

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, 2015 – September 30, 2016**

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
Major Gifts Officer	6	Business Record (1), Association of Fundraising Professionals Central Iowa Chapter (1), Community Foundation of Greater Des Moines (2), Iowa Public Radio Staff (1), No response (1)	Association of Fundraising Professionals Central Iowa Chapter	1 – 3, 5 – 11, 13 – 19, 22, 24, 27, 29, 31 – 35
Finance & Operations Specialist	2	Iowa Public Radio Staff (1), Iowa Broadcasters Association (1)	Iowa Public Radio Staff	1 – 3, 7, 13 – 17, 21 – 24, 31 – 35
Radio Broadcast Engineer	4	Corporation for Public Broadcasting (1), Iowa Public Radio On-Air Announcement (1), Iowa Public Radio Website (1), No response (1)	Corporation for Public Broadcasting	1 – 4, 9, 11 – 12, 14 – 16, 20 – 22, 24 – 26, 28, 30 – 35

**WOI-AM and WOI-FM
EEO Public File Report
Attachment "A"**

Recruitment Sources used for Full-Time Job Openings:

1. Iowa Public Radio On-Air Announcements
2022 Communications Building
Ames, IA 50011
515-294-8518
Contact: Renee Albright
www.iowapublicradio.org

Total interviewees for reporting period: 1

2. Iowa Public Radio Staff
E-mail to all staff announcing the open position and encouraging staff to recruit.

Total interviewees for reporting period: 2

3. 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

4. Adirondack College
640 Bay Road
Queensbury, NY 12804

Total interviewees for reporting period: 0

5. Association of Fundraising Professionals
Central Iowa Chapter
37 Liberty Bell Boulevard
Pleasant Hill, IA 50327
Contact: Suzanne Hull
afpcentraliowa@gmail.com

Total interviewees for reporting period: 1

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

Total interviewees for reporting period: 1

7. Central College
812 University
Pella, IA 50219
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: 2

9. Corporation for Public Broadcasting
401 9th Street, NW
Washington, DC 20004
202-879-9600
<http://www.cpb.org/jobline/>

Total interviewees for reporting period: 1

10. Creighton University
2500 California Plaza
Omaha, NE 68178
402-280-2722
<http://www.creighton.edu/careercenter/>

Total interviewees for reporting period: 0

11. Current
<http://jobs.current.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: 0

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

Total interviewees for reporting period: 0

17. Greater Des Moines Partnership
700 Locust Street #100
Des Moines, IA 50309
515-286-4950
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

21. Iowa Broadcasters Association
PO Box 71186
Des Moines, IA 50325
515-224-7237
Contact: Sue Toma
<http://iowabroadcasters.com>

Total interviewees for reporting period: 1

12. Des Moines Society of Broadcast Engineers
Contact: Ken Drewes
kdrewes@hearst.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. 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 Public
<http://greaterpublic.org/job-line>

Total interviewees for reporting period: 0

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

Total interviewees for reporting period: 0

22. 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

23. Iowa State Daily
Contact: Sara Brown
Sara.brown@iastatedaily.com

Total interviewees for reporting period: 0

25. 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. PRADO List Serve
PRADO@listserv.syr.edu

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 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

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

Total interviewees for reporting period: 0

26. Ohio University
<https://ohio-csm.symplicity.com/employers/>

Total interviewees for reporting period: 0

28. PubTech List Serve
pubtech@lists.pubtech.org

Total interviewees for reporting period: 0

30. Society of Broadcast Engineers
<http://www.sbe.org/sections/>

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: 2

Grand total interviewees for reporting period: 12

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

WOI engaged in the following outreach activities as covered during the term of this report:

Type of Activity	Description
<p>(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 participated in the February 23, 2016 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>(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 November 2, 2015, Reporter John Pemble hosted a delegation of young media professionals from Russia. During their time with Pemble, the professionals learned the basics of radio broadcasting and reporting in the United States.</p> <p>On February 18, 2016, Reporter Amy Mayer served as a guest of an Iowa State University Agricultural Communications class. The students learned about audio production, explored what makes a good story, and career opportunities in public radio.</p> <p>On May 26, 2016, Account Executive Jordan Powers participated in a Downtown Des Moines Chamber of Commerce Economic Bike Tour. During the event, Powers met and interacted with other business professionals in Des Moines, discussing public radio and its importance to the community as well as the importance of investing in public radio.</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 to students in 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.</p> <p>In the past year 2 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>Reporter Sarah Boden participated in two digital training sessions. The first, “Investigating Nonprofits,” was hosted by the Investigative Reporters and Editors on November 5, 2015; the second, “Host-Reporter Two Ways” was hosted by NPR Training on March 24, 2016. Both sessions taught Boden valuable and new reporting skills that have helped her develop as a reporter.</p> <p>Traffic Manager Renee Albright participated in several digital traffic system training sessions hosted by Allegiance Traffic Software. Sessions included Billing, Spot Availability Reports, and Log Editor Tool Training. These sessions have helped build her understanding of our traffic software and, consequently, improve her workflow.</p> <p>Account Executive Jordan Powers participated in several underwriting sales training sessions, which have been via webinar. Sessions included “Understanding the Connected Car,” presented by Jacobs Media on June 28, 2016 and “Underwriting Credit Copy Workshop,”</p>

<p>(viii) Training Programs (Cont'd) –</p>	<p>presented by Greater Public on August 4, 2016. These trainings have helped improve her sales ability and knowledge in public radio.</p> <p>Development staff participated in Greater Public’s “Public Media Development & Marketing Conference” August 11 & 12, 2016 in Boston, MA. The conference included sessions regarding 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, Katie McCoid and Tiffany Spinner.</p> <p>Accounting Manager Molly McWilson participated in several digital trainings focused on CPA certification, including “Recognizing and Responding to Fraud Risk in Governmental and Non-for-Profit Organizations” and “Internal Control and COSO Essentials for Financial Managers, Accountants, & Auditors.” These trainings ensure she maintains her CPA certification and keeps up-to-date on the latest developments and changes in public accounting.</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.