EEO PUBLIC FILE REPORT

FOR

THE WOI RADIO GROUP

WOI-AM

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


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

### Telephone Number: 515-725-1705
Contact Person: Kelly Edmister
E-mail Address: kedmister@iowapublicradio.org

<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>Account Executive</td>
<td>5</td>
<td>Iowa Public Radio website (1), Current employee referral (1), Indeed.com (1), Drake University (1), Friend referral (1)</td>
<td>Friend referral</td>
<td>1 – 14, 16 – 19, 21, 23 – 31</td>
</tr>
<tr>
<td>Development Specialist</td>
<td>1</td>
<td>Current employee referral (1)</td>
<td>Current employee referral</td>
<td>1, 2, 7, 13, 14, 16, 19, 22, 23, 27, 31</td>
</tr>
</tbody>
</table>
Recruitment Sources used for Full-Time Job Openings:

1. 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: 1

2. Current Employee Referrals
   E-mail to all staff announcing the open position and encouraging them to recruit.
   Total interviewees for reporting period: 2

3. 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

4. AIB College of Business
   2500 Fleur Drive
   Des Moines, IA 50321-1749
   515-244-4221
   www.aib.edu
   Total interviewees for reporting period: 0

5. American Advertising Federation of Des Moines
   PO Box 133
   Des Moines, IA 50301
   www.aafds.com/
   Total interviewees for reporting period: 0

6. American Marketing Association of Iowa
   http://www.amaiowa.com/default.asp
   Contact: April Schmaltz
   Total interviewees for reporting period: 0

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

8. 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: 0

9. 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

10. 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
11. Des Moines Register
   715 Locust
   Des Moines, IA 50309
   515-284-8486
   Contact: Sarah Holst
   Total interviewees for reporting period: 0

12. Greater Public (Previously Development Exchange International)
    401 North 3rd Street
    Minneapolis, MN 55401
    http://www.deiworksite.org/
    Total interviewees for reporting period: 0

13. Drake University
    2507 University Avenue
    Des Moines, IA 50311-4505
    515-271-2011
    www.drake.edu
    Total interviewees for reporting period: 1

14. Dual Career Network
    616 Jefferson Building
    Iowa City, IA 52242
    319-335-3524
    Contact: Heidi McLaughlin
    Total interviewees for reporting period: 0

15. 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: 1

16. Filipino-American Association of Iowa
    Contact: Alma Reed
    Total interviewees for reporting period: 0

17. Grand View University
    1200 Grandview Avenue
    Des Moines, IA 50316-1529
    515-263-2800
    www.gvc.edu
    Total interviewees for reporting period: 0

18. 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

19. Grinnell College
    PO Box 805
    Grinnell, IA 50112
    641-269-4000
    http://www.grinnell.edu/
    Total interviewees for reporting period: 0

20. Indeed.com
    NOTE: Non-IPR recruiting source. Company collects available jobs and posts on their site.
    Total interviewees for reporting period: 1

21. 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: 0

22. Iowa State Daily (Newspaper)
    108 Hamilton Hall
    Ames, IA 50011
    515-294-4120
    http://www.iowastatedaily.com/
    Total interviewees for reporting period: 0

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

24. LinkedIn
    http://www.linkedin.com/
Total interviewees for reporting period: 6.

25. PRADO Listserv
   www.pradoweb.org/
   515-725-1726
   Wendy Ridout

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

27. 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

28. 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

29. 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

30. 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

31. 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

Total interviewees for reporting period: 6.
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-AM/FM participated in the September 16, 2013 University of Northern Iowa career fair, presenting professional opportunities in public radio and raising general awareness of the organization among young professionals. WOI-AM/FM participated in the September 26, 2013 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 11, 2012, Correspondent Rick Fredericksen served as a guest presenter at a 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 his career in media as well as career opportunities in public radio. On November 29, 2012, Correspondent Rob Dillard served as a guest presenter at Central College’s Writers Reading series. During the presentation Dillard played snippets of his writing as broadcast on air, discussed the challenges of writing for radio as opposed to print, and discussed writing careers and careers in public media. On April 16, 2013, <em>Morning Edition</em> host Sarah McCammon served as a guest presenter for Des Moines Area Community College’s “Urban Vibe” (campus newspaper) staff. She discussed journalism and reporting and also discussed similarities and differences in print vs. radio reporting and print/radio careers.</td>
</tr>
</tbody>
</table>
(iv) Participation in community group events  
(Continued) –

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

On May 5, 2013, Correspondent Rob Dillard spoke to a group of 50 community citizens at Grace Lutheran Church in Des Moines. As part of his presentation, Dillard discussed the organization and public media in general.

On July 16, 2013, Correspondent Rob Dillard spoke with a delegation of Chinese journalists at the Iowa Sister States office.

(v) Internship Program –

In two years’ time: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment

WOI continued its internship program, offering opportunities in the following departments: traffic, operations, communications, and news reporting.

To share one success story, in the Communications department a student was given the opportunity to provide support to both the Communications and Underwriting divisions, supporting efforts around building proposals, working with clients, and supporting events and outreach efforts. Upon graduation that student applied for an open position with the organization and was selected for the position due to best meeting the needs of the position.

In the past year 22 students participated in the internship program.

(viii) Employee Training –

In two years’ time: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions

WOI continues to provide professional growth training opportunities for station personnel. Past training opportunities included:

- November 16 and 17, 2012: Correspondents Joyce Russell, Rob Dillard, Clay Masters, and Rick Fredericksen as well as *Morning Edition* host Sarah McCammon and reporters John Pemble and Amy Mayer participated in News training focused on individual and departmental needs and aspirations, developing skills to assist the employees in developing their skillset in a way that would allow them to grow within the organization and help the department move forward strategically.

*NOTE: The station employment unit is located in a market with a population of fewer than 250,000, and therefore is required to complete two long-term outreach activities every two years.*