

EEO PUBLIC FILE REPORT

FOR

THE WOI RADIO GROUP

WOI-AM

WOI-FM

**EEO PUBLIC FILE REPORT
FOR
The WOI Radio Group
Stations WOI-AM and WOI-FM,
Licensed to: Iowa State University, Ames, Iowa
October 1, 2009 – September 30, 2010**

This report below lists all full-time vacancies filled during the reporting period.

All full-time positions are listed on the Iowa State University website: www.iastatejobs.com/ as well as the two other state universities, the University of Northern Iowa and the University of Iowa. In addition, notices of full-time job openings are posted on the Iowa Public Radio website: www.iowapublicradio.org/careers.php/.

Mailing Address:

2022 Communications Building
Iowa State University
Ames, IA 50011

Telephone Number: 515-725-1700
Contact Person: Mary Grace Herrington
E-mail Address: mgherrington@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>
Development Officer	8	CareerBuilder.com (2), WOI On-Air Announcement (1), KUNI/KHKE On-Air Announcement (1), Other Source (1), Did Not Respond (3)	WOI On-Air Announcement	2; 4 – 8; 11 – 12; 15 – 16; 20; 22
Marketing and Events Specialist	8	CareerBuilder.com (1), Iowa Public Radio website (1), Current Employee Referral (1), Other – co-worker referral (1), Did Not Respond (4)	Iowa Public Radio website	1 – 2; 4 – 8; 11 – 12; 16; 20; 22
Network Administrative Assistant	3	CareerBuilder.com (1), Current Employee Referral (1), Did Not Respond (1)	Current Employee Referral	1 – 2; 4 – 8; 11 – 12; 16 – 17; 20; 22; 24

Director of Network Operations	12	Iowa Public Radio Website (2); SBE (2); Current Employee Referral (2); CareerBuilder.com (1); Other: DesMoinesHelpWanted.com (2), Link-Up (1), Friend (1); Did Not Respond (1)	Society for Broadcast Engineers (SBE)	1 – 8; 11 – 12; 16; 19; 21; 26; 28
MORNING EDITION Host	5	Newslink Listserv (1); The Current (1); Current Employee Referral (1); Did Not Respond (2)	Newslink Listserv	1- 8; 11 – 14; 16; 21; 23
Development Officer	1	Iowa Public Radio website (1)	Iowa Public Radio website	8; 11; 16
Corporation for Public Broadcasting Local Journalism Center Agriculture Reporter	5	Journalismjobs.com (1); Corporation for Public Broadcasting (2); Did Not Respond (2)	Corporation for Public Broadcasting	8 - 11; 16; 25; 27; 29; 30; 32; 34
Chief Administrative Officer	18	CareerBuilder.com (5); Des Moines Register (1); Iowa Public Radio website (2); Iowa Public Radio On-Air Announcement (4); Other: Indeed.com (1), The Ladders (1), Friend/Relative (2); Did Not Respond (2)	Iowa Public Radio On-Air Announcement	1; 3; 8 -11; 16; 18; 31; 33

**The WOI Radio Group
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Attachment "A"**

Recruitment Sources used for Full-Time Job Openings:

1. Des Moines Register
715 Locust
Des Moines, IA 50309
515-284-8486
Contact: Sarah Holst

Total Interviewees for reporting period: 1

3. Current Magazine
6930 Carroll Ave., Suite 350
Takoma Park, MD 20912
301-270-7240, ext. 36
Contact: Ron Woods

Total Interviewees for reporting period: 1

5. UNI Human Resources Website
Gilchrist Hall 104
University of Northern Iowa
Cedar Falls, IA 50614-0034
319-273-6110
Contact: Justin Ruegg

Total Interviewees for reporting period: 0

7. KUNI/KHKE Radio On-Air Announcements
2022 Communications Bldg.
Ames, IA 50011
515-294-8518
Contact: Renee Albright

Total Interviewees for reporting period: 1

9. Iowa Public Radio On-Air Announcements
2022 Communications Bldg.
Ames, IA 50011
515-294-8518
Contact: Renee Albright

Total Interviewees for reporting period: 4

2. CareerBuilder.com
Des Moines Register
715 Locust
Des Moines, IA 50309
515-284-8486
Contact: Sarah Holst

Total Interviewees for reporting period: 10

4. ISU Human Resources Website
Human Resources Department
3010 Beardshear Hall
Iowa State University
Ames, IA 50011
515-294-8917
Contact: Jill Pretzer

Total Interviewees for reporting period: 0

6. University of Iowa Human Resources Website
121-11 University Services Building
University of Iowa
Iowa City, IA 52242
319-335-1848
Contact: Trevor Glanz

Total Interviewees for reporting period: 0

8. Iowa Public Radio Website
2111 Grand Avenue
Suite 100
Des Moines, IA 50312
515-725-1707
Contact: Matt Sieren

Total Interviewees for reporting period: 6

10. Dual Career Network
616 Jefferson Building
Iowa City, IA 52242
319-335-3524
Contact: Heidi McLaughlin

Total Interviewees for reporting period: 0

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

Total Interviewees for reporting period: 2

13. Society of Broadcast Engineers
9102 North Meridian Street
Suite 150
Indianapolis, IN 46260
317-846-9000

www.sbe.org

Total Interviewees for reporting period: 2

15. Grand View University
1200 Grandview Avenue
Des Moines, IA 50316-1529
515-263-2800

www.gvc.edu

Total Interviewees for reporting period: 0

17. AIB College of Business
2500 Fleur Drive
Des Moines, IA 50321-1749
515-244-4221

www.aib.edu

Total Interviewees for reporting period: 0

19. Newslink Listserv
Contact (liaison through IPR): Jonathan Ahl

Total Interviewees for reporting period: 1

21. Public Radio Program Directors (PRPD)
38 Milford Street
Hamilton, NY 13346

www.prpd.org

Total Interviewees for reporting period: 0

12. WOI Radio Group On-Air Announcements
2022 Communications Building
Ames, IA 50011
515-294-8518

Contact: Renee Albright

Total Interviewees for reporting period: 1

14. WSUI/KSUI Radio On-Air Announcements
2022 Communications Bldg.
Ames, IA 50011
515-294-8518

Contact: Renee Albright

Total Interviewees for reporting period: 0

16. Current Employee Referrals
E-mail to all staff announcing the open
position and encouraging them to recruit

Total Interviewees for reporting period: 5

18. Iowa Broadcaster's Association
PO Box 71186
Des Moines, IA 50325
515-224-7237

www.iowabroadcasters.com

Total Interviewees for reporting period: 0

20. Drake University
2507 University Avenue
Des Moines, IA 50311-4505
515-271-2011

www.drake.edu

Total Interviewees for reporting period: 0

22. Central College
812 University Street
Pella, IA 50219-1999
877-462-3687

www.central.edu

Total Interviewees for reporting period: 0

23. University Station Alliance
1017 W. Brooke Hollow Ct.
Stillwater, OK 74075
<http://www.us-alliance.org/>
Total Interviewees for reporting period: 0

25. Pacific Islanders in Communications
1221 Kapiolani Blvd. Suite 6A-4
Honolulu, HI 96814
808-591-0059
Contact: Ruth Bolan
www.piccom.org
Total Interviewees for reporting period: 0

27. Iowa Broadcast News Association
www.ibna.org
Total Interviewees for reporting period: 0

29. Facebook Online Posting
www.facebook.com
Contact: (Internal liaison to IPR-related pages)
Jonathan Ahl
Total Interviewees for reporting period: 0

31. Greater Des Moines Partnership
700 Locust Street #100
Des Moines, IA 50309
515-286-4950
Contact: Mary Bontrager
www.desmoinesmetro.com
Total Interviewees for reporting period: 0

33. Public Broadcasting Management Association
939 S. Stadium Road
Columbia, SC 29201
803-799-5517
Contact: Maryanne Schuessler
www.pbma.org
Total Interviewees for reporting period: 0

Total Interviewees for reporting period: 60.

24. Iowa Career Net
www.iowacareernet.net
Total Interviewees for reporting period: 0

26. INBA/Chicago Headline Club Listserv
Contact (liaison through IPR): Jonathan Ahl
Total Interviewees for reporting period: 0

28. Illinois News Broadcasters Association - Jobfile
#1 University Circle
Macomb, IL 61455
Contact (liaison through IPR): Jonathan Ahl
www.ibna.net.
Total Interviewees for reporting period: 0

30. Native American Public Telecommunications
1800 N. 33rd Street
Lincoln, NE 68503
Contact: Shirley Sneve
www.namac.org
Total Interviewees for reporting period: 0

32. Vice President for Diversity in News &
Operations for NPR
635 Massachusetts Ave, NW
Washington, DC 20001
Contact: Keith Woods
www.npr.org
Total Interviewees for reporting period: 0

34. Twitter Online Posting
www.twitter.com
Contact: (Internal liaisons to IPR-related pages)
Jonathan Ahl, Sarah McCammon, IPR Talk
Total Interviewees for reporting period: 0

**The WOI Radio Group
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Attachment "B"**

The WOI Radio Group 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 participated in the February 22, 2010 and September 20, 2010 University of Northern Iowa career fairs, presenting professional opportunities in public radio and raising general awareness of the organization among young professionals.</p> <p>WOI participated in the September 23, 2010 University of Iowa career fair, presenting professional 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 October 2, 2009, WOI participated in the University of Northern Iowa "Fast Forward Workshop," a symposium with a panel of professional journalists that answered questions for participating college students. Reporter Pat Blank presented on radio reporting.</p> <p>On May 7, 2010, Network Assistant Katie Opperman gave a tour of the Des Moines studios to Cub Scouts Pack 3, Den 3, discussing how the shows are broadcast on air and speaking about the skills necessary for a broadcast career.</p>
<p style="text-align: center;">(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 continued its internship program, offering opportunities in the following departments: traffic, operations, engineering, membership, and music.</p> <p>To highlight two internships this past year, in the engineering department, WOI offered a student the opportunity to work side-by-side with engineers at tower sites to repair or replace broken and malfunctioning equipment, installing, repairing, and replacing cabling, computers, and electrical systems for broadcast operations equipment. In the traffic</p>

<p>(v) Internship Program (Continued) –</p>	<p>department, WOI offered a student the opportunity to assist in the implementation of a new system, working in a project management framework to install and learn the new system. These internships provided the students with a broad base of experience and more developed professional skills for future employment in public radio and the broadcasting industry.</p> <p>In the past year 22 students participated in the internship program.</p>
<p>(vi) Promoting Outreach Generally –</p> <p>In two years' time: Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies)</p>	<p>WOI participated in the Des Moines Arts Festival Friday – Sunday, June 25 – 27, 2010. During the festival, staff represented the organization to listeners and community members, sharing information about public radio and its importance to the communities it serves.</p> <p>WOI participated in the 80/35 Music Festival in Des Moines on Saturday and Sunday, July 3 and 4, 2010. During this time, staff represented the organization to public radio alternative music listeners, sharing information about public radio and its importance to the communities it serves.</p> <p>WOI participated in the Cedar Falls College Hill Arts Festival on Friday and Saturday, July 16 and 17, 2010. During this time, staff represented the organization to constituents and individuals, allowing the organization to share more information about public radio and its importance to the communities it serves.</p> <p>WOI participated in the Ames Octagon Arts Festival on Sunday, September 26, 2010. During the festival, staff represented the organization to constituents and individuals, sharing information about public radio services and the importance of public radio to the communities it serves.</p>
<p>(viii) Employee Training –</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 continues to provide professional growth training opportunities for station personnel. Past training opportunities included:</p> <ul style="list-style-type: none"> • October 9, 2009: Development Officer Troy Vogel participated in a DEI sponsored webinar focusing on fundraising techniques.

(viii) Employee Training (continued) –

- November 3 & 10, 2009: All WOI employees participated in Microsoft Office Word and Outlook 2007 training, learning skills in computer usage and changes from the 2003 system suite.
- November 12, 2009: News Director Jonathan Ahl, Chief Executive Officer Mary Grace Herrington, and Project Manager Matt Sieren visited Minnesota Public Radio and American Public Media in St. Paul Minnesota, where they reviewed and learned more about managing a larger public media organization.
- February 11, 2010: Membership Assistant Teresa Wilcox participated in a webinar on the donor database system, “Memsys,” learning about a new credit card processing system and a new eSolicitation module, increasing fundraising effectiveness and return on dollar.
- March 24, 2010: Development Officer Carolyn Rogers participated in a webinar discussing “Underwriting Copy,” learning appropriate and inappropriate language to use in public radio corporate support recognition spots.
- May 12, 2010: Marketing and Events Specialist Amanda Acton participated in a training on the “Top 10 Vital Factors for E-mail Marketing Success,” learning techniques to be applied in member and donor communication.
- May 26, 2010: Development Officer Carolyn Rogers participated in a Non-Profit Fundraising webinar.
- June 11, 2010: Membership Manager Wendy Ridout participated in a webinar on the donor database system, “Memsys,” learning about different ways to segment donors within the system for more effective fundraising.
- June 24, 2010: Chief Executive Officer Mary Grace Herrington participated in a “Young Women of Achievement” conference in Rock Island, Illinois, a motivational and inspirational conference for women.
- June 29, 2010: MORNING EDITION Host Sarah McCammon participated in a training on “ME + ATC Clips Services,” learning about how to have the most impact with forward promotions.
- July 7, 2010: Membership Manager Wendy Ridout and Chief Executive Officer Mary Grace Herrington participated in the PRDMC conference in Fort Worth. During this time Ridout participated in an additional workshop on Pledge Drives, further advancing her knowledge and skills in pledge drives, also learning the latest techniques and approaches for how to raise money through fund drives.

(viii) Employee Training (continued) –

- August 2, 2010: Development Officers Troy Vogel, Carolyn Rogers, and Alex Merk, as well as Chief Executive Officer Mary Grace Herrington, participated in sales skills through relationship development training with Dardis Communications. This training further advanced her skills in sales presentation and professional relationship development.
- September 16, 2010: Reporter John Pemble and MORNING EDITION Host Sarah McCammon participated in a PRNDI training webinar titled “Nuts and Bolts for New Producers,” learning skills and techniques in story production and news magazine production.
- September 23, 2010: News Director Jonathan Ahl participated in the PRPD Conference, where he learned about advancements and new developments in the public broadcasting and public radio field, which he will apply in further developing his department.