineering.

5/5 – 6/9/09 Powerful Tools for Caregivers, attended by Kathy Perrin, IPTV Business Office.

7/6/09 – Excel Level 1 attended by Marcia Wych and Elizabeth Stamper, both in IPTV Educational Telecommunications Department.

9/30/09 - Excel Refresher attended by Marcia Wych and Elizabeth Stamper, both in IPTV Educational Telecommunications Department.

9/30/09 – PDS Services Contracting: From Beginning to End, attended by Laura Shannon, Production Department and Stephanie Bernard, IPTV Business Office.

FCC Menu Category:

x. Participation in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

IPTV Fulfillment:

Iowa Public Television provides the opportunity for high school and college students to “Job Shadow” staff to gain insight into the skills and education needed for positions in broadcasting and IPTV staff often participates in community events and speaks to organizations, high school and college students to provide an overview of public broadcasting.

Iowa Public Television offers statewide videoconferencing sessions through its School to Careers projects on the Iowa Communications Network (ICN). School to Careers introduces students to career professionals and provides educators with ideas that help students identify interests and plan for their future.

Job Shadowing

10/22/08 Job shadowing and tour for Katie Fox, 11th grade, Johnston HS, plus James Cason through Iowa Work Force Development, Tour Guide Elizabeth Williams and Job Shadowing with Dan Wardell, IPTV Communications Department.

11/24/08 Job shadowing of Dan Wardell, Producer/Director by Tori Klein, Iowa State University student.

11/24/08 Job shadowing of Jennifer Konfrst, Communications Manager by Tori Klein, Iowa State University student.

Presentations

11/19/08 – John Nichols, IPTV Producer/Director, gave 3 presentations at Cattell Elementary Career Day, Des Moines.

11/19/08 Dan Wardell, Producer/Director, IPTV Communications Department was featured speaker at Team Nutrition Conference, Iowa State University, Ames.

12/11/08 Jennifer Konfrst, Manager of Communications, gave presentations at the Des Moines Downtown School to two 2nd/3rd grade classes about what it's like to work for a TV station.

2/6/09 – Presentation by Dan Miller, IPTV Executive Director/General Manager at the Iowa Bankers Association Rotary meeting.

2/18/09 Jennifer Konfrst, Communications Manager, spoke to the Drake University student Public Relations group (PRSSA) about Digital TV as a case study.

4/3/09 Presentation about Raising Readers at the Iowa Reading Association Conference by Trista Peitzman, IPTV Educational Telecommunications Department.

4/15/09 – Presentations to Saydell High School Career Technology, on the use of technology in broadcasting; how technology is used in developing a story from concept to completion, Dave Miller, IPTV producer/director.

4/16/09 Lecture to Grand View college students on how to conduct oral history interviews by Dave Miller, IPTV producer/director.

4/25/09 Raynee Sparks and Trista Peitzman made a presentation at the Iowa Child Care Council about the Raising Readers Online Courses.

5/19/09 Paul Yeager, IPTV producer/director was keynote speaker at the Rock Island Women's Club (Quad Cities)end-of-year meeting in Rock Island, IL with about 50 women in attendance. Topics covered were DTV conversion, Floods of 2008, Iowa Journal, IPTV, Festival, Iowa State Fair and the differences between public and private TV.

6/4/09 Paul Yeager, IPTV producer/director was guest on Michael Libbie's Insight on Business daily internet radio show. Topics covered were DTV conversion, Floods of 2008, The Iowa Journal, the differences between public and private TV, and how IPTV operates as a business. About 146 people were logged in to listen.

8/11/09 – Presentation by Dan Miller, IPTV Executive Director/General Manager to Des Moines Kiwanis Club.

9/15/09 – Presentation by Jennifer Konfrst, IPTV Communications Manager to Dubuque Rotary Club, Dubuque, Iowa.

ICN

3/4/09 Career Exploration featuring Bryan Bauer, an instructional designer and educational media specialist with Iowa Public Television.

FCC Menu Category:

xi. Sponsorship of at least 2 events in the community designed to educate members of the public as to employment opportunities in broadcasting.

IPTV Fulfillment:

Iowa Public Television offers a behind-the-scenes tour including studios, producers/directors control room, scene shop, ICN (Iowa Communications Network) classroom, film library, and an opportunity to view digital television. The tours are given by IPTV staff members.

Iowa Public Television created the DTV Symposium in 1994 and continues to target commercial and non-commercial broadcast administrators, CEOs, COOs, Directors, Educators, Engineers, General Managers, IT Specialists, Managers, Producers, Program Directors, Programmers, Presidents, Vice Presidents, Videographers, Web Developers, and Students. This CPB sponsored, nationally attended symposium offers attendees the opportunity to hear real-world, solution-based presentations by leading industry professionals, connect with colleagues, and visit exhibits for the latest technologies. Iowa Public Television staff members coordinate, implement, and attend the symposium.

11/24/08 Tour – 5 digital broadcasting class students from Shenandoah Middle School, Tour Guide Dan Wardell, Producer/Director, IPTV Communications Department.

12/8/08 Tour - Drake University Field/Photo Class, Tour Guide Dave Miller, IPTV Producer/Director.

1/6/09 Tour - 10-12 video production students from Ottumwa HS, Tour Guide Dave Miller, IPTV Producer/Director.

1/13/09 Tour - 8 Special Ed students from SE Polk High School, Tour Guide Mary Bracken, IPTV Communications Department.

4/17/09 Tour - 10-18 FFA students from Forest City and around Iowa , Tour Guide Jennifer Konfrst, IPTV Communications Department.

4/17/09 Tour - 50 FFA students from Valley Community ,Tour Guides Elizabeth Williams, Mary Bracken, IPTV Communications Department and Don Hixenbaugh, IPTV Production Department.

4/27/09 Tour - 20-30 Related Arts Norwalk Middle School students, Tour Guides Elizabeth Williams and Jennifer Konfrst, IPTV Communications Department.

4/28/09 Tour - 7 Graphic Design students from Mahaska HS, Tour Guide Dave Miller, IPTV producer/director.

4/29/09 Tour - 18 Taiwanese Educators, Tour guide Elizabeth Williams, IPTV Communications Department.

5/1/09 Tour - 4 journalist/broadcasters from Germany through the Iowa Council for Understanding, Tour Guide Jennifer Konfrst and discussion to follow with Mike Newel, IPTV producer/director.

5/4/09 Tour - 16 Drake students and professor, Tour Guide Dave Miller, IPTV producer/director.

6/8/09 - Tour and Panel Discussion – 15 from the Ag Conference Group, coordinator and tour guide Dave Miller, IPTV producer/director.

9/21/09 - Tour - Association for International Understanding - 2 Journalist from S. Korea + 1 interpreter/ /Tour Guides Elizabeth Williams, Communications Department and Mike Newell, Producer/Director.

DTV Symposium**TECHNICAL TRACK**

Tuesday, October 7, 2008

7:00 AM Registration

8:00 AM Broadcast/Cable Summit

10:00 AM Consumer Update

11:30 AM Lunch with Keynote Speaker

Gary Shapiro, President and CEO Consumer Electronics Association.

1:30 PM Joint Session - Leveraging Technology to Keep Production Costs Down

2:15 PM Joint Session - An Arms Race to the Subscriber

3:00 PM Break

3:45 PM ATSC Update

4:30 PM DTV Audio Myths and Realities

5:15 PM Welcome Reception

Wednesday, October 8, 2008

6:30 AM Team Building - NetWalk
8:00 AM Registration
8:45 AM Picture Quality Measurement Using an Adaptive Human Vision System Model
9:30 AM What it Might be Like to Work in a File Based World
10:15 AM Break
10:30 AM How BXF is Helping WJCT Effectively Operate in a Fast Paced, Platform Agnostic, Content Delivery Business

11:15 AM Facility Integration, What Worked and What Didn't
12:00 PM LUNCH
1:00 PM The Impact of Technology on Broadcasting
1:45 PM Blu-ray™ Disc May Be Ready for Primetime, But Are Your Disc Production Skills?
2:30 PM Optimizing Betacam Videotape Playback for DTV
3:15 PM Break
3:45 PM Transmission Characteristics of Passive Components Used in the 3Gbps Environment
4:30 PM The Bend Radius for Cable
5:15 PM "Take Five" Reception

Thursday, October 9, 2008

8:30 AM Registration
8:45 AM ATSC M/H System Overview and Broadcast Station System Architecture
9:30 AM Antennas for Mobile Television Broadcast
10:15 AM Break
11:00 AM Is Circular Polarization Essential to the Success of Mobile TV?

CONTENT TRACK

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7:00 AM Registration
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Gary Shapiro, President and CEO Consumer Electronics Association

1:30 PM Joint Session - Leveraging Technology to Keep Production Costs Down
2:15 PM Joint Session - An Arms Race to the Subscriber
3:00 PM Break
3:45 PM Washington Update
4:30 PM The Wilmington, NC September 8 Analog Shut-Off Additional Information
5:15 PM Welcome Reception

Wednesday, October 8, 2008

6:30 AM Team Building - NetWalk
8:00 AM Registration
8:45 AM Going from Idea to Execution in the Digital Age
9:30 AM Community-Created Content
10:15 AM Break
10:30 AM Adventures in Anycasting
11:15 AM Variables in the Digital Video Logjam: Device, Library, Pricing and Consumer Behavior
12:00 PM LUNCH
1:00 PM Roadmap to the Tapeless Universe
1:45 PM Text, Mobile, Hyper-local: Efforts to Engage Young Voters
2:30 PM Presentation by Andrew Baron
3:15 PM Break
3:45 PM The Use of Second Life for Listener Engagement
4:30 PM From Public Broadcasting to Public Media: Delivering Video to New Audiences
5:15 PM "Take Five" Reception

Thursday, October 9, 2008

8:30 AM Registration
8:45 AM Merging Newsrooms, Managing Drama
9:30 AM PBS EDCAR - A National Public Media Educational Digital Content Asset Repository
10:15 AM Break
11:00 AM Mapping the Path from Service to Sustainability

FCC Menu Category:

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

IPTV Fulfillment:

Iowa Public Television employees have the opportunity to enroll in the Management Concepts and Applications Series through the State of Iowa Personnel Development Seminars which includes such classes as Equal Employment Opportunity/Affirmative Action, Americans with Disabilities Act, and Preventing Sexual Harassment.

12/9/08 – PDS Diversity Training, attended by Dan Miller, Executive Director and General Manager and Molly Phillips, Director of Communications.

3/5/09 - FMLA Webinar by DAS, attended by Kris Houston, Director of Administration, Lori Smith, Business Manager, Cindy Allen, Personnel Assistant, Patricia Reeves, Communications Department.

3/25/09 - Final Rule on FMLA Webinar attended by Patricia Reeves, IPTV Communications Department.

4/28/09 – PDS Diversity Training attended by Dan Miller, IPTV Executive Director/General Manager.

4/30/09 – PDS Diversity Training attended by Richard Turner, IPTV transmitter engineer.

5/5/09 - PDS Diversity Training attended by 60 IPTV staff.

5/11/09 – PDS Diversity Training attended by Josh Kelly, IPTV transmitter engineer.

5/13/09 PDS Diversity Training attended by 48 IPTV staff.

5/20/09 – PDS Diversity Training attended by David Feingold, IPTV Production Technician.

6/11/09 – PDS Diversity Training attended by Bill Hayes, IPTV Director of Engineering.

8/3/09 - PDS Diversity Training attended by Dell Morse, IPTV transmitter engineer.