

ANNUAL EEO PUBLIC FILE REPORT

WQRF

AUGUST 1, 2013 – JULY 31, 2014

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

The information contained in this Report covers the time period beginning August 1, 2013 to and including July 31, 2014 (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.

Appendix 1 to Annual EEO Public File Report

Covering the Period from August 1, 2013 – July 31, 2014

Station(s) Comprising the Station Employment Unit: WQRF

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	News Producer	08.01.13	FFF	3	A-YY, AAA, DDD-FFF
2	Account Executive	08.05.13	HHH	3	A-XX, DDD-HHH
3	Account Executive	09.03.13	HHH	4	A-XX, ZZ, DDD-HHH
4	News Producer	10.15.13	DDD	1	A-YY, AAA, DDD-FFF
5	Multimedia Journalist	10.29.13	Z	2	A-YY, AAA, DDD-FFF
6	News Photographer	11.14.13	HHH	2	A-YY, AAA, DDD-FFF, HHH
7	News Anchor	12.18.13	TT	1	A-YY, AAA, DDD-FFF
8	Multimedia Journalist	01.13.14	HHH	3	A-YY, AAA, DDD-FFF, HHH
9	Sports Anchor	01.27.14	TT	2	A-YY, AAA, DDD-FFF
10	News Producer	02.03.14	SS	3	A-YY, AAA, DDD-FFF
11	Account Executive	02.17.14	HHH	2	A-XX, DDD-HHH
12	Staff Accountant	03.03.14	DDD	5	A-XX, DDD-FFF
13	Digital Media Manager	04.14.14	HHH	2	A-XX, DDD-HHH
14	Photographer	04.28.14	A	5	A-YY, AAA, DDD-HHH
15	Account Executive	05.05.14	III	3	A-XX, DDD-GGG, III
16	Photographer	05.05.14	YY	5	A-YY, AAA, DDD-FFF
17	Weekend Meteorologist/MMJ	05.12.14	CC	3	A-YY, AAA, DDD-FFF
18	Account Executive	06.02.14	HHH	2	A-XX, DDD-HHH

Total Number of Persons Interviewed During Applicable Period: 51

Appendix 2 to Annual EEO Public File Report

Covering the Period from August 1, 2013 – July 31, 2014

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

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.	Job Postings	5215 N. O'Connor Bd. #1400 Irving, TX 75039	(972) 373-8800	N	4
B	I.D.E.S.	Bruce Larson	2323 E. Lincolnway Sterling, IL 61081	(815) 625-2313	Y	0
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	Brown Institute Television Placement	Beth Mathiason	1440 Northland Dr Mendota Heights, MN	(651) 905-3548	Y	0

			55120			
G	Western IL Career Services	Carey Peters	116 Sherman Macomb, IL 61455	(309) 298-1838	Y	0
H	Chicago South Side NAACP	Kay Bowman	800 E 78 th St Chicago, IL 60619	(773) 429-9830	Y	0
I	Columbia College Advising Center	Katherine Lelek	623 S Wabash #307 Chicago, IL 60605	(312) 369-6860	Y	0
J	Indiana University	Jeremy Harmon	625 No. Jordan Avenue Bloomington, IN 47403	(812) 855-1556	Y	0
K	Eastern Illinois University	Debbie Endsley	600 Lincoln Ave Charleston, IL 61920-3099	(217) 581-2412	Y	0
L	Highland College, Career Services	Dana Zimmerman	2998 W Pearl City Rd Freeport, IL 61032	(815) 235-6121	Y	0
M	North Central College	Jeff Denard	30 North Brainard St. Naperville, IL 60540	(800) 411-1861	Y	0
N	IL Center for Broadcasting	Edgar Ybarra	455 Eisenhower Lane So Suite 200 Lombard, IL 60148	(630) 916-1700	Y	0
O	Illinois Employment Security Office	Gale Meredith	303 N. Main St. #200 Rockford, IL 61101	(815) 395-6648	Y	0
P	IN State Univ Career Services	Dustin BeDell	500 Chestnut St. Terre Haute, IN 47809	(812) 237-3043	Y	0
Q	Knox College Career Center	Terrie Saline	2 East South Street Box K232 Galesburg, IL 61401	(309) 341-7436	Y	0

R	Jobs Corps Admission & Placement	Bonnie Mabie	303 N. Main St. 2 nd Floor Rockford, IL 61101	(815) 395-0535	Y	0
S	La Voz Latina	Luz Ramirez	412 Market St Rockford, IL 61107	(815) 965-5784	Y	0
T	Loyola Career Placement	Aly Miller	1032 No Sheridan Rd Chicago, IL 60660	(773) 508-7716	Y	0
U	Madison Media Institute	Nella Citino	2702 Agriculture Dr Madison, WI 53718	(608) 663-2000	Y	0
V	Milwaukee Technical College Student Employment Services	Jenny Thomas	700 West State St Milwaukee, WI 53233	(414) 297-6302	Y	0
W	Mississippi State University Career Service	Scott Maynard	300 Montgomery Hall PO Box P Mississippi State, MS 39762	(662) 325-3344	Y	0
X	National Assoc of Black College Broadcasters	Lo Jelks	PO Box 3191 Atlanta, GA 30302-3191	(404) 523-6136	Y	0
Y	National Assoc of Black Journalists	Scott Berry	1100 Knight Hall #3100 College Park, MD 20742	(301) 405-0248	Y	0
Z	National Assoc of Hispanic Journalists	Michele Gonzalez	National Press Building 529 14 th St NW, Suite 1000 Washington, DC 20045	(202) 662-7145	Y	2
AA	National Coalition of Black	Ozzie Jenkins	4401 Huntchase Drive	(301) 860-	Y	0

	Mtg Planners		#126 Bowie, MD 20720	0200		
BB	Medill School of Journalism	Jim O'Brien	Northwestern University 1845 Sheridan Road Evanston, IL 60208-2101	(847) 467-1882	Y	0
CC	NIU Career Services	Kathy Zuidema	Campus Life Building 220 DeKalb, IL 60115	(815) 753-1642	Y	1
DD	NIU Department of Communications	Jessica Baldwin	Watson 306 DeKalb, IL 60115	(815) 753-7104	Y	0
EE	Northeastern Illinois University	Victoria Nair	5500 N St Louis Chicago, IL 60625	(773) 442-4680	Y	0
FF	Ohio/ Illinois Center for Broadcasting	Elizabeth Grattan	9885 Rock Side Road #160 Valley View, OH 44125	(216) 447-9117	Y	0
GG	Production HUB.com	Jessica Nin	1809 E. Winterpark Rd. Orlando, FL 32803	(407) 629-4122	Y	0
HH	Rockford Career College	Ann Stites	1130 S. Alpine Road Rockford, IL 61108	(815) 965-8616	Y	0
II	Rock Valley College	Kelly Cooper	3301 N Mulford Rd Rockford, IL 61107	(815) 921-4091	Y	1
JJ	Rockford College, Career Services	Kelly Cooper	5050 E State St Rockford, IL 61108	(815) 226-4195	Y	0
KK	Southern Illinois University	Missy Houghland	Mail code 4703 Carbondale, IL 62901	(618) 453-2391	Y	0
LL	National Latino Education Institute	Margaret Motes	2011 W Pershing Rd Chicago, IL 60609	(773) 247-0707	Y	0
MM	Specs School of	Brent Carey	19900 West Nine Mile	(248) 358-	Y	0

	Broadcasting		Southfield, MI 48075	9000		
NN	The Rainbow Push Coalition	Felicia Neal	Placement Office 930 E 50 th St Chicago, IL 60615	(773) 373-3366	Y	0
OO	U of IL	Doug Brackney	1 University Plaza Springfield, IL 62703	(217) 206-6508	Y	0
PP	U.I.U.C. Journalism Placement Office	Lynn Holley	119 Gregory Hall Urbana, IL 61801	(217) 333-1508	Y	0
QQ	University of WI Career Planning	Robert Schwoch	5115 Vilas Hall Madison, WI 53706	(608) 263-7669	Y	0
RR	Wheaton College Career Services	Lynne Morris	418 Chase St R209 Wheaton, IL 60187	(630) 752-5048	Y	0
SS	IL Broadcasting Assoc	Debra Gray	200 Missouri Avenue Carterville, IL 62918	(618) 985-5555	Y	1
TT	TV Jobs.com Broadcasting Employment Services	Mark Holloway	P.O. Box 4116 Oceanside, CA 92052	(800) 374-0119	Y	6
UU	Devry Career Services	Carol Ingmanson	3300 N Campbell Chicago, IL 60618	(773) 697-2045	N	0
VV	Illinois State University	Toni Krippel	Campus Box 2520 Normal, IL 61790-2520	(309) 438-2200	N	0
WW	U of WI – Platteville Placement Services	Diane Trendt	1 University Plaza 0200 Ullsvik Platteville, WI 53818	(608) 342-1183	N	0
XX	Norte Dame Career Center	Hilary Flannigan	248 Flanner Hall Notre Dame, IN 46556	(574) 631-5200	N	0
YY	Chicago Headline Club	Bob Roberts	124 3 rd Street	(847) 729-	N	2

			Wilmette, IL 60091-3439	6397		
ZZ	Careerbuilder.com	Erik Kelley	5550-A Peachtree Parkway, Suite 200 Norcross, GA 30092	(770) 349-2933	N	2
AAA	MediaLine.com	Paul Brewer	1209 Wood Valley Rd Augusta, GA 30909	(706) 364-7564	N	0
BBB	Spots n Dots	Emily McKay	1635 Old Hwy 41NW Suite 112-338 Kennesaw, GA 30152	(888) 884-2630	N	
CCC	TV NewsCheck	Steve Stoltz	24 West Lancaster Ave Suite 205 Ardmore, PA 19003	(215) 901-9495	N	
DDD	Craigslist.com – Rockford, IL	None	None	None	N	12
EEE	Internal Office Posting	None	None	(815) 963-5413	N	1
FFF	WQRF – Website www.mystateline.com	None	None	(815) 963-5413	N	4
GGG	WQRF on air commercial	None	None	(815) 963-5413	N	0
HHH	Employee Referral	None	None	None	N	14
III	Client Referral	None	None	None	N	1

Appendix 3 to Annual EEO Public File Report

Covering the Period from August 1, 2013 – July 31, 2014

Station(s) Comprising the Station Employment Unit: WQRF

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

	Recruitment Initiative	Description
1	Participation in job fairs by station personnel with substantial responsibility for hiring decisions	<p>The WQRF Chief Engineer attended the Internship & Career Fair on August 1, 2013 at the Illinois Center For Broadcasting.</p> <p>The Creative Services Director and Website Coordinator attended the March 25' 2014 Career Fair at DeVry University Chicago Campus.</p> <p>The Chief Engineer attended the Rockford College and Rock Valley College Career & Internship Fair on March 26, 2014 at Rockford College Campus.</p>
2	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	<p>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</p>

		<p>fashion similar to prospective employees. During the fall semester of 2013, the station hosted one intern from Northern Illinois University. In the spring semester of 2014 the station hosted two interns from Northern Illinois University.</p>
3	<p>The establishment of training and mentoring programs to allow station personnel to acquire skills that could qualify them for higher level positions</p>	<p>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 part time camera operator to full time traffic assistant, a part time reporter promoted to full time and a multimedia journalist trained for and became a weekend anchor and reporter.</p>
4	<p>Participation in events or programs relating to career opportunities in broadcasting which are sponsored by educational institutions</p>	<p>The Chief Meteorologist attended a career fair at Freeport High School on September 20, 2013. At the students were introduced to the various career opportunities in Meteorology and weather analogy and the requirements needed to enter television weather reporting.</p> <p>The evening and weekend meteorologists participated in the Belvidere High School career day on October 9, 2013 to talk about meteorology and the required educational classes needed to enter television weather reporting.</p> <p>The Creative Services Director, on April 9, 2014, spoke with students from Beloit College's mass media program (and their advisor) visited the station where he talked with them about how the station operates on a daily basis and broke down employment and</p>

		<p>internship opportunities in television and the required educational needs for a career in television news and production.</p> <p>On April 10, 2014, the Chief Engineer participated in the CareerTEC career fair at Highland Community College. He discussed the types of classes that would benefit the students and gave them information on how to find positions that may be available at the television station.</p>