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, 2018 – September 30, 2019
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: [https://iowapublicradio.org/careers-ipr](https://iowapublicradio.org/careers-ipr).

<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>Development Analyst</td>
<td>6</td>
<td>Iowa Public Radio On-Air Announcement (1), Des Moines Community Foundation Website (2), Current Employee Referral (1), No Response (2)</td>
<td>Iowa Public Radio On-Air Announcement</td>
<td>1-3; 5; 9-10; 12-17; 20-21; 25-26; 31-37</td>
</tr>
<tr>
<td>Health Reporter</td>
<td>3</td>
<td>Iowa Public Radio Website (1), Facebook – Iowa Public Radio (1), Corporation for Public Broadcasting (1)</td>
<td>Corporation for Public Broadcasting</td>
<td>1-3; 6; 8; 10; 12; 14-17; 23-30; 32-37</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>10</td>
<td>Iowa Public Radio On-Air Announcement (4), Friend or other referrals (4), Iowa Public Radio Website (1), Facebook – Iowa Public Radio (1)</td>
<td>Iowa Public Radio Website</td>
<td>1-4; 7; 9-11; 14-17; 19-22; 25-26; 31-32; 34-37</td>
</tr>
<tr>
<td>Reporter</td>
<td>4</td>
<td>Current Website (1), Corporation for Public Broadcasting (1), No response (2)</td>
<td>Current Website</td>
<td>1-3; 8; 10; 12; 14-17; 23-30; 32-37</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: 5

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: 2

3. Current Employee Referrals
   E-mail to all staff announcing the open position and encouraging them to recruit.
   Total interviewees for reporting period: 1

4. American Marketing Association, Iowa Chapter
   312-542-9000
   https://www.ama.org

   Total interviewees for reporting period: 0

5. Association of Fundraising Professionals Central Iowa Chapter
   703-684-0410
   https://afpglobal.org

   Total Interviewees for reporting period: 0

6. Association of Health Care Journalists
   Missouri School of Journalism
   10 Neff Hall
   Columbia, MO 65211
   573-884-5606
   https://healthjournalism.org

   Total Interviewees for reporting period: 0

7. Central College
   812 University Street
   Pella, IA 50219-1999
   877-462-3687
   www.central.edu

   Total Interviewees for reporting period: 0

8. Columbia 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. Community Foundation of Greater Des Moines
   1915 Grand Avenue
   Des Moines, IA 50309
   515-883-2626
   https://www.desmoinesfoundation.org

   Total Interviewees for reporting period: 2

10. Corporation for Public Broadcasting Website
    401 Ninth Street, NW
    Washington, DC 20004-2129
    202-879-9600
    http://www.cpb.org/jobline/

    Total Interviewees for reporting period: 2
11. Creighton University  
2500 California Plaza  
Omaha, NE 68178  
402-280-2700  
https://www.creighton.edu  
Total interviewees for reporting period: 0

12. Current Website  
6930 Carroll Avenue, Suite 625  
Takoma Park, MD 20912  
301-270-7240  
https://jobs.current.org  
Total interviewees for reporting period: 1

13. Des Moines Business Record  
The Depot at Fourth  
100 4th Street  
Des Moines, IA 50309  
http://businessrecord.com/  
Total interviewees for reporting period: 0

14. Drake University  
2507 University Avenue  
Des Moines, IA 50311-4505  
515-271-2011  
www.drake.edu  
Total interviewees for reporting period: 0

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

16. Facebook – Iowa Public Radio  
1 Hacker Way  
Menlo Park, CA 94025  
650-543-4800  
Total interviewees for reporting period: 2

17. Filipino-American Association of Iowa  
Contact: Alma Reed  
http://www.filamofiowa.org  
Total interviewees for reporting period: 0

18. 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: 4

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

20. Greater Des Moines Partnership  
700 Locust Street #100  
Des Moines, IA 50309  
515-286-4950  
www.desmoinesmetro.com  
Total interviewees for reporting period: 0

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

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

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

24. Iowa Broadcaster’s Association  
PO Box 71186  
Des Moines, IA 50325  
515-224-7237  
http://iowabroadcasters.com/  
Total interviewees for reporting period: 0
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</table>
| 25. | 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. | 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. | JournalismNext.com  
https://www.journalismnext.com  
703-629-0178  
**Total interviewees for reporting period:** 0 | 28. | KBIA News Director  
McReynolds Hall  
Columbia, MO 65201  
573-882-9136  
www.kbia.org  
Contact: Ryan Famuliner  
**Total interviewees for reporting period:** 0 |
| 29. | Public Radio News Directors Inc. (PRNDI)  
PO Box 838  
Sturgis, SD 57785  
http://prndi.org/  
**Total interviewees for reporting period:** 0 | 30. | 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 |
| 31. | Twitter - @iowapublicradio  
1355 Market Street #900  
San Francisco, CA 94103  
https://twitter.com  
**Total interviewees for reporting period:** 0 | 32. | 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 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 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. | University of Wisconsin Platteville  
Tower 610  
1 University Plaza  
Platteville, WI 53818  
608-342-1627  
http://www.uwplatt.edu/  
Contact: Arthur Ranney  
**Total interviewees for reporting period:** 0 | 36. | Vision Maker Media  
1800 N. 33 Street  
Lincoln, NE 68503  
402-472-3522  
http://www.nativetelecom.org/  
**Total interviewees for reporting period:** 0 |
37. Wartburg College  
100 Wartburg Boulevard  
Waverly, IA 50677  
319-352-8615  
http://wartburg-csm.symplicity.com//employers  
Total interviewees for reporting period: 0

38. No response  
The candidate opted not to share information on where they learned of the position.
Total interviewees for reporting period: 4

Grand total interviewees for reporting period: 23
WOO-AM and WOO-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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</table>
| (i) Job Fair Participation –  
In two years’ time: Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions | WOO-AM and WOO-FM participated in the October 17, 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.  
WOI-AM and WOO-FM participated in the February 26, 2019 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. |
| (iv) Participation in community group events –  
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 | On December 3, 2018, News Director Michael Leland hosted six international journalists at the WOI station in Des Moines. These journalists were a part of a State Department sponsored leadership program that was coordinated through the Iowa International Center. They were given a tour of the studio and had a Q&A about Iowa Public Radio.  
On March 5, 2019, Reporter Amy Mayer served on a panel about science and media at an event sponsored by the Environmental Health Sciences Research Center at the University of Iowa College of Public Health. The event was held at the Grinnell Public Library and the topics discussed included challenges of pleasing multiple stakeholders, the boundaries of research and why it is difficult to extrapolate from research, and the importance of environmental reporting.  
On March 27, 2019, State Government Reporter Katarina Sostaric participated in the Leadership and Innovation in High School Media conference. This panel was hosted by Drake University and the focus was to discuss why journalism matters with young journalists. |
### (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-AM and WOI-FM continued its internship program, offering opportunities in its operations, news, and digital departments. The internship program works primarily 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.

In the past year, 3 students participated in the internship program.

One student this past year held an internship in the News department, where she pitched and produced stories and spots for broadcast and posting on the website.

Another student interned in our Broadcast 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.

This year we also hosted a Diversity In Arts Leadership (DIAL) intern through Americans for the Arts. The intern was with us for 10 weeks and focused on market research for a digital arts/culture resource, where the viability of a statewide digital magazine was tested.

### (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-AM and WOI-FM 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.

Accounting Manager Molly McWilson participated in seven online CPA webinars where she...
(viii) Training Programs (Cont’d) –


Gift Accountant Kristina Libbey attended the Agilon Users Conference in April 2019, in Denver, Colorado, where she participated in roundtable discussions regarding reporting tools, automating matching gift processes, and setting and maintaining mailing rules. She also led a session on Agilon One Pledge Reminder Processes and Adjustments.

Development Operations Manager Troy Vogel, Development Director Andrea Hansen, Development Specialist Madeleine King, Senior Account Executive Christina Nahas Nimry, and Account Executive Jon Petersen attended the 2019 Public Media Development and Marketing Conference, which occurred July 9-12, 2019, in Dallas, Texas. 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.

Health Reporter Natalie Krebs attended the Society of Professional Journalists Data Viz Bootcamp in August 2019, where she learned how to create infographics on Tableau from Excel spreadsheets to help visualize data within stories posted on the web.

Account Executive Jon Petersen attended a webinar on September 6, 2019 titled How to Write Prospecting Sales Emails That Really, Really Work, presented by Lisa Leitch, where he learned strategies to boost sales email success rates and step-by-step techniques to craft emails that generate an action response.

State Government Reporter Katarina Sostaric attended an NPR training session for state government reporters in Washington, D.C. on September 24-25, 2019, where she attended sessions on voting rights, election security, campaign finance, and 2020 national politics.

**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.