

**EEO PUBLIC FILE REPORT**

**FOR**

**THE WOI RADIO GROUP**

**WOI-AM**

**WOI-FM**

**EEO PUBLIC FILE REPORT  
FOR  
WOI-AM and WOI-FM  
Licensed to: Iowa State University, Ames, Iowa  
October 1, 2011 – September 30, 2012**

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>                              |
|-------------------------------------|--------------------------|---|---|---|
| Des Moines Reporter                 | 4                        | Iowa Public Radio website (1), Current employee referral (1), Corporation for Public Broadcasting (1), Friend referral (1)  | Friend referral (1)                                 | 2, 3, 14, 19, 23, 26, 27, 33 – 35, 49, 55, 56                                       |
| Senior Account Executive (2)        | 4                        | Iowa Public Radio On Air Announcement (1), Iowa Public Radio website (1), Friend Referral (2)   | Friend Referral (2)                                 | 1 – 7, 11, 14 – 16, 18 – 20, 22, 23, 25 – 30, 33 – 37, 40, 44, 46, 49 – 51, 53 – 56 |
| Correspondent                       | 5                        | Current employee referral (3), Did not respond (2)  | Current employee referral                           | 2, 3, 11, 13, 14, 19, 22, 23, 27 – 31, 33 – 35, 38, 39, 41, 44, 49, 50, 53 – 57     |
| Broadcast Operations Specialist (2) | 7                        | Iowa Public Radio website (2), Corporation for Public Broadcasting (1), Tvandradijobs.com (1), Iowa College Recruiting Network (1), Indeed.com (1), Friend referral (1) | Iowa College Recruiting Network (1), Indeed.com (1) | 1 – 3, 5, 11, 14 – 17, 22 – 24, 27 – 30, 32 – 37, 42 – 47, 49 – 56, 58              |

|                     |   |   |                           |  |
|---------------------|---|---|---------------------------|--|
| Development Manager | 8 | Association for Fundraising Professionals Central Iowa Chapter (2), Community Foundation of Greater Des Moines (3), Corporation for Public Broadcasting (1), Current employee referral (1), Friend referral (1) | Current employee referral | 1 – 3, 5, 8 – 11, 13 – 17, 20, 22, 23, 27 – 30, 33 – 37, 40, 44, 49 – 56, 58 |
| Ames Reporter       | 6 | Corporation for Public Broadcasting (3), Twitter (1), Friend referral (1), Did not respond (1)  | Friend referral           | 1 – 3, 11 – 16, 22, 23, 25 – 31, 33 – 39, 41, 42, 44, 47 – 58                |

**WOI-AM and WOI-FM  
EEO Public File Report  
Attachment "A"**

Recruitment Sources used for Full-Time Job Openings:

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

**Total interviewees for reporting period: 1**

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

**Total interviewees for reporting period: 5**

5. 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: 0**

7. American Marketing Association of Iowa  
<http://www.amaiowa.com/default.asp>  
Contact: April Schmaltz

**Total interviewees for reporting period: 0**

9. Association of Fundraising Professionals,  
Eastern Iowa Chapter  
<http://afpeasterniowachapter.org/>  
Contact: Michele Brock

**Total interviewees for reporting period: 0**

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: 4**

4. 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**

6. American Advertising Federation of Des Moines  
PO Box 133  
Des Moines, IA 50301  
[www.aafdsm.com/](http://www.aafdsm.com/)

**Total interviewees for reporting period: 0**

8. Association of Fundraising Professionals,  
Central Iowa Chapter  
2643 Beaver #338  
Des Moines, IA 50310  
515-633-0341  
Contact: Karen Loihl

**Total interviewees for reporting period: 2**

10. Association of Fundraising Professionals,  
Northeast Iowa Chapter  
1922 5th Avenue N.W.  
Waverly, IA 50677  
Contact: Barb Bridges  
<http://www.afpnea.org/>

**Total interviewees for reporting period: 0**

11. 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**
12. Columbia School Graduate School of Journalism  
2950 Broadway (at 116th Street)  
New York, NY 10027  
212-854-2980  
<https://journalism-columbia-csm.symplicity.com/employers/>
- Total interviewees for reporting period: 0**
13. Community Foundation of Greater Des Moines:  
Monthly e-newsletter  
1915 Grand Avenue  
Des Moines, IA 50309  
515-883-2626  
Contact: Jessica Brown  
<http://www.desmoinesfoundation.org/>
- Total interviewees for reporting period: 3**
14. Corporation for Public Broadcasting Website  
<http://www.cpb.org/jobline/>  
401 Ninth Street, NW  
Washington, DC 20004-2129  
202-879-9600
- Total interviewees for reporting period: 6**
15. Craig's List  
[www.craigslist.org/](http://www.craigslist.org/)
- Total interviewees for reporting period: 0**
16. Creighton University  
2500 California Plaza  
Omaha, NE 68178  
402-280-2722  
Contact: Linda Dunn  
<http://www.creighton.edu/careercenter/>
- Total interviewees for reporting period: 0**
17. 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**
18. Cyclone Chapter of the Society for Human  
Resource Professionals  
<http://cyclone.shrm.org/>  
Contact: Tabitha Zesch
- Total interviewees for reporting period: 0**
19. Des Moines Register  
715 Locust  
Des Moines, IA 50309  
515-284-8486  
Contact: Sarah Holst
- Total interviewees for reporting period: 0**
20. Development Exchange International (DEI)  
401 North 3<sup>rd</sup> Street  
Minneapolis, MN 55401  
<http://www.deiworksite.org/>
- Total interviewees for reporting period: 0**
21. Did Not Respond
- Total interviewees for reporting period: 3**
22. Drake University  
2507 University Avenue  
Des Moines, IA 50311-4505  
515-271-2011  
[www.drake.edu](http://www.drake.edu)
- Total interviewees for reporting period: 0**

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

**Total interviewees for reporting period: 0**

25. Facebook Online Posting  
[www.facebook.com](http://www.facebook.com)  
Contact: Jonathan Ahl

**Total interviewees for reporting period: 0**

27. Filipino-American Association of Iowa  
Contact: Alma Reed  
<http://www.filamofiowa.com/index.php>

**Total interviewees for reporting period: 0**

29. 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: 0**

31. Illinois News Broadcasters Association  
#1 University Circle  
Macomb, IL 61455  
Contact: Bob Roberts  
<http://www.inba.net/>

**Total interviewees for reporting period: 0**

33. Iowa College Recruiting Network  
10 Merrill Park Circle, Suite B  
Grinnell, IA 50012  
515-867-6890  
Contact: Valorie Larsson  
<http://recruitiowagrads.com/>

**Total interviewees for reporting period: 1**

24. Dubnet list serve  
Contact: Eric Jordan

**Total interviewees for reporting period: 0**

26. Friend referrals  
NOTE: Non-IPR recruiting source. Applicants were referred to available positions through friends that heard of the opportunity.

**Total interviewees for reporting period: 6**

28. 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**

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

**Total interviewees for reporting period: 0**

32. Indeed.com  
NOTE: Non-IPR recruiting source. Company collects available jobs and posts on their site.

**Total interviewees for reporting period: 1**

34. Iowa State University Career Services  
1320 Gerdin Business Building  
Ames, IA 50011  
<https://ecms.eng.iastate.edu/employers/>

**Total interviewees for reporting period: 0**

35. Kirkwood Community College  
6301 Kirkwood Blvd. SW  
Cedar Rapids, IA 52404  
319-398-5411  
<http://www.kirkwood.edu/>  
**Total interviewees for reporting period: 0**

37. Michigan State University  
Career Services Network  
113 Student Services Building  
East Lansing, MI 48824-1113  
517-355-9510  
<http://msu-csm.symplicity.com/employers>  
**Total interviewees for reporting period: 0**

39. Pacific Islanders in Communications  
1221 Kapiolani Blvd. Suite 6A-4  
Honolulu, HI 96814  
800-591-0059  
Contact: Ruth Bolan  
<http://www.piccom.org/>  
**Total interviewees for reporting period: 0**

41. Public Radio News Directors Inc. (PRNDI)  
Facebook Online Posting  
[www.facebook.com](http://www.facebook.com)  
Contact: Jonathan Ahl  
**Total interviewees for reporting period: 0**

43. PubTech list serve  
Contact: Steve Schoon  
  
**Total interviewees for reporting period: 0**

45. Society of Broadcast Engineers  
9102 North Meridian Street  
Suite 150  
Indianapolis, IN 46260  
317-846-9000  
[www.sbe.org](http://www.sbe.org)  
**Total interviewees for reporting period: 0**

47. Tvandradijobs.com  
<http://tvandradijobs.com/cgi-bin/classifieds/classifieds.cgi>  
**Total interviewees for reporting period: 1**

36. LinkedIn  
<http://www.linkedin.com/>

**Total interviewees for reporting period: 0**

38. Native American Public Telecommunications  
1800 N. 33 St  
Lincoln, NE 68503  
402-472-3522  
Contact: Shirley Sneve  
<http://www.nativetelecom.org/>  
**Total interviewees for reporting period: 0**

40. PRADO Listserv  
[www.pradoweb.org/](http://www.pradoweb.org/)  
515-725-1720  
Contact: Nile Hartline

**Total interviewees for reporting period: 0**

42. Public Radio Program Directors (PRPD)  
38 Milford Street  
Hamilton, NY 13346  
[www.prpd.org](http://www.prpd.org)  
**Total interviewees for reporting period: 0**

44. Simpson College  
701 North C Street  
Indianola, IA 50125  
515-961-6251  
<https://simpson-csm.symplicity.com/>  
**Total interviewees for reporting period: 0**

46. Traffic Directors Guild of America  
<http://www.tdga.org/>  
  
**Total interviewees for reporting period: 0**

48. Twitter Online Posting  
[www.twitter.com](http://www.twitter.com)  
Contact: Jonathan Ahl  
**Total interviewees for reporting period: 1**

49. University of Iowa Career Services  
100 Pomerantz Center, Suite C310  
Iowa City, IA 52242  
319-335-1023  
<http://uiowa-csm.symplicity.com//employers>  
**Total interviewees for reporting period: 0**

51. University of Minnesota Career Services  
411 ST&SS Building  
222 Pleasant Street SE  
Minneapolis, MN 55455  
612-624-2710  
<https://www.myinterfase.com/goldpass/employer/>  
**Total interviewees for reporting period: 0**

53. University of Missouri, Kansas City  
Student Success Center  
5000 Holmes; Floor 2  
Kansas City, MO 64110  
816-235-1636  
<http://umkc-csm.symplicity.com/employers>  
**Total interviewees for reporting period: 0**

55. University of Northern Iowa  
102 Gilchrist Hall  
Cedar Falls, IA 50614-0384  
319-273-6857  
<http://www.uni.edu/careerservices/>  
**Total interviewees for reporting period: 0**

57. Vice President for Diversity in News & Operations,  
NPR  
635 Massachusetts Avenue, NW  
Washington, DC 20001  
202-513-3232  
Contact: Keith Woods  
[www.npr.org](http://www.npr.org)  
**Total interviewees for reporting period: 0**

50. University of Kansas Career Services  
The University of Kansas  
Lawrence, KS 66045  
(785) 864-2700  
<https://ku-csm.symplicity.com/employers>  
**Total interviewees for reporting period: 0**

52. University of Minnesota at Morris  
110 Briggs Library  
600 East 4th Street  
Morris, MN 56267  
<http://www.morris.umn.edu/services/career/>  
**Total interviewees for reporting period: 0**

54. University of Nebraska – Lincoln  
230 Nebraska Union  
Lincoln, NE 68588-0451  
402-472-3145  
<http://www.unl.edu/careers/>  
**Total interviewees for reporting period: 0**

56. 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**

58. Wartburg College  
100 Wartburg Blvd.  
Waverly, IA 50677  
319-352-8615  
<http://wartburg-csm.symplicity.com//employers>  
**Total interviewees for reporting period: 0**

**Total Interviewees for reporting period: 34.**



**WOI-AM and WOI-FM  
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Attachment "B"**

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

| Type of Activity  | Description   |
|---|---|
| <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>WOI participated in the February 2, 2012 Drake University career fair, presenting professional opportunities in public radio and raising general awareness of the organization among young professionals.</p> <p>WOI participated in the September 17, 2012 University of Northern Iowa career fair, presenting professional opportunities in public radio and raising general awareness of the organization among young professionals.</p> <p>WOI participated in the September 20, 2012 University of Iowa career fair, 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 October 4, 2011, Correspondent Rob Dillard guest taught a broadcast journalism class at Central College. As part of his session, Dillard provided information around careers in broadcast journalism, in particular non-commercial radio journalism.</p> <p>On October 20, 2011, Correspondent Rick Fredericksen served as a guest presenter at Drake University radio journalism class. During his presentation, Fredericksen shared components of the IPR website, pointing out particular stories he had produced, and then offering time for critique of his presentation style. Fredericksen also discussed career opportunities in public radio.</p> <p>On October 21, 2011, News Director Jonathan Ahl, Correspondent Jeneane Beck, and Correspondent Rob Dillard led community members on a tour of the studios, discussing the</p> |

|   |  |
|---|--|
| <p>(iv) Participation in community group events<br/>(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>components required to produce a daily newscast, story packaging, and the decision-making process around what issues become stories.</p> <p>Beginning in late 2011 and continuing into 2012, the African American Museum of Iowa has included a segment around education from Correspondent Rob Dillard's series "Being African American in Iowa" as part of an exhibit highlighting the African American experience in Iowa.</p> <p>On October 31, 2011, Senior Development Officer for Major Gifts Troy Vogel served as a panelist for the University of Northern Iowa College of Business Administration's "Professional Readiness Program." During the event, Vogel provided information around employer professional expectations and career opportunities that a student may look into upon receiving their business degree.</p> <p>On March 9, 2012, Reporter John Pemble led Drake University's Society of Professional Journalists on a tour of the studios. During the tour, Pemble discussed methods for developing news stories, recording and broadcasting in the studios, and spoke about the skills necessary for a career broadcasting.</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>WOI continued its internship program, offering opportunities in the following departments: traffic, operations, communications, and news reporting.</p> <p>To share one success story, in the News department a student was given the opportunity to serve in a year-long intern role, providing daily news cast segments, pitching story ideas, collecting research and audio, recording script, and editing and packaging long-form stories reviewed and edited by the News Director. Once the stories met with the editing standards, the intern's long-form reports were aired as well. Additionally, the intern served as a back-up morning and afternoon newsmagazine host, working and collaborating with reporters and hosts across the state to successfully broadcast the magazines. Upon conclusion of their internship, this individual was immediately hired at a public radio station in Colorado.</p> <p>In the past year 33 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>• November 10, 2011: <i>Morning Edition</i> Host Sarah McCammon participated in the Public Radio Program Directors Inc. webinar titled “Hostiness w/Marilyn Pittman.” During the training, she learned about host presentation styles and methodologies.</li> <li>• December 8, 2011: Correspondent Joyce Russell, Reporter John Pemble, and <i>Morning Edition</i> Host Sarah McCammon participated in the Public Radio News Directors Inc. webinar titled “10 Sites Every Journalist Should Know.” During the training, they learned of ten reliable resource sites that reporters may utilize to track data, store ideas and stories, and become more familiar with social media.</li> <li>• March 1, 2012: <i>Morning Edition</i> Host Sarah McCammon and Reporter John Pemble participated in the Public Radio News Directors Inc. webinar titled “Interested in getting more investigative reporting on your airwaves?” The presentation discussed starting an investigative team, benefiting from peers in-depth work, managing an investigative partnership, and support from leadership in the investigative project.</li> <li>• March 15, 2012: Reporter John Pemble participated in the Public Radio News Directors Inc. webinar titled “If You Can’t Beat ‘em, Partner With ‘em.” The webinar shared information around collaboration with previously defined competitors, furthering funding and generating new opportunities while better using technology to connect with peers.</li> <li>• May 22, 2012: <i>Morning Edition</i> Host Sarah McCammon participated in the Public Radio Program Directors Association webinar around “Creative Features on a Deadline with Planet Money’s Robert Smith.” During the webinar, McCammon learned new approaches on how to package and present features stories.</li> </ul> |
|---|---|