

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, 2017 – September 30, 2018**

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
Account Executive	3	Iowa Public Radio On-Air Announcement (2), Iowa Public Radio Website (1)	Iowa Public Radio Website	1 – 3; 6; 8 – 11; 13; 14; 16 – 18; 21; 22; 24; 31; 33 – 36
Development Director	5	Iowa Public Radio On-Air Announcement (2), Current Employee Referral (1), Aureon (Oasis) HR (2)	Iowa Public Radio On-Air Announcement	2; 4; 5
Development Specialist	5	Iowa Public Radio On-Air Announcement (3), Current Employee Referral (2)	Current Employee Referral	1 – 3; 8; 11 – 13; 17; 21; 22; 24; 30; 31; 33 – 35
Western Iowa Reporter	4	Current Employee Referral (1), Corporation for Public Broadcasting (2), Friend or other referrals (1)	Current Employee Referral	1 – 3; 7; 8; 11 – 13; 19 – 23; 27 – 29; 31 – 35

**WOI-AM and WOI-FM
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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: 7</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: 1</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: 4</p> | <p>4. Aureon (Oasis) HR
7760 Office Plaza Dr. S
West Des Moines, IA 50266
833-558-9869
https://www.aureon.com/services/talent-acquisition</p> <p>Total interviewees for reporting period: 2</p> |
| <p>5. BirdDogHR
4453 NW Urbandale Drive
Des Moines, IA 50322
877-252-2168
https://birddoghr.com/</p> <p>Total interviewees for reporting period: 0</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. Columbia School of Journalism
2950 Broadway (at 116th Street)
New York, NY 10027
212-854-2980
https://journalism-columbia-csm.symplicity.com/employers/</p> <p>Total interviewees for reporting period: 0</p> | <p>8. 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: 2</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> |

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|---|---|
| <p>11. Dual Career Network
616 Jefferson Building
Iowa City, IA 52242
319-335-3524
Contact: Garry Klein
Total interviewees for reporting period: 0</p> | <p>12. Facebook (Iowa Public Radio Facebook page)
1 Hacker Way
Menlo Park, CA 94025
650-543-4800
Total interviewees for reporting period: 0</p> |
| <p>13. Filipino-American Association of Iowa
Contact: Alma Reed
http://www.filamofiowa.com/index.php
Total interviewees for reporting period: 0</p> | <p>14. Grand View University
1200 Grandview Avenue
Des Moines, IA 50316-1529
515-263-2800
www.gvc.edu
Total interviewees for reporting period: 0</p> |
| <p>15. 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</p> | <p>16. 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</p> |
| <p>17. Greater Public
401 North 3rd Street, Suite 601
Minneapolis, MN 55401
800-454-2314
Total interviewees for reporting period: 0</p> | <p>18. Grinnell College
PO Box 805
Grinnell, IA 50112
641-269-4000
http://www.grinnell.edu/
Total interviewees for reporting period: 0</p> |
| <p>19. Illinois News Broadcasters Association
#1 University Circle
Macomb, IL 61455
http://www.inba.net/jobfile
Total interviewees for reporting period: 0</p> | <p>20. 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</p> |
| <p>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</p> | <p>22. Iowa State University Career Services
1320 Gerdin Business Building
Ames, IA 50011
https://ecms.eng.iastate.edu/employers/
Total interviewees for reporting period: 0</p> |

23. KBIA Radio
McReynolds Hall
Columbia, MO 65201
573-882-9136
www.kbia.org
Total interviewees for reporting period: 0

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

29. Sioux City Journal
515 Pavonia St.
Sioux City, IA 51102
712-293-4250
<https://siouxcityjournal.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 Northern Iowa
102 Gilchrist Hall
Cedar Falls, IA 50614-0384
319-273-6857
<http://www.uni.edu/careerservices/>
Total interviewees for reporting period: 0

35. 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

24. PRADO list-serve
www.pradoweb.org
Total interviewees for reporting period: 0

28. Radio Television Digital News Association (RTDNA)
529 14th Street, NW, Suite 1240
Washington, DC 20045
<https://www.rtdna.org>
Total interviewees for reporting period: 0

30. Twitter (@iowapublicradio)
1355 Market St #900
San Francisco, CA 94103
<https://twitter.com>
Total interviewees for reporting period: 0

32. 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

34. 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

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

37. No response

The candidate opted not to share information on where they learned of the position.

Total interviewees for reporting period: 0

Grand total interviewees for reporting period: 17

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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, 2018 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 February 14, 2018, Reporter Amy Mayer hosted a lunchtime talk to students and faculty in the Iowa State University Department of Geological and Atmospheric Sciences titled "What to do when a reporter calls?" During their time with Mayer, the attendees discussed interacting with media organizations and career opportunities in media.</p> <p>On February 15, 2018, Reporter John Pemble hosted a group of 19 homeschooled children and their parents as part of their learning field trip schedule. During their time with Pemble, the children learned the basics of radio and possible job opportunities in radio when they grow up. They also had the opportunity to record and edit their voices in the studios</p> <p>On September 4, 2018, Reporter Amy Mayer presented to an Iowa State University Greenlee School of Journalism class about how journalism with an ag beat is different from "ag journalism" and how both are distinct from advocacy writing. During their time with Mayer, the attendees also learned about career opportunities in media.</p> <p>On July 9, 2018, Reporter Joyce Russell served as a panelist of political reporters for high school journalism students attending a conference titled "Four-Day Bootcamp to Improve Your Journalism Skills," held by Drake University. During the panel, Russell discussed political communication and how reporters cover politicians.</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 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>One student this past year held an internship in the News department, where he pitched and produced stories and spots for broadcast and posting on the website.</p> <p>In the past year 4 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>Administrative Services Manager Matt Sieren attended an IT security conference, InSecurity, in Maryland November 28 – 30, 2017. Topics discussed include patch management, preventing lateral intrusions into computer networks, strategies for preventing and responding to ransomware, and creating and managing user identities.</p> <p>Reporter Katarina Sostaric attended an NPR training at Minnesota Public Radio in St. Paul in late November 2017, where she learned techniques around making audio stories more compelling and memorable, running a listening session, conducting two-ways, improving radio intros, and reporting on communities where reporters don’t live.</p>

<p>(viii) Training Programs (Cont'd) –</p>	<p>Accounting Manager Molly McWilson participated in two online CPA webinars – “Mastering Data Preparation & Analysis in Excel” on December 20, 2017 and “Not-for-Profit Entities: 2018 Audit and Accounting Issues” on May 21, 2018. In the December 20 course, McWilson learned about proper spreadsheet design to eliminate risk and the power of using Excel for data analysis. In the May 21 course, McWilson learned industry, regulatory and economic developments and the significant issues on the horizon impacting nonprofit organizations.</p> <p>Reporter Amy Mayer participated as a fellow with the Institute for Journalism and Natural Resources during the week-long Upper Mississippi River Institute June 16 – 24, 2018. During the institute, she traveled from Bemidji, Minnesota to St. Louis, Missouri, interacting with local citizens, elected officials, business owners, resource managers, and farmers and scientists. Topics discussed during the institute included the connections between domestic oil and gas, agriculture, and the loss of forests and wetlands, soil health, and different approaches to local control of zoning and resource extraction, among others.</p> <p>IT Specialists Dallas Tuttle and James McLaughlin, Broadcast Operations Specialists Sean McClain and Nick Brinks, Broadcast Operations Manager Jason Burns, and Administrative Services Manager Matt Sieren visited Minnesota Public Radio June 19, 2018. During the visit, they toured and discussed the technical operations of MPR/APM, including IT infrastructure, broadcast transmission, and radio automation procedures.</p> <p>Account Executive Jon Petersen and Senior Account Executive Christina Nimry attended the Iowa Broadcaster’s Association Sales seminar on June 21, 2018 in West Des Moines. The sessions focused on selling profitably in a media fragmented world and impressing and retaining clients.</p> <p>Development Operations Manager Troy Vogel, Development Associate Amy O’Shaughnessy, and Development Specialist Madeleine King attended the 2018 Public Media Development and Marketing Conference, which occurred July 10 – 13 in Chicago, Illinois. The conference included sessions around communicating with and motivating donors, designing public radio events, planned giving, selling in public radio, and e-newsletters, among other topics.</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.