

**EEO PUBLIC FILE REPORT**

**FOR**

**KSUI FM**

**WSUI AM**

**EEO PUBLIC FILE REPORT  
FOR  
KSUI FM, WSUI AM  
Licensed to: The University of Iowa, Iowa City, Iowa  
October 1, 2010 – September 30, 2011**

This report below lists all full-time vacancies filled during the reporting period.

**Mailing Address:**  
  
710 S. Clinton St.  
University of Iowa  
Iowa City, IA 52242

**Telephone Number: 515-725-1700**  
**Contact Person: Mary Grace Herrington**  
**E-mail Address: mgherrington@iowapublicradio.org**

<u>Job Title</u>	<u>Total Interviewed</u>	<u>Interviewees Source of Referral</u>	<u>Selected Hire Source of Referral</u>	<u>Recruitment Sources Utilized, From Attachment A</u>
Iowa City Site Administrator	5	IPR On-air announcement (3), Iowa Public Radio website (1), Did Not Respond (1)	IPR On-air announcement	1 – 6

**KSUI FM, WSUI AM  
EEO Public File Report  
Attachment "A"**

1. Iowa Public Radio On-Air Announcements  
2022 Communications Bldg.  
Ames, IA 50011  
515-294-8518  
Contact: Renee Albright

**Total interviewees for reporting period: 3**

3. Current Employee Referrals  
E-mail to all staff announcing the open  
position and encouraging them to recruit

**Total interviewees for reporting period: 0**

5. Dual Career Network  
616 Jefferson Building  
Iowa City, IA 52242  
319-335-3524  
Contact: Heidi McLaughlin

**Total interviewees for reporting period: 0**

**Total Interviewees for reporting period: 5.**

2. Iowa Public Radio Website  
2111 Grand Avenue  
Suite 100  
Des Moines, IA 50312  
515-725-1707  
Contact: Matt Sieren  
[www.iowapublicradio.org](http://www.iowapublicradio.org)

**Total interviewees for reporting period: 1**

4. Cedar Rapids Gazette  
500 3<sup>rd</sup> Ave. SE  
Cedar Rapids, IA 52401  
319-398-8354  
Contact: Greg Schafer

**Total interviewees for reporting period: 0**

6. The Daily Iowan  
E131 Adler Journalism Building  
Iowa City, IA 52242  
319-335-6063  
Contact: Juli Krause

**Total interviewees for reporting period: 0**

**KSUI FM, WSUI AM  
EEO Public File Report  
Attachment "B"**

KSUI/WSUI has engaged in the following outreach activities as covered during the term of this report:

<b>Type of Activity</b>	<b>Description</b>
<p style="text-align: center;">(i) Job Fair Participation –</p> <p>In two years' time: Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions</p>	<p>KSUI/WSUI participated in the February 21, 2011 and September 19, 2011 University of Northern Iowa career fairs, presenting professional opportunities in public radio and raising general awareness of the organization among young professionals.</p>
<p style="text-align: center;">(ii) Job Fair Hosting –</p> <p style="text-align: center;">Hosting of at least one job fair</p>	<p>KSUI/WSUI participated in the February 23, 2011 and September 22, 2011 University of Iowa career fairs, presenting professional opportunities in public radio and raising general awareness of the organization among young professionals.</p>
<p style="text-align: center;">(iv) Participation in community group events –</p> <p>In two years' time: Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities</p>	<p>On March 21 and April 7, 2011 News Director Jonathan Ahl and Talk Show Producer Alex Heuer served as guest lecturers for a University of Iowa Journalism class. Both discussed reporting techniques and the skills necessary for a broadcast career.</p> <p>On March 22, 2011 Executive Producer of Talk Shows Jeff Schmidt gave a tour of the Iowa City studios to a class of 20<sup>5th</sup> grade students, describing how a local show is broadcast live and speaking about the skills necessary for a broadcast career.</p> <p>On March 24, 2011 KSUI/WSUI participated in a symposium presented at Western Illinois University, which was sponsored by the College of Liberal Arts and Sciences. Talk Show Producer Alex Heuer shared non-history career opportunities for history majors.</p> <p>On June 21, 2011 KSUI/WSUI participated in an Iowa City Chamber of Commerce media panel. News reporter Kate Wells, a panelist for the event, discussed the skills necessary for a small business to successfully pitch story ideas to media outlets.</p>

<p>(v) Internship Program –</p> <p>In two years' time: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment</p>	<p>KSUI/WSUI continued its internship program, offering opportunities in talk show production and underwriting sales.</p> <p>To highlight an internship from this past year, in the talk show department KSUI/WSUI offered a student the opportunity to research possible talk shows, research the background of and call on prospective guests, storyboard and prepare main components of shows, and monitor callers during live shows. Upon this intern's graduation in December 2010 they received an internship with American Public Media's <i>Marketplace</i> in California.</p> <p>Additionally, on January 20, 2011, a talk show student assistant participated in a training webinar titled "Investigative and Enterprise Reporting," learning skills in news reporting. This intern later pitched, researched, produced, and recorded a story broadcast as part of the local segment of the morning and afternoon news magazines, <i>Morning Edition</i> and <i>All Things Considered</i>.</p> <p>In the past year 12 students participated in the internship program.</p>
<p>(viii) Employee Training –</p> <p>In two years' time: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions</p>	<p>KSUI/WSUI continues to provide professional growth training opportunities for station personnel. Past training opportunities included:</p> <ul style="list-style-type: none"> <li>• October 14, 2010: Talk Show Producers Katherine Perkins and Alex Heuer, Executive Producer of Talk Shows Jeff Schmidt, and Talk Show Host Charity Nebbe participated in a Public Radio News Directors Incorporated (PRNDI) training webinar titled "Social Networking for Journalists," learning how to build story ideas and sources through social networking.</li> <li>• November 11, 2010: Talk Show Producer Alex Heuer participated in a PRNDI training webinar titled "The Story in Pictures," learning best practices around taking photos, shooting video, and other aspects of multimedia storytelling.</li> <li>• January 20, 2011: News Reporter Kate Wells, Talk Show Producer Alex Heuer, and Talk Show Host Ben Kieffer participated in a PRNDI training webinar titled "Investigative and Enterprise Reporting," learning skills in news reporting.</li> <li>• March 31, 2011: Talk Show Producer Alex Heuer participated in a PRNDI training webinar titled "Lead Writing 101," learning about how to write attention-grabbing leads when reporting or presenting news issues.</li> </ul>