

**EEO PUBLIC FILE REPORT**

**FOR**

**THE WOI RADIO GROUP**

**WOI-AM**

**WOI-FM**

**EEO PUBLIC FILE REPORT  
FOR  
The WOI Radio Group  
Stations WOI-AM and WOI-FM,  
Licensed to: Iowa State University, Ames, Iowa  
October 1, 2010 – September 30, 2011**

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

All full-time positions are listed on the Iowa State University website: [www.iastatejobs.com/](http://www.iastatejobs.com/) as well as the two other state universities, the University of Northern Iowa and the University of Iowa. In addition, notices of full-time job openings are posted on the Iowa Public Radio website: [www.iowapublicradio.org/careers.php/](http://www.iowapublicradio.org/careers.php/).

**Mailing Address:**  
  
2022 Communications Building  
Iowa State University  
Ames, IA 50011

**Telephone Number: 515-725-1700**  
**Contact Person: Mary Grace Herrington**  
**E-mail Address: [mgherrington@iowapublicradio.org](mailto: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>
Development Analyst	2	Iowa Public Radio On Air Announcement (1), Iowa Public Radio website (1)	Iowa Public Radio website	1 – 3, 7, 10, 34, 35, 37
Accounting Manager	5	Iowa Public Radio On Air Announcement (2), Iowa Public Radio website (1), Drake Graduate School (1), Greater Des Moines Partnership (1)	Iowa Public Radio On Air Announcement	1 – 3, 5, 7, 8, 10, 13, 14, 17, 19, 21
Radio Broadcast Engineer	5	Iowa Public Radio website (3), Society of Broadcast Engineers (1), Corporation for Public Broadcasting Website (1)	Iowa Public Radio website	2, 3, 5, 7 – 9, 14, 17, 29, 32

Executive Administrative Assistant	11	Iowa Public Radio On Air Announcement (1), Iowa Public Radio website (1), Corporation for Public Broadcasting Website (2), International Association of Administrative Professionals (1), American Institute of Business (AIB) (1), National Association of Paralegals (1), Greater Des Moines Partnership (1), Other (3)	Other – indeed.com (unsolicited job site)	1 – 3, 5, 7, 8, 13, 16, 19, 20, 22 – 25, 27
Sales Manager	8	Iowa Public Radio On Air Announcement (3), Friend/Colleague referral (2), CareerBuilder.com (2), Corporation for Public Broadcasting (1)	Iowa Public Radio On Air Announcement	1 – 7, 10 – 14, 17 – 19, 27 – 29, 32 – 36, 38, 39
Broadcast Operations Specialist (2)	9	Iowa Public Radio website (4), Iowa Public Radio staff (2), Corporation for Public Broadcasting (3)	Iowa Public Radio website; Corporation for Public Broadcasting	1 – 3, 5, 7, 9 – 12, 14, 15, 17, 19, 26 – 33

**The WOI Radio Group  
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Attachment "A"**

Recruitment Sources used for Full-Time Job Openings:

- |  |   |
|--|---|
| <p>1. Iowa Public Radio On-Air Announcements<br/>2022 Communications Bldg.<br/>Ames, IA 50011<br/>515-294-8518<br/>Contact: Renee Albright</p> <p><b>Total interviewees for reporting period: 7</b></p>  | <p>2. Iowa Public Radio Website<br/>2111 Grand Avenue<br/>Suite 100<br/>Des Moines, IA 50312<br/>515-725-1707<br/>Contact: Matt Sieren<br/><a href="http://www.iowapublicradio.org">www.iowapublicradio.org</a></p> <p><b>Total interviewees for reporting period: 10</b></p> |
| <p>3. Current Employee Referrals<br/>E-mail to all staff announcing the open position and encouraging them to recruit</p> <p><b>Total interviewees for reporting period: 4</b></p>   | <p>4. Des Moines Register<br/>715 Locust<br/>Des Moines, IA 50309<br/>515-284-8486<br/>Contact: Sarah Holst</p> <p><b>Total interviewees for reporting period: 0</b></p>  |
| <p>5. Dual Career Network<br/>616 Jefferson Building<br/>Iowa City, IA 52242<br/>319-335-3524<br/>Contact: Heidi McLaughlin</p> <p><b>Total interviewees for reporting period: 0</b></p>   | <p>6. CareerBuilder.com<br/>Des Moines Register<br/>715 Locust<br/>Des Moines, IA 50309<br/>515-284-8486<br/>Contact: Sarah Holst</p> <p><b>Total interviewees for reporting period: 2</b></p>  |
| <p>7. Corporation for Public Broadcasting Website<br/><a href="http://www.cpb.org/jobline/">http://www.cpb.org/jobline/</a><br/>401 Ninth Street, NW<br/>Washington, DC 20004-2129<br/>202-879-9600</p> <p><b>Total interviewees for reporting period: 7</b></p> | <p>8. Iowa Broadcaster's Association<br/>PO Box 71186<br/>Des Moines, IA 50325<br/>515-224-7237<br/><a href="http://www.iowabroadcasters.com">www.iowabroadcasters.com</a></p> <p><b>Total Interviewees for reporting period: 0</b></p>                                       |
| <p>9. Society of Broadcast Engineers<br/>9102 North Meridian Street<br/>Suite 150<br/>Indianapolis, IN 46260<br/>317-846-9000<br/><a href="http://www.sbe.org">www.sbe.org</a></p> <p><b>Total interviewees for reporting period: 1</b></p>                      | <p>10. Drake University<br/>2507 University Avenue<br/>Des Moines, IA 50311-4505<br/>515-271-2011<br/><a href="http://www.drake.edu">www.drake.edu</a></p> <p><b>Total interviewees for reporting period: 1</b></p>   |

11. Grand View University  
1200 Grandview Avenue  
Des Moines, IA 50316-1529  
515-263-2800  
[www.gvc.edu](http://www.gvc.edu)  
**Total interviewees for reporting period: 0**
12. Central College  
812 University Street  
Pella, IA 50219-1999  
877-462-3687  
[www.central.edu](http://www.central.edu)  
**Total interviewees for reporting period: 0**
13. AIB College of Business  
2500 Fleur Drive  
Des Moines, IA 50321-1749  
515-244-4221  
[www.aib.edu](http://www.aib.edu)  
**Total interviewees for reporting period: 1**
14. Twitter Online Posting  
[www.twitter.com](http://www.twitter.com)  
Contact: Jonathan Ahl  
**Total interviewees for reporting period: 0**
15. Public Radio Program Directors (PRPD)  
38 Milford Street  
Hamilton, NY 13346  
[www.prpd.org](http://www.prpd.org)  
**Total interviewees for reporting period: 0**
16. Cyclone Chapter of the Society for Human Resource Professionals  
<http://cyclone.shrm.org/>  
Contact: Tabitha Zesch  
**Total interviewees for reporting period: 0**
17. Facebook Online Posting  
[www.facebook.com](http://www.facebook.com)  
Contact: Jonathan Ahl  
**Total interviewees for reporting period: 0**
18. Des Moines Area Community College  
2006 S. Ankeny Blvd.  
Ankeny, IA 50023-8995  
515-964-6200  
<http://www.dmacc.edu/>  
**Total interviewees for reporting period: 0**
19. Greater Des Moines Partnership  
700 Locust Street #100  
Des Moines, IA 50309  
515-286-4950  
Contact: Mary Bontrager  
[www.desmoinesmetro.com](http://www.desmoinesmetro.com)  
**Total interviewees for reporting period: 2**
20. Iowa Association of Legal Assistants  
<http://www.ialanet.org/>  
Contact: Susan Morrow  
**Total interviewees for reporting period: 0**
21. Public Broadcasting Management Association  
939 S. Stadium Road  
Columbia, SC 29201  
803-799-5517  
[www.pbma.org](http://www.pbma.org)  
**Total interviewees for reporting period: 0**
22. National Federation of Paralegal Associations  
<http://www.paralegals.org/>  
Contact: Sue Bires  
**Total interviewees for reporting period: 1**
23. Association of Executive and Administrative Professionals  
<http://www.theaeap.com/>  
**Total interviewees for reporting period: 0**
24. Sales and Marketing Executives International  
<http://www.smei.org/>  
**Total interviewees for reporting period: 0**

25. International Association of Administrative Professionals  
<http://www.iaap-hq.org/>

**Total interviewees for reporting period: 1**

27. University of Wisconsin Platteville  
Tower 610  
1 University Plaza  
Platteville, WI 53818  
608-342-1627  
<http://www.uwplatt.edu/>

Contact: Becky Troy  
**Total interviewees for reporting period: 0**

29. Kirkwood Community College  
6301 Kirkwood Blvd. SW  
Cedar Rapids, IA 52404  
319-398-5411  
<http://www.kirkwood.edu/>

**Total interviewees for reporting period: 0**

31. Dubnet list serve  
Contact: Eric Jordan

**Total interviewees for reporting period: 0**

33. Traffic Directors Guild of America  
<http://www.tdga.org/>

**Total interviewees for reporting period: 0**

35. PRADO Listserv  
[www.pradoweb.org/](http://www.pradoweb.org/)  
515-294-8603  
Contact: Wendy Ridout

**Total Interviewees for reporting period: 0**

37. The Chronicle of Philanthropy  
1255 Twenty-Third St, NW  
Washington, DC 20037  
202-466-1230  
<http://philanthropy.com/>

**Total Interviewees for reporting period: 0**

26. Current Magazine  
6930 Carroll Ave., Suite 350  
Takoma Park, MD 20912  
301-270-7240, ext. 36  
Contact: Ron Woods

**Total interviewees for reporting period: 0**

28. Grinnell College  
PO Box 805  
Grinnell, IA 50112  
641-269-4000  
<http://www.grinnell.edu/>

**Total interviewees for reporting period: 0**

30. PubTech list serve  
Contact: Steve Schoon

**Total interviewees for reporting period: 0**

32. Tvandradiojobs.com  
<http://tvandradiojobs.com/cgi-bin/classifieds/classifieds.cgi>

**Total interviewees for reporting period: 0**

34. Development Exchange International (DEI)  
401 North 3<sup>rd</sup> Street  
Minneapolis, MN 55401  
<http://www.deiworksite.org/>

**Total Interviewees for reporting period: 0**

36. Advertising Federation of Minnesota  
1000 Westgate Drive  
Suite 252  
St. Paul, MN 55114  
651-290-7489  
<http://adfed.org/>

**Total Interviewees for reporting period: 0**

38. Young Professional's Connection: Des Moines Chapter  
<http://www.ypcdsm.com/>  
Contact: Lacy Brunnette

**Total Interviewees for reporting period: 0**

39. Craig's List

[www.craigslist.org/](http://www.craigslist.org/)

**Total Interviewees for reporting period: 0**

40.

Other/Non-IPR recruitment sources

**Total Interviewees for reporting period: 3**

**Total Interviewees for reporting period: 40.**

**The WOI Radio Group  
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Attachment "B"**

The WOI Radio Group has engaged in the following outreach activities as covered during the term of this report:

Type of Activity	Description
<p>(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>WOI 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>WOI 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>(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 October 9, 2010, News Reporter Joyce Russell served as a media panelist for the ACLU of Iowa's 75<sup>th</sup> anniversary event. During the event, Russell provided information around new collaborations between online news organizations and public radio.</p> <p>On October 14, 2010, News Reporter Rick Fredericksen served as a guest lecturer, speaking to a Drake University journalism class, presenting information around special reports heard on air, and then playing audio stories for the class to listen to and critique.</p> <p>On November 10, 2010, Administrative Services Manager Matt Sieren participated as a presenting non-profit at a Young Professionals Connection Non-Profit Forum. Participants at the event had the opportunity to speak with Sieren around the organization and public radio's value to the community.</p> <p>On January 31, 2011, News Reporter Rick Fredericksen served as a guest lecturer, speaking to a Drake University multi-media communications class. Fredericksen discussed how radio is different than print and how sound is used in stories.</p>



<p>(iv) Participation in community group events (Continued) –</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 February 14, 2011, News Reporter Kathleen Masterson served as a guest lecturer, speaking to a science communication class at Iowa State University’s journalism school. Masterson discussed various strategies for covering science using radio and multimedia and how to effectively communicate in those different mediums.</p> <p>On February 22, 2011, News Reporter Kathleen Masterson gave a tour of the Ames studios to the Bear Scouts of Ames, describing how a local show is broadcast live and speaking about the skills necessary for a broadcast career.</p> <p>On April 15, 2011, News Director Jonathan Ahl served as the keynote speaker at the Midwest Political Science Undergraduate Research Conference, held at Coe College in Cedar Rapids. His keynote presentation topic was “The Role of Public Radio in Political Discourse.”</p> <p>On May 27, 2011, News Reporter Rick Fredericksen gave a presentation to the Phoenix Club in West Des Moines. Fredericksen shared information about public radio, including what stories might sound like when played on air.</p> <p>On June 2, 2011, News Reporter Jeneane Beck served as a guest lecturer, speaking to a Public Budgeting and Finance class at Drake University. Beck discussed reporting on Iowa’s budget and budget process and the information necessary to do this properly.</p> <p>On June 23, 2011, News Reporter Rob Dillard gave a presentation to the Wesley Acres retirement community, discussing his work on the “Being a Military Veteran in Iowa” series.</p> <p>On June 29, 2011, News Reporter John Pemble gave a tour of the Des Moines office to international students studying in the United States. During the tour, Pemble discussed how a show is produced and spoke about career opportunities in public broadcasting.</p> <p>On July 27, 2011, News Reporter Kathleen Masterson gave a presentation to participants in the AgCulture program, a program run by Urban Dreams that works with minority teens in order to build their interest in food production. Masterson discussed writing and storytelling skills, offering a critique period following a writing workshop with the program.</p>
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<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>WOI continued its internship program, offering opportunities in the following departments: traffic, operations, communications, and membership.</p> <p>To highlight two internships this past year, in the communications department WOI offered a student the opportunity to create advertising copy and designs, work with community organizations to post and update a local events calendar, and maintain page presentation for certain portions of the website. In the operations department, student interns assisted in the implementation of a new automation system, supporting ongoing operating activities and reports preparation for programming distribution. These internships provided the students with a broad base of experience and more developed professional skills for future employment in public radio and the broadcasting industry.</p> <p>In the past year 29 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>WOI 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: News Reporter John Pemble 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>• October 13 – 17, 2010: <i>Morning Edition</i> Host Sarah McCammon participated in the Society of Environmental Journalists conference at the University of Montana-Missoula. During the conference, she learned about environmental issues as well as reporting efforts around environment changes.</li> <li>• November 11, 2010: News Reporter John Pemble 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 Reporters Joyce Russell, Kathleen Masterson, and Sarah McCammon participated in a PRNDI training webinar titled “Investigative and Enterprise Reporting,” learning skills in news reporting.</li> <li>• January 31, 2011: News Reporter John Pemble participated in a PRNDI training webinar titled “SAFER Project,” learning how to better prepare to cover the news of disasters.</li> </ul>

(viii) Employee Training (continued) –

- March 31, 2011: News Reporters John Pemble and Kathleen Masterson participated in a PRNDI training webinar titled “Best Practices for Writing Radio Leads,” learning about how to write attention-grabbing leads when reporting or presenting news issues.
- March 23, 2011: Administrative Services Manager Matt Sieren participated in a Manpower webinar titled “Health Care Reform – What Does it Mean and Where is it Headed?,” where he learned about the implementation and impacts of the health care reform act.
- April 19, 2011: Administrative Services Manager Matt Sieren participated in a Manpower webinar titled “Talent – The New ‘It,’” where he learned about new means of recruiting and retaining employees.
- May 26, 2011: News Reporter Kathleen Masterson participated in a Poynter Institute webinar, where she learned how to create stronger, more dynamic stories about rising food costs.