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/ 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/.

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Total Interviewed</th>
<th>Interviewees Source of Referral</th>
<th>Selected Hire Source of Referral</th>
<th>Recruitment Sources Utilized, From Attachment A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Des Moines Reporter (2)</td>
<td>4</td>
<td>Iowa Public Radio website (1), Current employee referral (1), Corporation for Public Broadcasting (1), Friend referral (1)</td>
<td>Friend referral (1)</td>
<td>2, 3, 14, 19, 23, 26, 27, 33 – 35, 49, 55, 56</td>
</tr>
<tr>
<td>Position</td>
<td>Total</td>
<td>Recommenders</td>
<td>Referral Type</td>
<td>Responses</td>
</tr>
<tr>
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<tr>
<td>Development Manager</td>
<td>8</td>
<td>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)</td>
<td>Current employee referral</td>
<td>1 – 3, 5, 8 – 11, 13 – 17, 20, 22, 23, 27 – 30, 33 – 37, 40, 44, 49 – 56, 58</td>
</tr>
</tbody>
</table>
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

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

   Total interviewees for reporting period: 4

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

   Total interviewees for reporting period: 5

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

5. AIB College of Business
   2500 Fleur Drive
   Des Moines, IA 50321-1749
   515-244-4221
   www.aib.edu

   Total interviewees for reporting period: 0

6. American Advertising Federation of Des Moines
   PO Box 133
   Des Moines, IA 50301
   www.aafdsm.com/

   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

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

   Total interviewees for reporting period: 2

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

   Total interviewees for reporting period: 0

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

    Total interviewees for reporting period: 0
11. Central College  
   812 University Street  
   Pella, IA 50219-1999  
   877-462-3687  
   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: 0

15. Craig’s List  
   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 3rd Street  
   Minneapolis, MN 55401  
   http://www.deiworksite.org/  
   Total interviewees for reporting period: 0

21. Did Not Respond  

   Total interviewees for reporting period: 0

22. Drake University  
   2507 University Avenue  
   Des Moines, IA 50311-4505  
   515-271-2011  
   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

24. Dubnet list serve  
Contact: Eric Jordan

Total interviewees for reporting period: 0

25. Facebook Online Posting  
www.facebook.com  
Contact: Jonathan Ahl

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

27. Filipino-American Association of Iowa  
Contact: Alma Reed  

Total interviewees for reporting period: 0

28. Grand View University  
1200 Grandview Avenue  
Des Moines, IA 50316-1529  
515-263-2800  
www.gvc.edu

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

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

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

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

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

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

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

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

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

40. PRADO Listserv  
   www.pradoweb.org/  
   515-725-1720  
   Contact: Nile Hartline  
   Total interviewees for reporting period: 0

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

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

43. PubTech list serve  
   Contact: Steve Schoon  
   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

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

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

47. Tvandradiojobs.com  
   http://tvandradiojobs.com/cgi-bin/classifieds/classifieds.cgi  
   Total interviewees for reporting period: 1

48. Twitter Online Posting  
   www.twitter.com  
   Contact: Jonathan Ahl  
   Total interviewees for reporting period: 1
Total Interviewees for reporting period: 34.
WOI has engaged in the following outreach activities as covered during the term of this report:

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Description</th>
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<tbody>
<tr>
<td>(i) Job Fair Participation –</td>
<td>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.</td>
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<tr>
<td>In two years’ time: Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions</td>
<td>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.</td>
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<tr>
<td></td>
<td>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.</td>
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<tr>
<td>(iv) Participation in community group events –</td>
<td>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.</td>
</tr>
<tr>
<td>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</td>
<td>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.</td>
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<td>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</td>
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</table>
| (iv) Participation in community group events (Continued) – | components required to produce a daily newscast, story packaging, and the decision-making process around what issues become stories.  

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.  

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.  

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. |
|---|---|
| (v) Internship Program – | WOI continued its internship program, offering opportunities in the following departments: traffic, operations, communications, and news reporting.  

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.  

In the past year 33 students participated in the internship program. |
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 10, 2011</td>
<td><em>Morning Edition</em> 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.</td>
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<tr>
<td>December 8, 2011</td>
<td>Correspondent Joyce Russell, Reporter John Pemble, and <em>Morning Edition</em> 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.</td>
</tr>
<tr>
<td>March 1, 2012</td>
<td><em>Morning Edition</em> 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.</td>
</tr>
<tr>
<td>March 15, 2012</td>
<td>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.</td>
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</tbody>
</table>