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, 2019 – September 30, 2020
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://www.iowapublicradio.org/careers-at-ipr](https://www.iowapublicradio.org/careers-at-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>Sales Assistant</td>
<td>3</td>
<td>Current Employee Referral (1), Iowa Public Radio Website (1), No response (1)</td>
<td>Current Employee Referral</td>
<td>1-3, 5-7, 9-12, 14-16, 19-20, 23, 25-28, 30-31</td>
</tr>
<tr>
<td>Radio Broadcast Engineer</td>
<td>2</td>
<td>Iowa Broadcasters Association (1), The Society of Broadcast Engineers (1)</td>
<td>Iowa Broadcasters Association</td>
<td>1-13, 16-31</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
1. Iowa Public Radio On-Air Announcements
   1013 WOI Road
   Ames, IA 50011-1067
   515-725-1700
   Total interviewees for reporting period: 0

2. Iowa Public Radio Website
   2111 Grand Avenue
   Des Moines, IA 50312-5393
   515-725-1700
   https://www.iowapublicradio.org/careers-at-ipr
   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: 1

4. Broadcast Engineering Message Board
   https://broadcastengineering.info
   Total interviewees for reporting period: 0

5. Cornell College
   600 1st Street SW
   Mount Vernon, IA 52314
   319-895-4334
   https://app.joinhandshake.com/jobs/
   Total Interviewees for reporting period: 0

6. Corporation for Public Broadcasting Website
   401 9th Street, NW
   Washington, DC 20004-2129
   202-879-9600
   https://www.cpb.org/jobline/
   Total Interviewees for reporting period: 0

7. Creighton University
   2500 California Plaza
   Omaha, NE 68178
   402-280-2700
   https://app.joinhandshake.com/jobs/
   Total Interviewees for reporting period: 0

8. Current
   4400 Massachusetts Avenue, NW
   Washington, DC 20016-8122
   727-433-2527
   https://jobs.current.org/r/jobs/job.cfm
   Total interviewees for reporting period: 0

9. Drake University
   2507 University Avenue
   Des Moines, IA 50311-4505
   515-271-2011
   https://app.joinhandshake.com/jobs/
   Total Interviewees for reporting period: 2

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

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

12. Filipino-American Association of Iowa*
    Contact: Alma Reed
    515-418-5003
    http://www.filamofiowa.org
    Total interviewees for reporting period: 0
13. Grand View University Career Center  
   1200 Grandview Avenue  
   Des Moines, IA 50316  
   515-263-2800  
   https://www.grandview.edu/student-life/career-center  
   Total interviewees for reporting period: 0

14. Greater Des Moines Partnership  
   700 Locust Street, Suite 100  
   Des Moines, IA 50309  
   515-286-4950  
   https://www.careersdsmusa.com/careers/jobs/  
   Total interviewees for reporting period: 0

15. Greater Public  
   401 North 3rd Street, Suite 601  
   Minneapolis, MN 55401  
   800-454-2314  
   https://www.greaterpublic.org/jobs/  
   Total interviewees for reporting period: 0

16. Grinnell College  
   1115 8th Avenue  
   Grinnell, IA 50112  
   641-269-4000  
   https://app.joinhandshake.com/jobs/  
   Total interviewees for reporting period: 0

17. Hawkeye Community College  
   1501 East Orange Road  
   Waterloo, IA 50704-8015  
   https://www.collegecentral.com/  
   Total interviewees for reporting period: 0

18. Iowa Broadcasters Association  
   PO Box 71186  
   Des Moines, IA 50325  
   515-224-7237  
   http://iowabroadcasters.com/  
   Total interviewees for reporting period: 1

19. Iowa College Recruiting Network  
   10 Merrill Park Circle, Suite B  
   Grinnell, IA 50012  
   515-867-6890  
   Contact: Valorie Larsson  
   http://recruitiowagrad.com/  
   Total interviewees for reporting period: 0

20. Iowa State University Career Services  
   1320 Gerdin Business Building  
   Ames, IA 50011  
   https://cyhire.iastate.edu/employers/  
   Total interviewees for reporting period: 0

21. Kirkwood Community College  
   6301 Kirkwood Boulevard SW  
   Cedar Rapids, IA 52404  
   https://www.collegecentral.com/  
   Total interviewees for reporting period: 0

22. PubTech List Serve  
   Contact: Chuck Leavens  
   chuck@leavens.net  
   Total interviewees for reporting period: 0

23. Simpson College  
   701 North C Street  
   Indianola, IA 50125  
   515-961-6251  
   https://app.joinhandshake.com/jobs/  
   Total interviewees for reporting period: 0

24. Society of Broadcast Engineers  
   info@sbe.org  
   https://www.sbe.org/sections/jobs_online.php  
   Total interviewees for reporting period: 1

25. Twitter - @iowapublicradio  
   1355 Market Street #900  
   San Francisco, CA 94103  
   https://twitter.com  
   Total interviewees for reporting period: 0

26. University of Iowa Career Services  
   100 Pomerantz Center, Suite C310  
   Iowa City, IA 52242  
   319-335-1023  
   https://app.joinhandshake.com/jobs/
Total interviewees for reporting period: 0

27. 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

28. University of Northern Iowa Career Services
   102 Gilchrist Hall
   Cedar Falls, IA 50614-0384
   319-273-6857
   https://careerservices.uni.edu/job-board
   Total interviewees for reporting period: 0

29. 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

30. Vision Maker Media*
    1800 North 33rd Street
    Lincoln, NE 68503-1409
    402-472-3522
    https://visionmakermedia.org
   Total interviewees for reporting period: 0

31. Wartburg College
    100 Wartburg Boulevard
    Waverly, IA 50677
    319-352-8615
    https://info.wartburg.edu/employment
    Total interviewees for reporting period: 0

32. 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: 0

33. No response
    The candidate opted not to share information on where they learned of the position.
   Total interviewees for reporting period: 1

Grand total interviewees for reporting period: 5

Sources designated with an * have requested notification of open positions.
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>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Job Fair Participation –</td>
<td>WOI-AM and WOI-FM participated in the Fall 2019 Jump-Start Internship and Networking Fair hosted by the Iowa State University Greenlee School of Journalism and Communication on October 1, 2019. Participation in the Fair allowed the organization to present internship and professional employment opportunities in public radio to students. Participation also provided the opportunity to raise awareness of the organization.</td>
</tr>
<tr>
<td></td>
<td>WOI-AM and WOI-FM participated in the Spring 2020 Jump-Start Internship and Networking Fair hosted by the Iowa State University Greenlee School of Journalism and Communication on March 5, 2020. Participation in the Fair allowed the organization to present internship and professional employment opportunities in public radio to students. Participation also provided the opportunity to raise awareness of the organization.</td>
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<tr>
<td>(iv) Participation in community group events –</td>
<td>Reporter Amy Mayer presented to a group of twenty students at Iowa State University’s Greenlee School of Journalism and Communication’s Agricultural Media orientation course on October 22, 2019. Mayer shared with the students her experience with Harvest Public Media, what she does as a reporter and provided advice for students considering a communications career in agriculture.</td>
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<tr>
<td></td>
<td>Broadcast Operations Specialist Nick Brincks participated in a panel discussion at the Iowa College Media Association conference on February 6, 2020 held in Des Moines, IA. The panelists spoke to college students about being young professionals working in media.</td>
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<tr>
<td></td>
<td>News Director Michael Leland participated in the State Department’s International Visitor Leadership Program on March 4, 2020 at the Iowa International Center in Des Moines, IA. Leland spoke to them about public media and journalism.</td>
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<tr>
<td>(iv) Participation in community group events – (cont’d)</td>
<td>Reporter Amy Mayer hosted a group of six students and their teacher from Main Street School in Norwalk, IA at the Ames studios on March 11, 2020. Mayer led the group on a tour of the studios and helped them record interviews of each other. The students were preparing for an oral history project.</td>
</tr>
<tr>
<td>(v) Internship Program –</td>
<td>WOI-AM and WOI-FM continued its internship program offering opportunities to students involving broadcast operations and audio production. The internship program works primarily with students at Iowa State University, offering hands-on, skills-developing internships that prepare students for employment after graduation. Several students who have participated in the program have later enjoyed successful careers in public media.</td>
</tr>
<tr>
<td>In two years’ time: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment</td>
<td>In the past year, 1 student participated in the internship program. This 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.</td>
</tr>
<tr>
<td>(viii) Training Programs –</td>
<td>WOI-AM and WOI-FM encourages participation in career-development opportunities which includes webinars, in-person training and attending conferences. In the ever-changing public media environment, participation in such programs allows employees to increase their knowledge in areas relevant to their work. A few of those programs are outlined as examples of how WOI-AM and WOI-FM supports training opportunities for its staff.</td>
</tr>
<tr>
<td>In two years’ time: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions</td>
<td>Marketing Manager Gretchen Kasperbauer participated in several webinars as part of Greater Public’s Public Media Development and Marketing’s Summer Series. These included “Digital Transformation: Lessons from Table Stakes” held on August 6, 2020. Kasperbauer also participated in “Take an Energizing Breath and Rock the Vote(rs)” held on August 7, 2020, “Engaging Audiences with Virtual Events” on August 19, 2020, and “Marketing Ideas for Your Planned Giving Program” on August 26, 2020.</td>
</tr>
</tbody>
</table>


Broadcast Engineer Kevin Rotz viewed several webinars hosted by the Society of Broadcast Engineers, including the SBE’s AoIP series: “IP Networking for Real-Time Media Networks” on May 22, 2020, “AoIP Basics” on May 27, 2020 and “How AES67 Builds on 15 Years of AoIP Success” on June 2, 2020.

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.