

**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>.

**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](mailto:kedmister@iowapublicradio.org)**

<u>Job Title</u>	<u>Total Interviewed</u>	<u>Interviewees Source of Referral</u>	<u>Selected Hire Source of Referral</u>	<u>Recruitment Sources Utilized, From Attachment A</u>
Sales Assistant	3	Current Employee Referral (1), Iowa Public Radio Website (1), No response (1)	Current Employee Referral	1-3, 5-7, 9-12, 14-16, 19-20, 23, 25-28, 30-31
Radio Broadcast Engineer	2	Iowa Broadcasters Association (1), The Society of Broadcast Engineers (1)	Iowa Broadcasters Association	1-13, 16-31

**WOI-AM and WOI-FM  
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Attachment "A"**

- |   |   |
|---|---|
| <p>1. Iowa Public Radio On-Air Announcements<br/>1013 WOI Road<br/>Ames, IA 50011-1067<br/>515-725-1700</p> <p><b>Total interviewees for reporting period: 0</b></p>  | <p>2. Iowa Public Radio Website<br/>2111 Grand Avenue<br/>Des Moines, IA 50312-5393<br/>515-725-1700<br/><a href="https://www.iowapublicradio.org/careers-at-ipr">https://www.iowapublicradio.org/careers-at-ipr</a></p> <p><b>Total interviewees for reporting period: 1</b></p> |
| <p>3. Current Employee Referrals<br/>E-mail to all staff announcing the open position and encouraging them to recruit.</p> <p><b>Total interviewees for reporting period: 1</b></p>   | <p>4. Broadcast Engineering Message Board<br/><a href="https://broadcastengineering.info">https://broadcastengineering.info</a></p> <p><b>Total interviewees for reporting period: 0</b></p>  |
| <p>5. Cornell College<br/>600 1<sup>st</sup> Street SW<br/>Mount Vernon, IA 52314<br/>319-895-4334<br/><a href="https://app.joinhandshake.com/jobs/">https://app.joinhandshake.com/jobs/</a></p> <p><b>Total Interviewees for reporting period: 0</b></p> | <p>6. Corporation for Public Broadcasting Website<br/>401 9<sup>th</sup> Street, NW<br/>Washington, DC 20004-2129<br/>202-879-9600<br/><a href="https://www.cpb.org/jobline/">https://www.cpb.org/jobline/</a></p> <p><b>Total Interviewees for reporting period: 0</b></p>       |
| <p>7. Creighton University<br/>2500 California Plaza<br/>Omaha, NE 68178<br/>402-280-2700<br/><a href="https://app.joinhandshake.com/jobs/">https://app.joinhandshake.com/jobs/</a></p> <p><b>Total Interviewees for reporting period: 0</b></p>          | <p>8. Current<br/>4400 Massachusetts Avenue, NW<br/>Washington, DC 20016-8122<br/>727-433-2527<br/><a href="https://jobs.current.org/r/jobs/job.cfm">https://jobs.current.org/r/jobs/job.cfm</a></p> <p><b>Total interviewees for reporting period: 0</b></p>                     |
| <p>9. Drake University<br/>2507 University Avenue<br/>Des Moines, IA 50311-4505<br/>515-271-2011<br/><a href="https://app.joinhandshake.com/jobs">https://app.joinhandshake.com/jobs</a></p> <p><b>Total Interviewees for reporting period: 2</b></p>     | <p>10. Dual Career Network*<br/>616 Jefferson Building<br/>Iowa City, IA 52242<br/>319-335-3524<br/>Contact: Garry Klein</p> <p><b>Total Interviewees for reporting period: 0</b></p>   |
| <p>11. Facebook – Iowa Public Radio<br/>1 Hacker Way<br/>Menlo Park, CA 94025<br/>650-543-4800</p> <p><b>Total interviewees for reporting period: 0</b></p>   | <p>12. Filipino-American Association of Iowa*<br/>Contact: Alma Reed<br/>515-418-5003<br/><a href="http://www.filamofiowa.org">http://www.filamofiowa.org</a></p> <p><b>Total interviewees for reporting period: 0</b></p>  |

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**

15. Greater Public  
401 North 3<sup>rd</sup> Street, Suite 601  
Minneapolis, MN 55401  
800-454-2314  
<https://www.greaterpublic.org/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**

19. 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**

21. Kirkwood Community College  
6301 Kirkwood Boulevard SW  
Cedar Rapids, IA 52404  
<https://www.collegecentral.com/>

**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**

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

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**

16. Grinnell College  
1115 8<sup>th</sup> Avenue  
Grinnell, IA 50112  
641-269-4000  
<https://app.joinhandshake.com/jobs/>

**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**

20. Iowa State University Career Services  
1320 Gerding Business Building  
Ames, IA 50011  
<https://cyhire.iastate.edu/employers/>

**Total interviewees for reporting period: 0**

22. PubTech List Serve  
Contact: Chuck Leavens  
[chuck@leavens.net](mailto:chuck@leavens.net)

**Total interviewees for reporting period: 0**

24. Society of Broadcast Engineers  
[info@sbe.org](mailto:info@sbe.org)  
[https://www.sbe.org/sections/jobs\\_online.php](https://www.sbe.org/sections/jobs_online.php)

**Total interviewees for reporting period: 1**

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**

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**

31. Wartburg College  
100 Wartburg Boulevard  
Waverly, IA 50677  
319-352-8615  
<https://info.wartburg.edu/employment>
- 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.**

**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**

30. Vision Maker Media\*  
1800 North 33<sup>rd</sup> Street  
Lincoln, NE 68503-1409  
402-472-3522  
<https://visionmakermedia.org>

**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**

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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>(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 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.</p> <p>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.</p>
<p>(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>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.</p> <p>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.</p> <p>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.</p>

<p>(iv) Participation in community group events – (cont'd)</p>	<p>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.</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 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.</p> <p>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.</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 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.</p> <p>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.</p>

(viii) Training Programs (Cont'd) –	<p>Report for America Reporter Kassidy Arena participated in several training sessions hosted by Report for America. These included “Field Advisory: Covering Protests Safely” on June 3, 2020, “Beat Training: Accountability &amp; Representation” on June 24, 2020, “Fact-Checking Training” on August 13, 2020, “FOIA Training” on August 18, 2020 and “Solutions Journalism Training” on August 25, 2020. As part of the Report for America program, training and online events are coordinated by The GroundTruth Project to assist corp members in improving skills and exchanging ideas.</p> <p>Sales Assistant Nicole Baxter participated in several webinars related to corporate support as part of Greater Public’s Public Media Development and Marketing’s Summer Series. These included “Leveraging ‘Grove’ for Sponsorship” held on July 15, 2020, “Creating New Corporate Sponsorship Products” held on August 13, 2020 and “MetaPub: Visual Sponsorship and Promotion Software” held on August 25, 2020.</p> <p>Accounting Manager Molly McWilson completed several online CPE courses sponsored by the American Institute of CPAs receiving certificates of completion for the following: “Governmental Pensions: Prepare for a Changing Landscape” on December 11, 2019, “Annual Update for Accountants and Auditors” on December 12, 2019, “Financial Forecasting: Planning for Success” on December 13, 2019, “Excel-Using PivotTables for Data Analysis” on December 16, 2019, “Employment Law Update: Examining Critical Issues with FMLA, HIPAA, COBRA, ADA and More” on December 19, 2019, “Documenting Your EBP Audit: What You Need to Know” on December 20, 2019, “Introduction to Data Analytics and Microsoft PowerBI Tools” on January 13, 2020 and “Microsoft PowerBI – Get Started with the Right Data” on January 14, 2020.</p> <p>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.</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.*