

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.

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

Job Title	Total Interviewed	Interviewees Source of Referral	Selected Hire Source of Referral	Recruitment Sources Utilized, From Attachment A
News Director	5	Corporation for Public Broadcasting (1), Current magazine (1), Indeed.com (1), Iowa Public Radio website (1), No response (1)	Iowa Public Radio website	1 – 3, 7, 9, 11, 14, 16, 23 – 28, 30, 32 – 34
Broadcast Operations Specialist	1	Iowa Public Radio website (1)	Iowa Public Radio website	2, 3, 13, 14, 16, 18, 33, 34
Development Coordinator	5	Friend referral (2), Indeed.com (1), Iowa Public Radio website (1), On-Air announcement (1)	On-Air announcement	1 – 3, 6, 9, 12 – 14, 16, 18, 19, 23 – 26, 30, 32 – 35
Gift Accountant	4	AIB College of Business (1), Iowa Public Radio website (2), On-Air announcement (1)	Iowa Public Radio website	1 – 4, 6, 12 – 14, 16, 18, 19, 23 – 25, 30, 32 – 35
Account Executive	5	Drake University (1), Greater Des Moines Partnership (1), Iowa Public Radio website (1), On-Air announcement (2)	Greater Des Moines Partnership	1 – 3, 5, 6, 8, 10, 12 – 14, 16, 18 – 20, 24, 25, 29, 30, 32 – 35

Broadcast Operations Specialist	6	Corporation for Public Broadcasting (2), Current magazine (1), Employee referral (2), Iowa Public Radio website (1)	Current magazine	1 – 3, 6, 9 – 11, 13 – 16, 18, 19, 21, 24 – 26, 29 – 35
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**WOI-AM and WOI-FM
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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: 4

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

Total interviewees for reporting period: 2

5. American Marketing Association of Iowa
<http://www.amaiowa.com/default.asp>

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

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

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

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

6. 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
1915 Grand Avenue
Des Moines, IA 50309
515-883-2626
<http://www.desmoinesfoundation.org/>

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

9. Current magazine
6930 Carroll Ave., Suite 350
Takoma Park, MD 20912
301-270-7240, ext. 36

Total interviewees for reporting period: 2

13. Drake University
2507 University Avenue
Des Moines, IA 50311-4505
515-271-2011
www.drake.edu

Total interviewees for reporting period: 1

15. Dubnet list serve
Contact: Jason Burns

Total interviewees for reporting period: 0

17. 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: 2

19. 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: 1

21. Hawkeye Community College
844 W. 4th St.
Waterloo, IA 50702
319-296-2320
www.hawkeyecollege.edu

Total interviewees for reporting period: 0

10. Des Moines Business Record
The Depot at Fourth
100 4th St.
Des Moines, IA 50309
<http://businessrecord.com/>

Total interviewees for reporting period: 0

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

Total interviewees for reporting period: 0

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

Total interviewees for reporting period: 0

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

Total interviewees for reporting period: 0

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

Total interviewees for reporting period: 0

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

Total interviewees for reporting period: 2

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

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

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

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

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

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

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

28. Public Radio Program Directors (PRPD)
38 Milford Street
Hamilton, NY 13346
www.prpd.org
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

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

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-AM and WOI-FM
EEO Public File Report
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-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.</p> <p>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.</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 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.</p> <p>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.</p> <p>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.</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 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.</p> <p>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.</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>On May 13, 2015, <i>Morning Edition</i> 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.</p> <p>-----</p> <p>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.</p> <p>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.</p> <p>In the past year 18 students participated in the internship program.</p>

<p>(viii) Training Programs –</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 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.</p> <p>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.</p> <p>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.</p>
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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.