

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>.

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

**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: 5</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: 2</p> |
| <p>3. Current Employee Referrals
E-mail to all staff announcing the open position and encouraging them to recruit.
Total interviewees for reporting period: 1</p> | <p>4. American Marketing Association, Iowa Chapter
312-542-9000
https://www.ama.org
Total interviewees for reporting period: 0</p> |
| <p>5. Association of Fundraising Professionals Central Iowa Chapter
703-684-0410
https://afpglobal.org</p> <p>Total Interviewees for reporting period: 0</p> | <p>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</p> |
| <p>7. 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>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</p> |
| <p>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</p> | <p>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</p> |

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

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

27. JournalismNext.com
<https://www.journalismnext.com>
703-629-0178
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

31. Twitter - @iowapublicradio
1355 Market Street #900
San Francisco, CA 94103
<https://twitter.com>
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

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

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

28. KBIA News Director
McReynolds Hall
Columbia, MO 65201
573-882-9136
www.kbia.org
Contact: Ryan Famuliner
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

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

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

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

Grand total interviewees for reporting period: 23

38. No response

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

Total interviewees for reporting period: 4

**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 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.</p> <p>WOI-AM and WOI-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.</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 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.</p> <p>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.</p> <p>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.</p>

	<p>On June 20, 2019, Senior Account Executive Christina Nahas Nimry attended A New Sales Method: Moving Transactional to Consultative Selling conference hosted by the West Des Moines Chamber of Commerce. At this event, a senior training consultant gave presentations on revealing the seven most common barriers to sales success, four steps to successful sales, and exploring critical skills that lead to sales success in the new economy.</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-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.</p> <p>In the past year, 3 students participated in the internship program.</p> <p>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.</p> <p>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.</p> <p>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.</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-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.</p> <p>Accounting Manager Molly McWilson participated in seven online CPA webinars where she</p>

<p>(viii) Training Programs (Cont'd) –</p>	<p>received certificates in the following fields: “Accounting & Auditing Update,” on November 12, 2018; “Fiduciary Activities: Understanding the Impacts of GASB,” on November 15, 2018; “Effective Business Communication,” on November 27, 2018; “Advanced Accounting & Auditing Quarterly Update,” on December 6, 2018; “KPI Dashboards: The New Financial Reporting Model,” on December 11, 2018; “Ethics and Professional Conduct,” on December 21, 2018; and “Governmental & Not-for-Profit Annual Update,” on August 19, 2019.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</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.