

**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, 2012 – September 30, 2013**

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

All full-time positions are posted on the Iowa Public Radio website: <http://iowapublicradio.org/careers-ipr>.

**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**

<b>Job Title</b>	<b>Total Interviewed</b>	<b>Interviewees Source of Referral</b>	<b>Selected Hire Source of Referral</b>	<b>Recruitment Sources Utilized, From Attachment A</b>
Account Executive	5	Iowa Public Radio website (1), Current employee referral (1), Indeed.com (1), Drake University (1), Friend referral (1)	Friend referral	1 – 14, 16 – 19, 21, 23 – 31
Development Specialist	1	Current employee referral (1)	Current employee referral	1, 2, 7, 13, 14, 16, 19, 22, 23, 27, 31

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

Recruitment Sources used for Full-Time Job Openings:

- |   |   |
|---|---|
| <p>1. 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><br/><b>Total interviewees for reporting period: 1</b></p> | <p>2. Current Employee Referrals<br/>E-mail to all staff announcing the open position and encouraging them to recruit.<br/><br/><b>Total interviewees for reporting period: 2</b></p>   |
| <p>3. Advertising Federation of Minnesota<br/>1000 Westgate Drive<br/>Suite 252<br/>St. Paul, MN 55114<br/>651-290-7489<br/><a href="http://adfed.org/">http://adfed.org/</a><br/><b>Total interviewees for reporting period: 0</b></p>                                   | <p>4. AIB College of Business<br/>2500 Fleur Drive<br/>Des Moines, IA 50321-1749<br/>515-244-4221<br/><a href="http://www.aib.edu">www.aib.edu</a><br/><b>Total interviewees for reporting period: 0</b></p>  |
| <p>5. American Advertising Federation of Des Moines<br/>PO Box 133<br/>Des Moines, IA 50301<br/><a href="http://www.aafdsm.com/">www.aafdsm.com/</a><br/><b>Total interviewees for reporting period: 0</b></p>  | <p>6. American Marketing Association of Iowa<br/><a href="http://www.amaiowa.com/default.asp">http://www.amaiowa.com/default.asp</a><br/>Contact: April Schmaltz<br/><b>Total interviewees for reporting period: 0</b></p>  |
| <p>7. Central College<br/>812 University Street<br/>Pella, IA 50219-1999<br/>877-462-3687<br/><a href="http://www.central.edu">www.central.edu</a><br/><br/><b>Total interviewees for reporting period: 0</b></p>   | <p>8. Community Foundation of Greater Des Moines:<br/>Monthly e-newsletter<br/>1915 Grand Avenue<br/>Des Moines, IA 50309<br/>515-883-2626<br/>Contact: Jessica Brown<br/><a href="http://www.desmoinesfoundation.org/">http://www.desmoinesfoundation.org/</a><br/><b>Total interviewees for reporting period: 0</b></p> |
| <p>9. 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<br/><br/><b>Total interviewees for reporting period: 0</b></p>        | <p>10. Creighton University<br/>2500 California Plaza<br/>Omaha, NE 68178<br/>402-280-2722<br/>Contact: Linda Dunn<br/><a href="http://www.creighton.edu/careercenter/">http://www.creighton.edu/careercenter/</a><br/><b>Total interviewees for reporting period: 0</b></p>  |

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 3<sup>rd</sup> 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](http://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  
<http://www.filamofiowa.com/index.php>  
**Total interviewees for reporting period: 0**
17. 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**
18. 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**
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: 0**

25. PRADO Listserv  
[www.pradoweb.org/](http://www.pradoweb.org/)  
515-725-1726  
Wendy Ridout

**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**

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**

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.**

**Total interviewees for reporting period: 0**

26. Simpson College  
701 North C Street  
Indianola, IA 50125  
515-961-6251  
<https://simpson-csm.symplicity.com/>

**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**

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**

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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-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.</p> <p>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.</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 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.</p> <p>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.</p> <p>On April 16, 2013, <i>Morning Edition</i> 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.</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 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.</p> <p>On July 16, 2013, Correspondent Rob Dillard spoke with a delegation of Chinese journalists at the Iowa Sister States office.</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 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.</p> <p>In the past year 22 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 16 and 17, 2012: Correspondents Joyce Russell, Rob Dillard, Clay Masters, and Rick Fredericksen as well as <i>Morning Edition</i> 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.</li> </ul>

*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.*