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, 2014 – September 30, 2015
This report below lists all full-time vacancies filled during the reporting period.


<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>News Director</td>
<td>5</td>
<td>Corporation for Public Broadcasting (1), Current magazine (1), Indeed.com (1), Iowa Public Radio website (1), No response (1)</td>
<td>Iowa Public Radio website</td>
<td>1 – 3, 7, 9, 11, 14, 16, 23 – 28, 30, 32 – 34</td>
</tr>
<tr>
<td>Broadcast Operations Specialist</td>
<td>1</td>
<td>Iowa Public Radio website (1)</td>
<td>Iowa Public Radio website</td>
<td>2, 3, 13, 14, 16, 18, 33, 34</td>
</tr>
<tr>
<td>Development Coordinator</td>
<td>5</td>
<td>Friend referral (2), Indeed.com (1), Iowa Public Radio website (1), On-Air announcement (1)</td>
<td>On-Air announcement</td>
<td>1 – 3, 6, 9, 12 – 14, 16, 18, 19, 23 – 26, 30, 32 – 35</td>
</tr>
<tr>
<td>Gift Accountant</td>
<td>4</td>
<td>AIB College of Business (1), Iowa Public Radio website (2), On-Air announcement (1)</td>
<td>Iowa Public Radio website</td>
<td>1 – 4, 6, 12 – 14, 16, 18, 19, 23 – 25, 30, 32 – 35</td>
</tr>
<tr>
<td>Account Executive</td>
<td>5</td>
<td>Drake University (1), Greater Des Moines Partnership (1), Iowa Public Radio website (1), On-Air announcement (2)</td>
<td>Greater Des Moines Partnership</td>
<td>1 – 3, 5, 6, 8, 10, 12 – 14, 16, 18 – 20, 24, 25, 29, 30, 32 – 35</td>
</tr>
<tr>
<td>Broadcast Operations Specialist</td>
<td>6</td>
<td>Corporation for Public Broadcasting (2), Current magazine (1), Employee referral (2), Iowa Public Radio website (1)</td>
<td>Current magazine</td>
<td>1 – 3, 6, 9 – 11, 13 – 16, 18, 19, 21, 24 – 26, 29 – 35</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: 4

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: 7

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

4. AIB College of Business  
   2500 Fleur Drive  
   Des Moines, IA 50321-1749  
   515-244-4221  
   www.aib.edu  
   Total interviewees for reporting period: 1

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

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

7. 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

8. Community Foundation of Greater Des Moines  
   1915 Grand Avenue  
   Des Moines, IA 50309  
   515-883-2626  
   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: 3

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
<table>
<thead>
<tr>
<th>No.</th>
<th>Recruiting Source</th>
<th>Address</th>
<th>Contact Details</th>
<th>Total Interviewees for Reporting Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.</td>
<td>Current magazine</td>
<td>6930 Carroll Ave., Suite 350, Takoma Park, MD 20912</td>
<td>301-270-7240, ext. 36</td>
<td>2</td>
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<tr>
<td>10.</td>
<td>Des Moines Business Record</td>
<td>The Depot at Fourth, 100 4th St., Des Moines, IA 50309</td>
<td>301-270-7240, ext. 36</td>
<td>0</td>
</tr>
<tr>
<td>13.</td>
<td>Drake University</td>
<td>2507 University Avenue, Des Moines, IA 50311-4505</td>
<td>515-271-2011, <a href="http://www.drake.edu">www.drake.edu</a></td>
<td>1</td>
</tr>
<tr>
<td>14.</td>
<td>Dual Career Network</td>
<td>616 Jefferson Building, Iowa City, IA 52242</td>
<td>319-335-3524 Contact: Heidi McLaughlin</td>
<td>0</td>
</tr>
<tr>
<td>15.</td>
<td>Dubnet list serve</td>
<td>Contact: Jason Burns</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>17.</td>
<td>Friend referrals</td>
<td>NOTE: Non-IPR recruiting source. Applicants were referred to available positions through friends that heard of the opportunity.</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>18.</td>
<td>Grand View University</td>
<td>1200 Grandview Avenue, Des Moines, IA 50316-1529</td>
<td>515-263-2800, <a href="http://www.gvc.edu">www.gvc.edu</a></td>
<td>0</td>
</tr>
<tr>
<td>19.</td>
<td>Greater Des Moines Partnership</td>
<td>700 Locust Street #100, Des Moines, IA 50309</td>
<td>515-286-4950 Contact: Mary Bontrager <a href="http://www.desmoinesmetro.com">www.desmoinesmetro.com</a></td>
<td>1</td>
</tr>
<tr>
<td>20.</td>
<td>Grinnell College</td>
<td>PO Box 805, Grinnell, IA 50112</td>
<td>641-269-4000 <a href="http://www.grinnell.edu">http://www.grinnell.edu</a></td>
<td>0</td>
</tr>
<tr>
<td>21.</td>
<td>Hawkeye Community College</td>
<td>844 W. 4th St., Waterloo, IA 50702</td>
<td>319-296-2320 <a href="http://www.hawkeyecollege.edu">www.hawkeyecollege.edu</a></td>
<td>0</td>
</tr>
<tr>
<td>22.</td>
<td>Indeed.com</td>
<td>NOTE: Non-IPR recruiting source. Company collects available jobs and posts on their site.</td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>
23. Iowa Broadcasters Association  
PO Box 71186  
Des Moines, IA 50325  
515-224-7237  
Contact: Sue Toma  
http://iowabroadcasters.com/  
Total interviewees for reporting period: 0

24. 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

25. Iowa State University Career Services  
1320 Gerdin Business Building  
Ames, IA 50011  
https://ecms.eng.iastate.edu/employers/  
Total interviewees for reporting period: 0

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

27. Public Radio News Directors Inc. (PRNDI)  
PO Box 838  
Sturgis, SD 57785  
Contact: George Bodarky  
http://prndi.org/  
Total interviewees for reporting period: 0

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

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

30. 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

31. 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

32. 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

33. 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

34. Vision Maker Media  
1800 N. 33 St  
Lincoln, NE 68503  
402-472-3522  
Contact: Shirley Sneve  
http://www.nativetelecom.org/  
Total interviewees for reporting period: 0
35. Wartburg College
   100 Wartburg Blvd.
   Waverly, IA 50677
   319-352-8615
   http://wartburg-csm.symplicity.com//employers

   Total interviewees for reporting period: 0

36. No response
   The candidate opted not to share information on where they learned of the position.

   Total interviewees for reporting period: 1

   Grand total interviewees for reporting period: 26
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>
</tr>
</thead>
</table>
| (i) Job Fair Participation –     | WOI-AM/FM participated in the September 22, 2015 Iowa State University Greenlee School of Journalism Jump-Start Internship and Job Fair 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 30, 2015 Iowa State University College of Humanities and Sciences and Liberal Arts and Sciences career fair, presenting professional opportunities in public radio and raising general awareness of the organization among young professionals. |
| (iv) Participation in community group events – | On October 22, 2014, Correspondent Rob Dillard co-moderated a panel titled, “Next America: Population 2043,” which focused on the effect of the country’s deepening diversity on the nation’s education system. This was part of an event held by the National Journal at the Drake University campus.  
On November 19, 2014, Correspondent Rob Dillard presented a session focusing on his radio series “Being in Iowa,” which focuses on diversity in Iowa. The session was during a conference held by the Greater Des Moines Partnership as part of a larger diversity conversation.  
On February 6, 2015, Correspondent Rob Dillard served as a presenter during the Iowa College Media Association Convention, sponsored by the Iowa Newspaper Foundation. His presentation topic was writing and producing radio stories. |
(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 April 9, 2015, Correspondent Rick Fredericksen served as a presenter for the Torch Club, which is a club consisting mostly of professional and retirees that have varied interests. He discussed news, story preparation, sound techniques, and career in media, and played some of his reporting stories for the attendees.

On May 29, 2015, Correspondent Rob Dillard hosted eight radio journalists from Haiti as part of a tour titled “Journalism in a Democratic Society.” During their time with Dillard they learned about reporting techniques of importance in public radio, as well as in the United States.

(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

On May 13, 2015, Morning Edition Host Clay Masters hosted a job shadow from Cowles Montessori School – part of the Des Moines Community School District – during which the job shadow observed Masters’ work producing the morning radio show. The student also had the opportunity to ask questions regarding careers in radio.

Additionally, WOI continued its internship program, offering opportunities in the following departments: traffic, operations, and news reporting. The internship program works with students at Iowa State University and Drake University, offering skills-developing internships that have prepared students for employment after college. Several students that have participated in this program have later begun successful careers in public media.

One student this past year held an internship in the news department, where she participated in the daily production of radio content, often pitching and later airing completed audio stories. Upon her graduation she was hired by a TV company, largely due to the skills she developed while working for WOI radio.

In the past year 18 students participated in the internship program.
(viii) Training Programs –

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 encourages its employees to participate in career-development opportunities, which include webinars, in-person training, and conference participation in areas of relevance to the employee and the employee’s work. This year, staff participated in several professional development training programs. A few of those programs are included as examples of how WOI supports training for its employees.

Development staff participated in Greater Public’s “Public Media Development & Marketing Conference” July 9 – 11, 2015 in Washington DC. The conference included panels around developments in fundraising, the importance of data in fundraising, and other trainings for individual and corporate support staff. Development staff that attended included Troy Vogel, Andrew Arganbright, and Myrna Johnson.

News staff participated in “Total Newsroom Training” with NPR September 18 and 19, 2015 in Des Moines. The training focused on investigative reporting and reporting techniques, including how to search for resources and contacts for stories, how to analyze data and look for information that may not be directly spoken, and how to present facts and figures. News staff that attended included Rob Dillard, Rick Fredericksen, Sarah Boden, Clay Masters, Amy Mayer, and Joyce Russell.

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.