



# Idaho Public Television - FCC EEO Public File Audit Report

For the period May 22, 2018 to May 21, 2019

The report covers the following employment unit:

<u>Call Sign</u>	<u>Facility ID Number</u>	<u>Type of Station</u>	<u>Location</u>	<u>DMA City, State</u>
KAID	62442	TV	Boise, ID	Boise, ID
KCDT	62424	TV	Coeur d'Alene, ID	Spokane, WA
KIPT	62427	TV	Twin Falls, ID	Twin Falls, ID
KISU	62430	TV	Pocatello, ID	Idaho Falls, ID
KUID	62382	TV	Moscow, ID	Spokane, WA

This report lists all full-time vacancies filled during the reporting period for all stations. All open full-time positions are listed on Idaho Public Television's website and intranet (SharePoint). Additionally, notices of all full-time openings are sent to the organizations and agencies listed below:

<u>Job Title</u>	<u>Total Interviewed</u>	<u>Recruitment Source #s Used to Fill Vacancy (see page 3 for full details)</u>
1 - PTV Producer Writer Hired DHR Register #61571	4	1-4, 7, 13-15, 19, 24, 28
2 - PTV Producer Director Hired DHR Register #61363	3	1-4, 6, 7, 13, 14, 19, 28
3 - PTV Associate Producer Hired DHR Register #62272	1	1-4
4 - PTV Sponsorship Account Executive Two Hired DHR Register #62238	6	1-4, 6, 12-14, 19, 23, 28
5 - PTV Development Associate Hired DHR Register #62196	4	1-4, 6, 12-14, 19, 23, 28

6 - PTV Multi Media Video Specialist Limited Service (Education) DHR Register #62423	2	1-4, 6, 12, 21, 28
7 - PTV Multi Media Video Specialist (Communications) DHR Register #62409	1	1-4, 6, 12, 21, 28
8 - PTV Broadcast Maintenance/ Operations Engineer DHR Register #62281	2	1-4, 16-18, 28
9 - PTV Broadcast Maintenance/ Operations Engineer Hired DHR Register #62773	1	1-4, 6, 8, 14, 16, 17, 19, 20, 21, 25-28
10 - PTV Director/Videographer Hired DHR Register #00333	3	1-4, 19, 28
11 - Education Outreach Coordinator Non-Classified. First announcement.	0	1-4, 8, 13
12 - PTV Director/Videographer Hired DHR Register #00897	1	1-3, 19, 28
13 - PTV Broadcast Maintenance/Operations Engineer Two positions DHR Register # 00784	4	1-4, 6, 8, 14, 16, 17, 19, 20, 21, 25-28
14 - Community Education Specialist Non-Classified. Second announcement.	0	1-4, 8, 13
15 - Community Education Specialist Non-Classified. Third announcement. DHR Register # 00896	4	1-4, 8, 13
16 - Director of Finance. Non-Classified. DHR Register # 00958	5	1-3, 7, 10, 24, 32,

## Master Recruitment Source List

\*Note: Idaho Public Television sends job announcements to a wide variety of recruiting sources, and is actively adding new sources as they become known. However, all classified positions with the State of Idaho are required to be announced and hired through the State of Idaho Division of Human Resources recruiting portal per Idaho Code – no matter where the applicant saw the job announcement.

Applicants for non-classified positions apply directly to the agency in care of a named Human Resource staff member.

This explains why the recruitment source number of interviewees referred are funneled into only these two recruitment sources – no matter where the applicant saw the job announcement.

Recruitment Source #	Recruitment Source Information	Number of Interviewees Referred by Recruitment Source Over Reporting Period
1	State of Idaho Division of Human Resources* 700 W State St Boise ID 83720 Chris Eismann <a href="mailto:Chris.eismann@dhr.idaho.gov">Chris.eismann@dhr.idaho.gov</a> 208-854-3065 <a href="mailto:Michelle.Peugh@dhr.idaho.gov">Michelle.Peugh@dhr.idaho.gov</a> 208-854-3073	85 applicants were processed through the State of Idaho employment portal.
2	Idaho Department of Labor 'Idaho Works' website 219 W Main St Boise ID 83702 Jeanette Whitmore <a href="mailto:Jeanette.Whitmore@labor.idaho.gov">Jeanette.Whitmore@labor.idaho.gov</a>	0
3	Idaho Public Television 1455 N Orchard St Boise ID 83706 Tony Howard 208-373-7348 <a href="http://idahoptv.org/about/careers.cfm">http://idahoptv.org/about/careers.cfm</a>	67 candidates for non-classified positions applied directly to Idaho Public Television Human Resources.
4	Boise State University Career Center 1910 University Dr Boise ID 83725 208-426-1747 <a href="mailto:Career@boisestate.edu">Career@boisestate.edu</a>	0
5	TVJobs.com Mark C. Holloway Broadcast Employment Services TVJobs.com <a href="mailto:admin@tvjobs.com">admin@tvjobs.com</a>	0

6	The College of Idaho Albertson College of Idaho Career Services 2112 Cleveland Blvd Caldwell ID 83605 208-459-5011 Job Postings Career Services <a href="mailto:careerservices@collegeofidaho.edu">careerservices@collegeofidaho.edu</a>	0
7	CPB Jobline (website) Corporation for Public Broadcasting 401 Ninth St NW Washington DC 20004 Amy Turman 202-879-9600 <a href="http://www.cpb.org">www.cpb.org</a>	0
8	Idaho State University Career Center Pocatello ID 83209 208-282-2380 <a href="mailto:careers@isu.edu">careers@isu.edu</a>	0
9	College of Western Idaho 5500 E Opportunity Dr Nampa ID 83687 208-562-3000	0
10	Current Magazine/MyPBS.ORG 1612 K Street, NW, Ste 704 Washington DC 20006 877-745-8776 Emily Lowery 205-305-9988 <a href="mailto:clientserv@jobtarget.com">clientserv@jobtarget.com</a>	0
11	National Association of Black Journalists (NABJ) Keanna Davis 1-866-964-2765 x2716 Acct #348565	0
12	Idaho Nonprofit Center 5440 W. Franklin, Ste 202 Boise ID 83705 <a href="http://www.idahononprofits.org/job-board">www.idahononprofits.org/job-board</a> 208-424-2229	0
13	Idaho Public Television Facebook 1455 N Orchard Boise ID 83706 Kevin Rank <a href="http://www.facebook.com/idahoptv.org">www.facebook.com/idahoptv.org</a> 208-373-7220	0
14	ICHA Idaho Commission on Hispanic Affairs 304 N 8 <sup>th</sup> St, Ste 236 Boise ID 83720 Lymaris Blackmon 208-334-3776 <a href="mailto:Lymaris.ortizperez@icha.idaho.gov">Lymaris.ortizperez@icha.idaho.gov</a>	0

15	Public Media Business Association PMBA Sally Burroughs 703-506-2392 <a href="mailto:sburroughs@pmbaonline.org">sburroughs@pmbaonline.org</a>	0
16	Mitchell Technical Institute <a href="http://www.mitchelltech.edu/employer-resources/career">www.mitchelltech.edu/employer-resources/career</a> Contact: Jim Grace 605-995-3065 (Engineering positions)	0
17	Dept. of Labor-Veterans <a href="mailto:william.reed@labor.idaho.gov">william.reed@labor.idaho.gov</a> (Engineering positions)	0
18	Francisco Salinas Director, Student Diversity and Inclusion Boise State University MS 1335, Student Union 1910 University Dr Boise ID 83725-1335 <a href="mailto:franciscosalinas@boisestate.edu">franciscosalinas@boisestate.edu</a> sdi.boisestate.edu Phone: 208-426-1411; Fax: 208-426-1057	0
19	ISBA Idaho State Broadcasters Association Connie Searles 208-345-3072 <a href="mailto:ISBA@Qwestoffice.net">ISBA@Qwestoffice.net</a>	0
20	Treasure Valley NAACP Charles Taylor 208-344-6341	0
21	Lee Hecht Harrison Chip Browndyke 1450 S Eagle Flight Way Ste 125 208-334-6586 Profession level positions	0
22	National Association of Broadcasters <a href="http://www.nab.org">www.nab.org</a> 202-429-5300 Fax: 202-429-4199	0
23	LDS Employment Resources Service 10740 W Fairview Ave Boise ID 83713 208-375-9171 Email: <a href="mailto:wel-ec-boise@ldschurch.org">wel-ec-boise@ldschurch.org</a>	0
24	NETA Maryanne Schuessler <a href="mailto:maryanne@netaonline.org">maryanne@netaonline.org</a>	0
25	SBE (Engineering jobs) <a href="http://WWW.SBE.ORG">WWW.SBE.ORG</a> Scott Jones <a href="mailto:kjones@sbe.org">kjones@sbe.org</a>	0

26	College of Eastern Idaho Lori Killian - Recruitment 1600 25 <sup>th</sup> E Idaho Falls ID 83404 Human Resources 208-535-5422 Fax 208-525-7026 (Engineering positions)	0
27	Bates Technical Institute (Engineering) 2320 S 19 <sup>th</sup> Street Tacoma WA 98405 Roland Robinson 253-680-7754 <a href="mailto:f.robinson@batesctc.edu">f.robinson@batesctc.edu</a>	0
28	University of Idaho 875 Perimeter Dr Moscow ID 83844 208-885-6111 <a href="mailto:info@uidaho.edu">info@uidaho.edu</a>	0
29	Lewis & Clark State College 208-792-2313 <a href="mailto:casws@lcsc.edu">casws@lcsc.edu</a> 500 8 <sup>th</sup> Ave Lewiston ID 83501	0
30	Producers Guild of America <a href="http://www.producersguild.org">www.producersguild.org</a>	0
31	Boise State University Non-Profit Certificate Program <a href="mailto:rebeccamorgan1@boisestate.edu">rebeccamorgan1@boisestate.edu</a>	0
32	AGA Association of Government Accountants <a href="https://www.agacgfm.org/home.aspx">https://www.agacgfm.org/home.aspx</a>	0
<b>Total Interviewed: 41</b>		

## Idaho Public Television FCC EEO Narrative

This report covers the following employment unit:

<u>Call Sign</u>	<u>Facility ID Number</u>	<u>Type of Station</u>	<u>Location</u>	<u>DMA City, State</u>
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The above named stations fall under Idaho Public Television. There are only three stations that are staffed:

**KAID** – Boise, Idaho, the headquarters office of Idaho Public Television with a staff of 59 full-time employees and a 2010 census count for the Boise DMA of 697,535;

**KISU** – Pocatello, Idaho, with a staff of two (2) full-time employees and a 2010 census count for the Idaho Falls DMA of 212,489;

**KUID** – Moscow, Idaho, with a staff of three (3) full-time employees and a 2010 census count for the Spokane DMA of 666,247.

The agencywide human resource management department located in Boise, Idaho, is responsible for implementing EEO policies in the three manned stations that comprise the organization.

For the period of this report, May 22, 2018 – May 21, 2019 there were no pending or resolved discrimination complaints involving the station filed during the station's current license term.

In addition, we have no union agreements, and Idaho Public Television is not a religious broadcaster.

Idaho Public Television is committed to providing equal employment opportunities for all persons by complying and adhering to the non-discrimination policies and practices of the State of Idaho, the State Board of Education to whom our agency reports, and the Corporation for Public Broadcasting EEO requirements for grantees.

As an entity of the State of Idaho, our selection process falls under merit selection principles. State agencies follow policies that assure that all employment related practices and decisions are made without discrimination, harassment, or prejudicial treatment because of race/ethnicity, color, religion, national origin, sex, sexual orientation, age, disability or protected veterans' status. Executive positions are not required to go through this process, but Idaho Public Television's hiring practices for executives reflect these same principles.

Idaho Public Television supports the training of staff and managers in diversity awareness and non-discrimination. These trainings are offered in-house as well as through the Idaho Division of Human Resources and at educational conferences, seminars, and workshops our managers and staff attend.

Idaho Public Television's internship program for college and university students continues to grow. Interns are trained in various areas of broadcasting as a way to enhance future careers in

the industry. Members of the human resource department and Idaho Public Television staff, directors, and managers participate in many other activities, as evidenced in the chart in the recruitment initiatives section below.

**Documentation of Recruitment Initiatives:**

The narrative below describes the scale of outreach initiatives conducted covering this annual report. Since the combined population statistics for the three station locations of this statewide broadcaster employment unit exceed 250,000, Idaho Public Television must provide four initiatives in the two year licensing period. The additional activities recorded in this year’s report add to those activities and exceed the requirement for four outreach initiatives.

Outreach initiatives for the year, May 22, 2018 – May 21, 2019, are recorded in this report.

**RECRUITMENT INITIATIVES**

FCC Menu Category	Brief description of Activity, Including date(s) and Station Staff Involved
<p><b>5</b> Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</p>	<p>(1) College of Idaho Fall, October 2, 2018, Career and Internship Expo.</p> <p>(2) College of Idaho Winter, February 19, 2019, Career and Internship Fair.</p> <p>(3) Video Archiving Intern, Summer 2018: Intern from University of Idaho School of Journalism &amp; Mass Media. Worked about 10 hours per week.</p> <p>Modules included instruction in video content management; information search and retrieval; inputting metadata, transferring digital video into archival system; quality checking video material; adding descriptive metadata to transferred digital information; retrieving analog videotape from archives; adjusting hardware and software for digitizing analog videotape.</p>
<p><b>7</b> Participation in Scholarship Programs designed to assist students interested in pursuing a career in broadcasting</p>	<p>Advertise J.A. Schlaefle Memorial Scholarship.</p> <p>This is a yearly scholarship established in memory of Jack Schlaefle, the first general manager of Idaho Public Television, for post-secondary level students. Selection of the scholarship winner is conducted each year by Jack Schlaefle’s widow and the general manager of Idaho Public Television.</p>
<p><b>8/9</b> Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>Continued SMART goals to performance evaluation requirements.</p> <p>Each full-time employee and his or her supervisor are expected to identify 1-3 goals that would improve current job performance and/or career advancement. Goals achieved by staff members in this period included:</p> <p>Be mentored by co-worker: 6; Mentor a co-worker: 2 Be trained in a specific software or editing program: 6</p>

	<p>Research new types of equipment to replace aging software: 1  Attend MOOC class on Ed-X: 1  Gain expert knowledge on master control switchers: 3  Linda training: 2  Create new topical promos: 1  Make shows outside studio/new technologies 360 degree camera: 1  Develop a training Manual with Process/Procedures: 4  Journalism classes: 1  Expand social media communication with viewers: 2  Drone Training &amp; Certification: 2  Learn new equipment: 5  Certification (internal Career Ladder Achievements): 4  Produce content outline for new local program: 2  Study for professional certification exam: 1  College Classes: 4  Public Speaking Skills: 1  Enhance internship program: 1  Attend PBS meeting: 5  State Class: 3  Community Outreach: 6  Work with other state agencies: 2  Develop realistic but forward thinking logic model for American Graduate grant: 1  Participate in Public Media Agencies in leadership capacity: 3  Complete agency administrator duties for cyber training; Sexual Harassment Prevention Training initiatives: 1  Refresh and improve onboarding materials: 1  Attend State of Idaho and other HR training opportunities as offered: 2</p>
<p><b>14</b>  Provision of training to management level personnel as to methods of ensuring equal opportunity and preventing discrimination.</p>	<p>Annual on-going initiatives:</p> <p>(1) The merit system used by the State of Idaho ensures that all applicants for state positions are evaluated in a fair manner. HR staff (Susannah Arnim &amp; Tony Howard) develop job based behavioral questions tied to position requirements, and contact and train panel members.</p> <p>(2) The HR staff (Susannah Arnim &amp; Tony Howard) are national members of the Society for Human Resource Management (SHRM) which provides webinars on pertinent topics to improve HR practice. Arnim is a certified HR professional who must recertify her professional credentials every three years. In addition, the staff attends quarterly training from the Idaho Division of Human Resources. Each session provides HR practical training, and includes presentations on HR law.</p> <p>(3) Complete agency administrator duties for cyber training and Sexual Harassment Prevention Training initiatives.</p> <p>(4) Parsons Behle &amp; Latimore. Idaho Employment Law Seminar in October 2019. This was attended by Susannah Arnim, HR Specialist and Tony Howard, HR Associate.</p>

<p><b>16</b> Participation in other activities designed by the station reasonably calculated to further the goal of disseminating as to employment opportunities in broadcasting to job candidates that might otherwise be unaware of such opportunities.</p>	<p>Ongoing each year: (1) University of Idaho School of Journalism and Mass Media (JAMM) Activities include:</p> <p>JAMM enjoys a close professional association with University of Idaho graduates and supporters through their advisory board. Advisory board members contribute their knowledge, vision and experience to enable JAMM to meet and exceed their goals and to help chart a successful course for the future.</p> <p>Part-time employment and internship opportunities for college students at Idaho Public Television range from television and web production to education and outreach activities.</p> <p>JAMM utilizes Idaho Public Television's facilities and staff throughout the year to teach their students and classes the principles of media production and technical aspects.</p> <p>(2) Leadership Boise Academy</p> <p>Formed in 1984 by the Boise Metro Chamber of Commerce to educate a diverse group of area high school students, provides an opportunity for students to gain a better understanding of the current issues, resources and opportunities available in the Boise area community. During their time at Idaho Public Television, they had an opportunity for hands on simulations and also heard about opportunities for employment. Several directors and lead staff make these presentations during the visit. They are General Manager, Ron Pisaneschi; Development Director, Jenifer Johnson; Content Director, Jeff Tucker; Producer/Director, Sauni Symonds; Writer/Reporter/Producer, Marcia Franklin; Production Manager, Aaron Kunz; Producer/Director, Al Hagenlock; Director/Videographer, Jay Krajic; Director/Videographer, Pat Metzler; and Director/Videographer, Troy Shreve.</p> <p>(3) Community Organizations</p> <p>Participation in the activities sponsored by the following community groups active in broadcast employment issues:</p> <p>Idaho State Broadcasters Association (ISBA)</p> <p>Activities include: Maintains website for employment activities: <a href="http://www.idahobroadcasters.org/employment.aspx">http://www.idahobroadcasters.org/employment.aspx</a> Each year ISBA funds at least two \$1,000 general scholarships and the Wayne C. Cornils Memorial Scholarship for less advantaged students. Applications are encouraged from students attending Idaho schools and preparing for a career in broadcasting. Such careers could include: business administration, sales, journalism, and engineering. <a href="http://www.idahobroadcasters.org/scholarships.aspx">http://www.idahobroadcasters.org/scholarships.aspx</a></p>
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	<p>Society of Broadcast Engineers (SBE)</p> <p>Activities include: Involvement with SBE in which all interested parties are invited and encouraged to attend educational seminars.</p> <p>Idaho Press Club</p> <p>Idaho Public Television’s production staff has been actively involved on the board of directors of the Idaho Press Club, including serving as regional and state chapter officers, hosting IPC meetings at the station, providing speakers for IPC “Headliner” luncheons, and leading teams that select IPC scholarship winners for college students and mid-career professionals.</p> <p>National Academy of Television Arts and Sciences, Northwest Chapter</p> <p>An Idaho Public Television production employee has been actively involved on the Governor’s board of the NATAS-NW chapter, including serving as President of the chapter. This board oversees the selection of the Emmy awards, distribution of college scholarships and mentoring efforts.</p>
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**Idaho Public Television’s Process to Analyze Its EEO Recruitment Program**

Idaho Public Television’s efforts to analyze its EEO recruitment program to ensure that it is effective in addressing any deficiencies include:

- Adding to our recruiting sources in an effort to provide the broadest outreach to possible candidate pools. We had a heavy recruiting schedule in this period. We opened relationships with several new sources and saw greater job interest in-state, out of state, and internationally.
- Benchmarking our staff composition against statistics available on Idaho demographics.
- Building a diversified talent pipeline through our college internships and job fair opportunities.
- Working with local refugee employment agencies and the Idaho Department of Labor to provide upgraded skills.
- Hiring lists for each position are generated outside of the agency using the State’s merit system process and review of all initial qualification of candidate submissions are made by an outside subject matter expert using a template provided by the Division of Human Resources for each position.
- Our interview processes are based in using a set of job-related, behavioral interview questions that are posed to all qualified candidates. In addition, all interviews are group interviews consisting of a panel of managers and staff. A representative from Human Resources is present in each interview to ensure that a compliant interview is conducted.

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Name of Respondent: Susannah Arnim, HR Specialist

Signed By:

A handwritten signature in black ink, appearing to read "Ron Pisaneschi". The signature is fluid and cursive, with a prominent initial "R" and a final flourish.

Ron Pisaneschi  
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