

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 Public Radio, Inc., Des Moines, Iowa**

October 1, 2021 – September 30, 2022

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

<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>
Western Iowa Reporter	4	CPB Website (1), Current Employee Referral (2), Friend/Other (1)	Friend/Other	2-3, 6, 8, 10, 12-13, 19, 21-26, 28-31, 34-35, 50-51
Senior Content Editor	2	Friend/Other (2)	Friend/Other	2-3, 5, 6, 8, 10, 12-13, 17, 19, 21-23, 25-26, 28, 30, 34-35, 37, 39-43, 50-51
Membership Communications Coordinator	5	Iowa Public Radio On-Air Announcements (2), Iowa Public Radio Website (3)	Iowa Public Radio Website	1-3, 10-16, 20-22, 33-35, 50-51
Midday Host	3	CPB Website (1), Iowa Public Radio Website (2)	CPB Website	2-3, 6, 8, 10, 12-13, 19, 21-26, 28-31, 34-35, 38, 50-51
Broadcast Operations Specialist	4	CPB Website (1), Current Employee Referral (1), Iowa Public Radio LinkedIn (2)	Current Employee Referral	2-4, 6, 10-13, 21-22, 32, 34-36, 50-51

Video Producer	1	Current Employee Referral (1)	Current Employee Referral	2-3, 6, 10-12, 22, 34-35, 50-51
Digital Producer	3	Iowa Public Radio Website (1), Current Employee Referral (1), Iowa Public Radio LinkedIn (1)	Current Employee Referral	2-3, 6-10, 12-13, 18-19, 21, 25-27, 30-31, 44-51

**WOI-AM and WOI-FM
EEO Public File Report
Attachment "A"**

- | | |
|--|---|
| <p>1. Iowa Public Radio On-Air Announcements
1013 WOI Road
Ames, IA 50011-1067
515-725-1700</p> <p>Total interviewees for reporting period: 2</p> | <p>2. Iowa Public Radio Website
2111 Grand Avenue
Des Moines, IA 50312-5393
515-725-1700
https://www.iowapublicradio.org/careers-at-ipr</p> <p>Total interviewees for reporting period: 6</p> |
| <p>3. Current Employee Referrals
E-mail to all staff announcing the open position and encouraging them to recruit.</p> <p>Total interviewees for reporting period: 5</p> | <p>4. Buena Vista University
610 West 4th Street
Storm Lake, IA 50588
800-383-9600
https://employer.gradleaders.com</p> <p>Total interviewees for reporting period: 0</p> |
| <p>5. Editors In Public Media Facebook Group</p> <p>Total Interviewees for reporting period: 0</p> | <p>6. Corporation for Public Broadcasting Website
401 9th Street, NW
Washington, DC 20004-2129
202-879-9600
https://www.cpb.org/jobline/</p> <p>Total Interviewees for reporting period: 3</p> |
| <p>7. Hola America Media Group
PO Box 8188
Des Moines, IA 50301
309-721-5693
holaamerica2000@gmail.com</p> <p>Total Interviewees for reporting period: 0</p> | <p>8. Current
4400 Massachusetts Avenue, NW
Washington, DC 20016-8122
727-433-2527
https://jobs.current.org/job</p> <p>Total interviewees for reporting period: 0</p> |
| <p>9. Iowa PBS
6450 Corporate Drive
Johnston, IA 50131
515-725-9700
taylor.shore@iowapbs.org</p> <p>Total Interviewees for reporting period: 0</p> | <p>10. Dual Career Network*
616 Jefferson Building
Iowa City, IA 52242
319-335-3524
Contact: Garry Klein</p> <p>Total Interviewees for reporting period: 0</p> |
| <p>11. Drake University
2507 University Avenue
Des Moines, IA 50311-4505
515-271-2011
https://app.joinhandshake.com/jobs</p> <p>Total interviewees for reporting period: 0</p> | <p>12. Facebook – Iowa Public Radio
1 Hacker Way
Menlo Park, CA 94025
650-543-4800</p> <p>Total interviewees for reporting period: 0</p> |
| <p>13. Filipino-American Association of Iowa*</p> | <p>14. Grand View University</p> |

Contact: Alma Reed
515-418-5003

<http://www.filamofiowa.org>

Total interviewees for reporting period: 0

15. Greater Des Moines Community Foundation
1915 Grand Avenue
Des Moines, IA 50309
515-883-2626

<https://www.desmoinesfoundation.org>

Total interviewees for reporting period: 0

17. Investigative Reporters and Editors
Missouri School of Journalism
221 South 8th Street
Columbia, MO 65201
573-882-2042

<https://www.ire.org/find-a-job>

Total interviewees for reporting period: 0

19. Illinois News Broadcasters Association
Bob Roberts
#1 University Circle
Macomb, IL 61455
borowmaq@aol.com

Total interviewees for reporting period: 0

21. LinkedIn – Iowa Public Radio
1000 West Maude
Sunnyvale, CA 94085

<https://www.linkedin.com>

Total interviewees for reporting period: 3

23. Journalism Next
703-629-0178

<https://www.journalismnext.com>

Total interviewees for reporting period: 0

25. National Association of Hispanic Journalists
NAHJ Career Center
PO Box 117
Windsor, CA 95492
626-792-3846

<https://www.nahjcareers.org>

Total interviewees for reporting period: 0

1200 Grandview Avenue
Des Moines, IA 50316
515-263-2800

<https://www.grandview.edu/student-life/career-center>

Total interviewees for reporting period: 0

16. 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

18. Iowa Broadcasters Association
102 North 2nd Avenue
Newton, IA 50208
515-224-7237

<http://iowabroadcasters.com/aws/IBA/pt/sp/careers>

Total interviewees for reporting period: 0

20. Iowa Chapter of American Marketing Association
https://www.amaiowa.com/en/job_board/

Total interviewees for reporting period: 0

22. Iowa State University
1320 Gerdin Business Building
Ames, IA 50011

<https://cyhire.iastate.edu/employers/>

Total interviewees for reporting period: 0

24. Local Pub Radio Hosts Facebook Group

Total interviewees for reporting period: 0

26. National Association of Black Journalists
NABJ Career Center
PO Box 117
Windsor, CA 95492
626-792-3846

<https://www.nabjcareers.org>

Total interviewees for reporting period: 0

27. NPR + Friends Slack – Jobs Channel

Total interviewees for reporting period: 0

29. Public Media Journalists Association
PMJA Swap Shop Facebook Group
PO Box 838
Sturgis, SD 57785
<https://pmja.org>

Total interviewees for reporting period: 0

31. RTDNA
529 14th Street NW, Suite 1240
Washington, DC 20045-2520
202-662-7257
<https://rtdna.site-ym.com/networking>

Total interviewees for reporting period: 0

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

Total interviewees for reporting period: 0

35. University of Northern Iowa
102 Gilchrist Hall
Cedar Falls, IA 50614-0384
319-273-6857
<https://app.joinhandshake.com/jobs>

Total interviewees for reporting period: 0

37. Northwestern University
Medill School of Journalism
1845 Sheridan Road
Evanston, IL 60208-2101
847-491-2050
<https://app.joinhandshake.com/jobs>

Total interviewees for reporting period: 0

39. University of North Carolina at Chapel Hill
Hussman School of Journalism and Media
104 Airport Drive
Chapel Hill, NC 27599

28. Ryan Famuliner
News Director, KBIA
215 Lee Hills Hall
Columbia, MO 65211
573-882-9136
famulinerr@missouri.edu

Total interviewees for reporting period: 0

30. Public Media Journalists Association
PMJA Website
PO Box 838
Sturgis, SD 57785
<https://pmja.org>
Total interviewees for reporting period: 0

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

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

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

38. University of Missouri Kansas City
Department of Communication and Journalism
5120 Rockhill Road
Kansas City, MO 64110
816-235-1337
<https://app.joinhandshake.com/jobs>
Total interviewees for reporting period: 0

40. University of Minnesota
Hubbard School of Journalism
206 Church Street SE
Minneapolis, MN 55455

919-962-1204

<https://app.joinhandshake.com/jobs>

Total interviewees for reporting period: 0

41. Indiana University
The Media School
601 East Kirkwood
Bloomington, IN 47405
812-855-9247

<https://app.joinhandshake.com/jobs>

Total interviewees for reporting period: 0

43. University of Texas at Austin
School of Journalism
110 Inner Campus Drive
Austin, TX 78705
512-471-3434

<https://app.joinhandshake.com/jobs>

Total interviewees for reporting period: 0

45. ZipRecruiter

<https://www.ziprecruiter.com/jobs>

Total interviewees for reporting period: 0

47. Trovit

<https://job.trovit.com>

Total interviewees for reporting period: 0

49. Adzuna

<https://www.adzuna.com/search>

Total interviewees for reporting period: 0

51. No response

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

Total interviewees for reporting period: 0

Grand total interviewees for reporting period: 22

Sources designated with an * have requested notification of open positions.

612-625-1338

<https://app.joinhandshake.com/jobs>

Total interviewees for reporting period: 0

42. The City University of New York
Craig Newmark School of Graduate Journalism
219 West 40th Street
New York, NY 10018
646-758-7700

<https://app.joinhandshake.com/jobs>

Total interviewees for reporting period: 0

44. Indeed

<https://www.indeed.com/jobs>

Total interviewees for reporting period: 0

46. Careerjet

<https://www.careerjet.com>

Total interviewees for reporting period: 0

48. Myjobhelper

<https://www.myjobhelper.com>

Total interviewees for reporting period: 0

50. Friend or other referrals

NOTE: Non-IPR recruiting source. Applicants were referred to available positions through friends or other source that were aware of the opportunity.

Total interviewees for reporting period: 3

**WOI-AM and WOI-FM
EEO Public File Report
Attachment "B"**

WOI-AM and WOI-FM 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 Spring 2022 Jump-Start Internship & Networking Fair: Virtual Edition sponsored by the Iowa State University Greenlee School of Journalism and Communication in collaboration with the College of Liberal Arts and Sciences on February 22, 2022. Participation allowed the organization to present internship opportunities, discuss career options and raise awareness of such opportunities within the organization and public media.</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 was able to reinstate its internship program post-pandemic offering opportunities to students in broadcast operations. The internship program works with students at Iowa State University, offering hands-on, skills-developing internships preparing for employment after graduation. Several students who have participated in the program have later enjoyed successful careers in public media.</p> <p>To highlight one internship from this past year, a student participated in master control activities including working with the automation system and content production.</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>Digital/IT Manager Matt Sieren presented information to Grinnell College's <i>Scarlet & Black</i> student newspaper staff on October 11, 2021 related to podcasts and building a business model around podcasting given the competitive nature of the industry today.</p> <p>Reporter Cassidy Arena spoke to Des Moines North High School's Latinos in Action class on November 15, 2021. She spoke to the class regarding Iowa Public Radio's mission and why our work in public media is important.</p>

<p>(iv) Participation in community group events – (cont'd)</p>	<p>Membership Manager Amy O'Shaughnessy was a panelist for the Young Non-Profit Professionals Network Too-Afraid-To-Ask series on November 16, 2021. The event, "Show Me The Money: A Sampling of Fundraising Methods", included round-robin style discussions with experts in a variety of development-related roles.</p> <p>Reporter Kassidy Arena hosted a University of Northern Iowa student to job shadow at the Des Moines studios on March 17, 2022. The student had the opportunity to speak with a variety of Iowa Public Radio personnel and participated in an interview with a U.S. representative.</p> <p>Reporter Katie Peikes participated in a panel discussion hosted by SciLine on June 23, 2022 with a group of reporters and editors that spoke to the American Association of State Climatologists at their annual meeting. The group spoke to how newsworthy stories are identified and what makes a good interview.</p> <p>Video Producer Lucius Pham participated in the Influential Iowa Filmmakers panel hosted by Produce Iowa and held as part of the Interrobang Film Festival on June 25, 2022. He discussed his video production work with Iowa Public Radio.</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>Radio Broadcast Engineer Kevin Rotz participated in the following webinars sponsored by the Society of Broadcast Engineers including "Introduction to Successful Troubleshooting" on February 24, 2022 and "Successful Troubleshooting – Taking the Next Step – Module 1" on June 24, 2022.</p> <p>Development Director Andrea Hansen, Marketing Manager Jordan Bahnsen, Executive Director Myrna Johnson and Digital/IT Manager Matt Sieren participated in the Audience Development Summit, a collaboration created between Greater Public, The Public Radio Program Directors Association and Eastern Region Public Media on April 26 & 27, 2022. The summit brought together public media leadership, development, marketing and content professionals to connect with and serve new audiences at this critical juncture in public media.</p>

<p>(viii) Training Programs – (cont’d)</p>	<p><i>All Things Considered</i> Host Catherine Wheeler attended the Association of Health Care Journalists’ Health Journalism 2022 conference held April 28 through May 1, 2022 in Austin as an AHJ fellow. The annual conference features workshops, panels, roundtables and field trips covering the latest topics in medical science, health policy and public health.</p> <p>On June 6, 2022, Elena Rivera, KERA Health Reporter and DEI advocate, spoke via Zoom to the Iowa Public Radio News and Talk Show staff about source diversity. Rivera spoke to the importance of diversifying sources used in stories and how to build trust with various communities.</p> <p>Membership Communications Coordinator Alanna Byrnes participated in a webinar on “How Digital Ads Can Fuel Your Next Fundraiser” hosted by Feathr on June 7, 2022. The webinar explored the basics of ad retargeting, how to get more out of your email list and tips for building campaigns.</p> <p>Development Director Andrea Hansen, Development Analyst Mark Maddy, Membership Communications Coordinator Alanna Byrnes, Development Operations Manager Troy Vogel and Sales Assistant Nicole Baxter attended the Public Media Development and Marketing Conference held July 19 - 22, 2022 in Chicago. They attended sessions related to revenue generation, marketing and management.</p> <p>News Director Michael Leland attended the #NABJNAHJ22 Convention & Career Fair held August 3 - 7, 2022 in Las Vegas. The conference attracts the nation’s top journalists, media executives, journalism educators, public relations professionals and students to participate in programs and activities related to journalism education, career development, networking and industry innovation.</p> <p>Digital/IT Manager Matt Sieren attended the Public Radio Program Director conference held August 29 through September 1, 2022 in New Orleans. The conference is an annual event for noncommercial programmers, content managers and leaders in the public media system, focused on programmer presentations, discussions, professional development, training and networking with colleagues.</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.