

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, 2016 – September 30, 2017**

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
IT Specialist	4	Iowa Public Radio On-Air Announcements (3); Friend or Other Referrals (1)	Iowa Public Radio On-Air Announcements	1 – 3; 6 – 8; 10 – 12; 16 – 20; 22; 24 – 29
Development Analyst	5	Current Employee Referrals (1); Community Foundation of Greater Des Moines (2); No Response (2)	Current Employee Referrals	1 – 5; 7 – 9; 11; 12; 14; 15; 19; 21; 23; 25 – 28

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Attachment "A"**

Recruitment Sources used for Full-Time Job Openings:

- | | |
|---|--|
| <p>1. Iowa Public Radio On-Air Announcements
2022 Communications Bldg.
Ames, IA 50011
515-294-8518
Contact: Renee Albright</p> <p>Total interviewees for reporting period: 3</p> | <p>2. Iowa Public Radio Website
2111 Grand Avenue
Suite 100
Des Moines, IA 50312
515-725-1707
Contact: Matt Sieren
www.iowapublicradio.org</p> <p>Total interviewees for reporting period: 0</p> |
| <p>3. Current Employee Referrals
E-mail to all staff announcing the open position and encouraging them to recruit.</p> <p>Total interviewees for reporting period: 1</p> | <p>4. Association of Fundraising Professionals
(Central Iowa chapter)
http://afpcentraliowa.afpnet.org</p> <p>Total interviewees for reporting period: 0</p> |
| <p>5. Community Foundation of Greater Des Moines
1915 Grand Avenue
Des Moines, IA 50309
515-883-2626
http://www.desmoinesfoundation.org/</p> <p>Total interviewees for reporting period: 2</p> | <p>6. Central College
812 University Street
Pella, IA 50219-1999
877-462-3687
www.central.edu</p> <p>Total interviewees for reporting period: 0</p> |
| <p>7. Corporation for Public Broadcasting Website
http://www.cpb.org/jobline/
401 Ninth Street, NW
Washington, DC 20004-2129
202-879-9600</p> <p>Total interviewees for reporting period: 0</p> | <p>8. Current magazine
6930 Carroll Ave., Suite 350
Takoma Park, MD 20912
301-270-7240, ext. 36</p> <p>Total interviewees for reporting period: 0</p> |
| <p>9. Des Moines Business Record
The Depot at Fourth
100 4th St.
Des Moines, IA 50309
http://businessrecord.com/</p> <p>Total interviewees for reporting period: 0</p> | <p>10. Drake University
2507 University Avenue
Des Moines, IA 50311-4505
515-271-2011
www.drake.edu</p> <p>Total interviewees for reporting period: 0</p> |
| <p>11. Dual Career Network
616 Jefferson Building
Iowa City, IA 52242
319-335-3524
Contact: Garry Klein</p> <p>Total interviewees for reporting period: 0</p> | <p>12. Filipino-American Association of Iowa
Contact: Alma Reed
http://www.filamofiowa.com/index.php</p> <p>Total interviewees for reporting period: 0</p> |

13. Friend or other referrals
NOTE: Non-IPR recruiting source. Applicants were referred to available positions through friends or other sources that were aware of the opportunity.
Total interviewees for reporting period: 1
14. 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
15. Greater Public
401 North 3rd Street, Suite 601
Minneapolis, MN 55401
800-454-2314
Total interviewees for reporting period: 0
16. Hawkeye Community College
844 W. 4th St.
Waterloo, IA 50702
319-296-2320
www.hawkeyecollege.edu
Total interviewees for reporting period: 0
17. Higher Education Recruitment Consortium (HERC)
<https://hercjobs.org>
Total interviewees for reporting period: 0
18. 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
19. 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
20. Iowa State University Human Resources
3810 Beardshear Hall
515 Morrill Rd
Ames, IA 50011
<https://www.iastatejobs.com/>
Total interviewees for reporting period: 0
21. Iowa State University Career Services
1320 Gerdin Business Building
Ames, IA 50011
<https://ecms.eng.iastate.edu/employers/>
Total interviewees for reporting period: 0
22. Kirkwood Community College
6301 Kirkwood Blvd. SW
Cedar Rapids, IA 52404
319-398-5411
<http://www.kirkwood.edu/>
Total interviewees for reporting period: 0
23. PRADO list-serve
www.pradoweb.org
Total interviewees for reporting period: 0
24. PUBTECH list-serve
www.pubtech.org
Total interviewees for reporting period: 0
25. 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
26. 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

27. 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

29. Wartburg College
100 Wartburg Blvd.
Waverly, IA 50677
319-352-8615
<http://wartburg-csm.symplicity.com//employers>
Total interviewees for reporting period: 0

28. 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

30. 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: 9

**WOI-AM and WOI-FM
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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 and WOI-FM participated in the February 15, 2017 Iowa State University Greenlee School of Journalism Jump-Start Internship and Job Fair career fair, presenting professional and internship opportunities in public radio and raising general awareness of the organization among young professionals.</p> <p>WOI-AM and WOI-FM participated in the September 26, 2017 Iowa State University Greenlee School of Journalism Jump-Start Internship and Job Fair career fair, presenting professional and internship 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 December 1, 2016, News Director Michael Leland hosted a journalism class from Drake University. During their time with Leland, the students learned about audio production, explored what makes a good story, and news careers in public radio.</p> <p>On December 1, 2016, Reporter Amy Mayer served as a guest speaker to an Iowa State University Agricultural Communications class. The students learned about audio production, explored what makes a good story, and discussed career opportunities in public radio.</p>
<p style="text-align: center;">(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 its operations department. The internship program works with students at Iowa State 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>(v) Internship Program (Cont'd) –</p>	<p>One student this past year held an internship in the operations department, where he participated in the daily production of radio content, including ingesting audio from local and national (satellite) sources, editing it as necessary to fit time parameters, packaging it with Traffic spots, and sending it to the transmitters for broadcast.</p> <p>In the past year 1 student 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 Amy Mayer attended ScienceWriters2016, a training and conference event that occurred October 28 – November 1, 2016 in San Antonio, Texas. The conference included sessions around building reporting skills, conducting interviews with scientists, and increasing science knowledge of science reporters. The knowledge gained during this conference helped Mayer increase her effectiveness in her role.</p> <p>News Director Michael Leland attended "Building an Engaging Newsroom," a workshop presented by Poynter November 10 – 12, 2016 in Chicago, Illinois. The workshop included sessions around audience engagement, producing feature stories based on public inquiries, and launching projects in "legacy" newsrooms. The knowledge gained during this workshop helped Leland build and develop the local newsroom.</p> <p>Broadcast Operations Manager Jason Burns attended the 2017 Public Radio Engineering Conference, which occurred April 20 and 21, 2017 in Las Vegas, Nevada. The conference included sessions around production techniques, sound encoding, metadata management, and broadcast technology. The knowledge gained during this workshop helped the organization improve its audio quality and planning for future audio changes.</p>

<p>(viii) Training Programs (Cont'd) –</p>	<p>Development Specialist Amy O’Shaughnessy participated in several webinars hosted by Greater Public. These webinars include “Facebook Live, Digital Payments, and the Internet of Things with Heather Mansfield,” which was presented May 3, 2017 and “Creating a top-performing membership program,” which was presented August 10, 2017. These webinars helped O’Shaughnessy increase her effectiveness in her role and infuse new ideas in the membership programming.</p> <p>News Director Michael Leland attended the Public Radio News Directors Incorporated (PRNDI) conference, which occurred June 23 & 24, 2017 in Miami, Florida. The conference included sessions around defending “real news” against “fake news,” covering healthcare, reporting on guns, and reporting on immigration. The knowledge gained during this conference provided resources and information to Leland to support the station’s news gathering and broadcasting efforts.</p> <p>Development Specialist Amy O’Shaughnessy and Development Operations Manager Troy Vogel attended the Public Media Development and Marketing Conference, which occurred July 5 – 7, 2017 in San Francisco, California. The conference included sessions around digital shopping and fundraising, building and maintaining healthy membership programs, and generally increasing donations and the donor experience in media. The knowledge gained during this conference helped both employees increase their effectiveness in their roles and, consequently, help increase station donations.</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.