

# ANNUAL EEO PUBLIC FILE REPORT

**WQRF-TV**

**August 1, 2015 – July 31, 2016**

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WQRF-TV

The information contained in this Report covers the time period beginning August 1, 2015 to and including July 31, 2016 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Covering the Period from August 1, 2015 – July 31, 2016

Station(s) Comprising the Station Employment Unit: WQRF-TV

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Meteorologist/MMJ	08/03/15	B	5	A-NN, PP, QQ, SS-UU
2	Account Executive	08/10/15	UU	2	A-PP, SS-UU, WW
3	Sports Anchor	08/31/15	A	4	A-NN, PP, QQ, SS-TT
4	Account Executive	11/30/15	UU	2	A-PP, SS-UU, WW
5	Integrated Digital Specialist	12/28/15	PP	1	A-PP, RR-TT
6	Digital Media Manager	01/04/16	PP	2	A-PP, RR-TT
7	Anchor/MMJ	01/11/16	UU	5	A-NN, PP, QQ, SS-VV
8	Account Executive	02/15/16	UU	1	A-PP, SS-UU, WW
9	Staff Accountant	03/21/16	DD	5	A-PP, RR-TT
10	Integrated Digital Specialist	03/21/16	UU	1	A-PP, SS-UU
11	Account Executive	04/04/16	UU	1	A-PP, SS-UU, WW
12	Account Executive	04/18/16	UU	2	A-PP, SS-UU, WW
13	Account Executive	5/16/16	WW	3	A-PP, SS-UU, WW
14	Account Executive	5/16/16	WW	3	A-PP, SS-UU, WW
15	News Anchor	5/19/16	UU	2	A-NN, PP, QQ, SS-UU
16	Account Executive	6/13/16	WW	1	A-PP, SS-UU, WW
17	Traffic Coordinator	7/11/16	PP	4	A-PP, SS-UU
18	News Videographer	7/18/16	PP	5	A-NN, PP, SS-TT
19	Staff Accountant	7/25/16	UU	6	A-NN, PP, SS-UU

Total Number of Persons Interviewed During Applicable Period: 55

## Appendix 2 to Annual EEO Public File Report

Covering the Period from August 1, 2015 – July 31, 2016

Station(s) Comprising the Station Employment Unit: WQRF-TV

### Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Nexstar Broadcasting, Inc.	Careers	545 E. John Carpenter Freeway #700 Irving, TX 75062	(972) 373-8800	N	8
B	TV Jobs.com Broadcasting Employment Services	Mark Holloway	P.O. Box 4116 Oceanside, CA 92052	(800) 374-0119	Y	6
C	Ball State U Career Planning	Cindy Hershman	2000 W University Lucina Hall 220 Muncie, IN 47306	(765) 285-1522	Y	0
D	Beloit College, Career Services	Jessica Fox-Wilson	700 College Road Beloit, WI 53511	(608) 363-2673	Y	0
E	Booker Washington Center	Robert King	524 Kent St. Rockford, IL 61102	(815) 962-9117	Y	0
F	Western IL Career Services	Carey Peters	116 Sherman Macomb, IL 61455	(309) 298-1838	Y	0
G	Chicago South Side NAACP	Kay Bowman	800 E 78 <sup>th</sup> St Chicago, IL 60619	(773) 429-9830	Y	0
H	Columbia College Advising Center	Katherine Lelek	623 S Wabash #307 Chicago, IL 60605	(312) 369-6860	Y	0
I	Eastern Illinois University	Debbie Endsley	600 Lincoln Ave	(217) 581-2412	Y	0

			Charleston, IL 61920-3099			
J	Highland College, Career Services	Dana Zimmerman	2998 W Pearl City Rd Freeport, IL 61032	(815) 235-6121	Y	0
K	North Central College	Jeff Denard	30 North Brainard St. Naperville, IL 60540	(800) 411-1861	Y	0
L	IL Center for Broadcasting	Edgar Ybarra	455 Eisenhower Lane So Suite 200 Lombard, IL 60148	(630) 916-1700	Y	0
M	Illinois Employment Security Office	Gale Meredith	303 N. Main St. #200 Rockford, IL 61101	(815) 395-6648	Y	0
N	IN State Univ Career Services	Dustin BeDell	500 Chestnut St. Terre Haute, IN 47809	(812) 237-3043	Y	0
O	Knox College Career Center	Terrie Saline	2 East South Street Box K232 Galesburg, IL 61401	(309) 341-7436	Y	0
P	Jobs Corps Admission & Placement	Bonnie Mabie	303 N. Main St. 2 <sup>nd</sup> Floor Rockford, IL 61101	(815) 395-0535	Y	0
Q	La Voz Latina	Luz Ramirez	730 N. Church Street Rockford, IL 61103	(815) 965-5784	Y	0
R	Loyola Career Placement	Aly Miller	1032 No Sheridan Rd Chicago, IL 60660	(773) 508-7716	Y	0
S	Madison Media Institute	Nella Citino	2702 Agriculture Dr Madison, WI 53718	(608) 663-2000	Y	0
T	Milwaukee Technical College Student Employment Services	Jenny Thomas	700 West State St Milwaukee, WI 53233	(414) 297-6302	Y	0
U	National Assoc of Black College Broadcasters	Lo Jelks	PO Box 3191 Atlanta, GA 30302-3191	(404) 523-6136	Y	0
V	National Assoc of Black	Scott Berry	1100 Knight Hall	(301) 405-0248	Y	0

	Journalists		#3100 College Park, MD 20742			
W	National Coalition of Black Mtg Planners	Ozzie Jenkins	4401 Huntchase Drive #126 Bowie, MD 20720	(301) 860-0200	Y	0
X	Medill School of Journalism	Jim O'Brien	Northwestern University 1845 Sheridan Road Evanston, IL 60208- 2101	(847) 467-1882	Y	0
Y	NIU Career Services	Kathy Zuidema	Campus Life Building 220 DeKalb, IL 60115	(815) 753-1642	Y	2
Z	NIU Department of Communications	Jessica Baldwin	Watson 306 DeKalb, IL 60115	(815) 753-7104	Y	0
AA	Northeastern Illinois University	Victoria Nair	5500 N St Louis Chicago, IL 60625	(773) 442-4680	Y	0
BB	Ohio/ Illinois Center for Broadcasting	Elizabeth Grattan	9885 Rock Side Road #160 Valley View, OH 44125	(216) 447-9117	Y	0
CC	Rockford Career College	Ann Stites	1130 S. Alpine Road Rockford, IL 61108	(815) 965-8616	Y	0
DD	Rock Valley College	Kelly Cooper	3301 N Mulford Rd Rockford, IL 61107	(815) 921-4091	Y	1
EE	Rockford College, Career Services	Kelly Cooper	5050 E State St Rockford, IL 61108	(815) 226-4195	Y	0
FF	Southern Illinois University	Matt Purdy	Mail code 4703 Carbondale, IL 62901	(618) 453-7112	Y	0
GG	National Latino Education Institute	Margaret Motes	2011 W Pershing Rd Chicago, IL 60609	(773) 247-0707	Y	0
HH	Specs School of Broadcasting	Brent Carey	19900 West Nine Mile Southfield, MI 48075	(248) 358-9000	Y	0

II	The Rainbow Push Coalition	Felicia Neal	Placement Office 930 E 50 <sup>th</sup> St Chicago, IL 60615	(773) 373-3366	Y	0
JJ	U of IL	Doug Brackney	1 University Plaza Springfield, IL 62703	(217) 206-6508	Y	0
KK	U.I.U.C. Journalism Placement Office	Lynn Holley	119 Gregory Hall Urbana, IL 61801	(217) 333-1508	Y	0
LL	University of WI Career Planning	Robert Schwoch	5115 Vilas Hall Madison, WI 53706	(608) 263-7669	Y	0
MM	Wheaton College Career Services	Lynne Morris	418 Chase St R209 Wheaton, IL 60187	(630) 752-5048	Y	0
NN	IL Broadcasting Assoc	Debra Gray	200 Missouri Avenue Carterville, IL 62918	(618) 985-5555	Y	0
OO	Devry Career Services	Carol Ingmanson	3300 N Campbell Chicago, IL 60618	(773) 697-2045	N	0
PP	Indeed.com	John Drosos	177 Broad St. 6 <sup>th</sup> Floor Stanford, CT 06901	(800) 406-8190	N	10
QQ	Chicago Headline Club	Bob Roberts	124 3 <sup>rd</sup> Street Wilmette, IL 60091-3439	(847) 729-6397	N	0
RR	Craigslist.com – Rockford, IL	None	None	None	N	0
SS	Internal Office Posting	None	None	(815) 963-5413	N	3
TT	WQRF – Website www.mystateline.com	None	None	(815) 963-5413	N	1
UU	Employee Referral	None	None	None	N	15
VV	Client Referral	None	None	None	N	2
W W	WQRF on air commercial	None	None	(815) 963-5413	N	7

## Appendix 3 to Annual EEO Public File Report

Covering the Period from August 1, 2015 – July 31, 2016

Station(s) Comprising the Station Employment Unit: WQRF-TV

### Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WQRF-TV

	Recruitment Initiative	Description
1	Participation in job fairs by station personnel with substantial responsibility for hiring decisions	On September 23, 2015 the WQRF Chief Engineer participated in the Rock Valley College and Rockford University Career & Internship Fair. On February 24 <sup>th</sup> , WQRF Chief Engineer participated in the Spring 2016 Job Fair at Northern Illinois University. On March 16 <sup>th</sup> , 2016 the WQRF Chief Engineer represented the stations at the Rockford University and Rock Valley College Spring Career & Internship Fair.
2	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	The station has an established internship program designed to help members of the community/college students acquire skills for employment in broadcasting. Eligibility requires that students be focused on a Broadcasting degree and be able to gain college credit for the internship. Interns are interviewed by station management and chosen in a fashion similar to prospective employees. In the Summer of 2016 the station hosted one intern from Illinois State University.
3	The establishment of training and mentoring programs to allow station personnel to acquire skills that could qualify them for higher level positions	The station has an established training program designed to enable station personnel to acquire skills that could qualify them for higher level positions. This program resulted in a news editor promoted to full-time Production Assistant, an accounts receivables clerk promoted to Accounts Payable Analyst and an accounting assistant promoted to a Staff Accountant.
4	Participation in events or programs relating to career opportunities in broadcasting	On December 2 <sup>nd</sup> 2015, the Chief Engineer participated in Roosevelt High School's Career Preparation Day where students learned how to create resumes, apply for positions in broadcast TV and answer scripted

	which are sponsored by educational institutions	<p>interview questions with other community hiring managers.</p> <p>On January 15<sup>th</sup>, 2016, students from Roosevelt High School visited the station to learn about careers in broadcasting. The Chief Engineer answered questions and discussed the different television departments, types of jobs, pay scales and benefits, levels of education needed for these positions and suggestions on class studies needed in high school and post high school.</p> <p>On May 18<sup>th</sup>, 2016, the Chief Engineer took part in Flinn Public School's Reality Store Career Day where students did mock interviews for jobs in various categories including broadcast television. Students were instructed as to how to create resumes and what qualifications were needed to enter their desired positions in television.</p>
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