EEO PUBLIC FILE REPORT

FOR

THE WOI RADIO GROUP

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

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
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: 7

2. Iowa Public Radio Website  
   2111 Grand Avenue  
   Suite 100  
   Des Moines, IA 50312  
   515-725-1707  
   Contact: Matt Sieren  
   [link]

   Total interviewees for reporting period: 1

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

   Total interviewees for reporting period: 4

4. Aureon (Oasis) HR  
   7760 Office Plaza Dr. S  
   West Des Moines, IA 50266  
   833-558-9869  
   [link]

   Total interviewees for reporting period: 2

5. BirdDogHR  
   4453 NW Urbandale Drive  
   Des Moines, IA 50322  
   877-252-2168  
   [link]

   Total interviewees for reporting period: 0

6. Central College  
   812 University Street  
   Pella, IA 50219-1999  
   877-462-3687  
   [link]

   Total interviewees for reporting period: 0

7. Columbia School of Journalism  
   2950 Broadway (at 116th Street)  
   New York, NY 10027  
   212-854-2980  
   [link]

   Total interviewees for reporting period: 0

8. Corporation for Public Broadcasting Website  
   [link]

   Total interviewees for reporting period: 2

9. Des Moines Business Record  
   The Depot at Fourth  
   100 4th St.  
   Des Moines, IA 50309  
   [link]

   Total interviewees for reporting period: 0

10. Drake University  
    2507 University Avenue  
    Des Moines, IA 50311-4505  
    515-271-2011  
    [link]

    Total interviewees for reporting period: 0
11. Dual Career Network
   616 Jefferson Building
   Iowa City, IA 52242
   319-335-3524
   Contact: Garry Klein
   Total interviewees for reporting period: 0

12. Facebook (Iowa Public Radio Facebook page)
    1 Hacker Way
    Menlo Park, CA 94025
    650-543-4800
   Total interviewees for reporting period: 0

13. Filipino-American Association of Iowa
    Contact: Alma Reed
   Total interviewees for reporting period: 0

14. Grand View University
    1200 Grandview Avenue
    Des Moines, IA 50316-1529
    515-263-2800
    www.gvc.edu
   Total interviewees for reporting period: 0

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

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

17. Greater Public
    401 North 3rd Street, Suite 601
    Minneapolis, MN 55401
    800-454-2314
   Total interviewees for reporting period: 0

18. Grinnell College
    PO Box 805
    Grinnell, IA 50112
    641-269-4000
    http://www.grinnell.edu/
   Total interviewees for reporting period: 0

19. Illinois News Broadcasters Association
    #1 University Circle
    Macomb, IL 61455
    http://www.inba.net/jobfile
   Total interviewees for reporting period: 0

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

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

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

24. PRADO list-serve  
www.pradoweb.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

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

29. Sioux City Journal  
515 Pavonia St.  
Sioux City, IA 51102  
712-293-4250  
https://siouxcityjournal.com/  
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

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

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

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

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

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

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**
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:

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Description</th>
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<tbody>
<tr>
<td>(i) Job Fair Participation –</td>
<td>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.</td>
</tr>
<tr>
<td>In two years’ time: Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions</td>
<td></td>
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<tr>
<td>(iv) Participation in community group events –</td>
<td>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.</td>
</tr>
<tr>
<td>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</td>
<td>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.</td>
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<td></td>
<td>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.</td>
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<td></td>
<td>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.</td>
</tr>
</tbody>
</table>
(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

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.

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.

In the past year 4 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.

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.

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.
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.

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.

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.

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.

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.

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.