

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

I. VACANCY LIST

See Master Recruitment Source List (MRSL) for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy¹	RS Referring Hiree
Creative Services Producer	1-53, 58, 60, 65-73	60
MCO/Newscastr Director	1-53, 58, 60, 61, 65-73	61
Weekend Sports Anchor/Reporter	1-53, 58, 60, 65-71	38
Reporter	1-53, 58, 60, 64, 65-71	58
Reporter	1-36, 38-53, 58, 60, 61, 64, 65-71	38
Morning Producer	1-53, 58, 60, 61, 64, 65-71	39
Weekend Meteorologist/Reporter	1-53, 58, 60, 61, 64, 65-71	48

¹ Please see Section II for further information concerning when sources were entitled to receive notification of job openings. For each opening on this report, the station notified all sources that were entitled to receive notification at the time of outreach. Source #37 was removed for the Reporter position at its request.

WIFR
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08/01/09 – 7/31/10

II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification (Y/N)	No of Interviewees Referred by RS Over Reporting Period
1	Eastern Illinois University Career Services 600 Lincoln Ave Charleston, IL 61920 Debbie Endsley 217-581-2412	Y	0
2	Southern Illinois University Career Services Mail Code: 4703 Carbondale, IL 62901 Missy Houghland 618-453-2391	Y	0
3	IN State University Career Services 567 N 5 th Street Terre Haute, IN 47809 Martha Reed 812-237-2582	Y	0
4	IL State University Career Center Campus Box 2520 Normal, IL 61790-2520 Toni Krippel 309-438-2200	Y	0
5	Department. of Rehab Services 615 N. Longwood Rockford, IL 61107 Mary Beth Scholten 815-964-0333	Y	0
6	Wheaton College Career Services 418 Chase Street R 209 Wheaton, IL 60187 Stephanie Hill 630-752-5048	Y	0
7	Highland College Career Services 2998 W. Pearl City Rd Freeport, IL 61032 Dana Zimmerman 815-235-6121 x3536	Y	0
8	Loyola Career Development Center 1032 W. Sheridan Road Chicago, IL 60660 Aly Miller or Darby Scism 773-508-7716	Y	0
9	University Of Wisconsin Career Planning 5115 Vilas Hall 821 University Avenue Madison, WI 53706 Robert Schwoch 608-263-7669	Y	0
10	Specs Howard School of Media Arts 19900 W Nine Mile Rd Southfield, MI 48075 Denise Lippert 248-358-9000	Y	0

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

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11	Beloit College LAP-C 700 College Street Beloit, WI 53511 Angela Davis 608-363-2673	Y	0
12	Ball State U Career Center 2000 W. University Lucina Hall 220 Muncie, IN 47306 Cindy Hershman 765-285-1522	Y	0
13	Rockford Career College – Job Placement 1130 S. Alpine Road Rockford, IL 61108 Jim Laible or Danny Zittle 815-965-8616	Y	0
14	Western IL Career Services 116 Sherman Macomb, IL 61455 Beverly Short 309-298-1838	Y	0
15	Rockford College Career Services 5050 East State Street Rockford, IL 61108 Kelly Cooper 815-226-4195	Y	0
16	Ill. Department of Employment Security 303 North Main St. Suite 200 Rockford, IL 61101 Gale Meredith 815-395-6648	Y	0
17	Brown College Television Placement 1440 Northland Dr. Mendota Heights, MN 55120 Amber Luckie 651-905-3465	Y	0
18	NIU Department of Communications Watson 306 DeKalb, IL 60115 Jessica Baldwin 815-753-7104	Y	0
19	NIU Career Services Campus Life Building 220 DeKalb, IL 60115 Kathy Zuidema 815/753-1642	Y	0
20	Booker Washington Center 524 Kent Street Rockford, IL 61102 Calvin Squire 815-962-9117	Y	0

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

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21	Devry Career Services 3300 N Campbell Chicago, IL 60618 Inieke Udoiwod 773-697-2071	Y	0
22	U.I.U.C. Journalism Placement Office 20A Gregory Hall Urbana, IL 61801 Lynn Holley 217-333-1508	Y	0
23	U of IL at Springfield One University Plaza Springfield, IL 62703 Rachel Hasenyager 217-206-6500	Y	0
24	U of WI-Platteville Career Center 1 University Plaza 0200 Ullsvik Platteville, WI 53818 Diana Trendt 608-342-1183	Y	0
25	I.D.E.S. 2323 E Lincolnway Sterling, IL 61081 Bruce Larson 815-625-2313	Y	0
26	Rock Valley College Career Services. & Placement 3301 N Mulford Rd Rockford, IL 61114 Art Delgado 815-921-4091	Y	0
27	Chicago South Side NAACP 800 E. 78 th Street Chicago, IL 60619 Kay Bowman 773-429-9830	Y	0
28	Hispanic Alliance 25 E Washington Ste 820 Chicago, IL 60602 Rocio Mendez 312-435-0498	Y	0
29	The Rainbow Push Coalition Placement Office 930 E 50 th Street Chicago, IL 60615 Felicia McQuitter 773-373-3366	Y	0
30	Northeastern Illinois University 5500 N St. Louis Chicago, IL 60625 Lorn Coleman 773-442-4680	Y	0

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

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31	National Latino Education Institute 2011 W Pershing Rd Chicago, IL 60609 Margaret Motes 773-247-0707	Y	0
32	IL Center for Broadcasting 455 Eisenhower Lane So. Ste 200 Lombard, IL 60148 John Wassel 630-916-1700	Y	0
33	Goodwill Abilities Center 1907 Kishwaukee Rockford, IL 61104 Shannon Halverson 815-965-3795	Y	0
34	Production HUB.Com 1809 E. Winterpark Road Orlando, FL 32803 Amy Kesser 407-629-4122	Y	1
35	IL Broadcasting Association 200 Missouri Avenue Carterville, IL 62918 Debra Gray 618-985-5555	N	1
36	Ohio/Illinois Center for Broadcasting 9885 Rock Side Road Suite 160 Valley View, Ohio 44125 Gary James 216-447-9117	Y	0
37	South Asian Journalists Assoc. C/O Columbia Graduate School 2950 Broadway New York, NY 10027 Sree Sreenivasan 1-212-854-5979 or 1-212-854-0191	Y	0
38	TV jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Mark Holloway 800-374-0119	Y	12
39	Columbia College Advising Center 600 S Michigan Ave Chicago, IL 60605 Advising Center Staff 312-344-6860	Y	1
40	Job Corps Admission and Placement 303 North Main Street 2 nd Floor Rockford, IL 61101 Bonnie Mabie 815-395-0535	Y	0

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

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41	La Voz Latina 412 Market street Rockford, IL 61107 Patricia Gomez 815-965-5784	Y	0
42	Madison Media Institute 2702 Agriculture Dr Madison, WI 53718 Bill Mallinson 608-663-2000	Y	0
43	Milwaukee Area Tech College Student Employment Services 700 W State St Milwaukee, WI 53233 Jenny Thomas 414-297-6244	Y	0
44	Mississippi State University Career Center 300 Montgomery Hall P.O. Box P Mississippi State, MS 39762 Scott Maynard 662-325-3344	Y	0
45	National Assoc of Hispanic Journalist National Press Bldg 529 14 th Street NW Ste 1000 Washington, DC 20045 Virginia Galindo 202-662-7145	Y	0
46	National Coalition of Black Mtg Planners 8630 Fenton Ste 126 Silver Springs, MD 20910 Ozzie Jenkins 1-301-587-9100	Y	0
47	RAMM P.O. Box 6703 Rockford, IL 61125 Becky Cook Kendall 1-815-978-3924	Y	0
48	Medialine PO Box 51909 Pacific Grove, CA 93950 Mark Shilstone 1-800-237-8073	Y	1
49	All other Gray Stations Jane Ploeger jane.ploeger@wsaw.com	Y	0
50	Notre Dame Career Center 248 Flanner Hall Notre Dame, Indiana 46556 Lee Svete 1-574-631-5200	Y	0
51	National Assoc. of Black College Broadcasters PO Box 3191 Atlanta, GA 30302-3191 Lo Jelks 404-523-6136	Y	0

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

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52	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, MD 20742 Ryan Williams 301-405-0248	Y	0
53	Medill Career Services Medill School of Journalism Northwestern University 1845 Sheridan Road Evanston, IL 60208-2101 Jim O'Brien 1-847-467-1882	Y	1
54	Broadcasting & Cable 810 Seventh Avenue 27 th Floor New York, NY 10019 212-378-0400 zmajma@nmedia.com	N	0
55	Television WK Ad 6500 Wilshire Blvd, Suite 2300 Los Angeles, CA 90048 323-370-2409 classified@tvweek.com	N	0
56	Rockford Register Star-Employment Ad 99 East State Street Rockford Illinois 61104 Classified Operator 1-815-962-2400	N	0
57	CBS News Path Chicago Office 22 W. Washington Chicago, IL 60602 Dan Noel 1-312-899-2100	N	0
58	WIFR-Web Site www.wifr.com (appears in two places on site)	N	6
59	Walk In/Self Referral	N	0
60	Internal Posting/Candidate	N	1
61	Employee Referral	N	7
62	WIFR Commercial	N	0
63	WIFR Intern	N	0
64	Non-employee referral	N	4
65	Indiana University 625 No. Jordan Avenue Bloomington, IN 47403 Erin Kirchhofer 1-812-855-1556	Y	0

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

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66	Chicago Headline Club Chicago Chapter of Society of Professional Journalists 333 North Michigan Ave. Suite 2032 Chicago, IL 60601-4024 Bob Roberts 1-847-729-6397 *Source also posts some openings at www.inba.net	Y	0
67	Knox College Career Center 2 East South Street Box K 232 Galesburg, IL 61401 Terrie Saline 1-309-341-7436	Y	0
68	North Central College 30 North Brainard St. Naperville, IL 60540 Jeff Denard 1-630-637-5142 1-800-411-1861	Y	0
69	The Illinois Institute of Art-Schaumburg 1000 N. Plaza Drive Schaumburg, IL 60173 Vanessa Jackson 800-314-3450	Y	0
70	Bradley University 1501 West Bradley Avenue Peoria, IL 61625-0105 1-309-677-2510 Contact: Kelly Harris	Y	0
71	Rockford Area Career Clearinghouse 100 Park Avenue Suite 100 Rockford, IL 61101 815-316-4311 Contact: Kelle Marsalis	Y	0
72	CSB School of Broadcasting 3250 Lacey Road Suite 130 Downer's Grove, IL 60515 1-630-390-3568 Contact: Gina Ferraro	Y Unitl 9/25/09	0
73	CSB School of Broadcasting 203 N. LaSalle Suite 1350 Chicago, IL 60601 312-254-0696 Contact: David Chase	Y Unitl 9/25/09	0

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

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74	Broadcast Engineering Mailing Address 9800 Metcalf Ave. Overland Park, KS 66212 Julie Dahlstrom-Classifieds 312-840-8436	N	0
75	University of Wisconsin-Whitewater 800 West Main Street Whitewater, WI 53190 262-472-1498 Contact: Ron Buchholz	Y Since 6/30/10	0
TOTAL INTERVIEWEES REPORTING PERIOD:			35

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Internship Programs	During the reporting period the station had interns as follows: 9/04/09-12/04/09 Student from Northern Illinois University interned in News Dept. 2/22/10-5/11/10 Student from Columbia College Chicago interned in News Dept. 5/12/10-8/04/10 Student from University of Dayton interned in News Dept. 5/17/10-8/30/10 Student from Loyola University-Chicago interned in News Dept. 5/19/10-7/21/10 Student from University of Illinois interned in News Dept. 5/24/10-8/09/10 Student from University of Wisconsin-Platteville interned in News Dept. 5/25/10-8/16/10 Student from Northern Illinois University interned in News Dept. 5/25/10-8/20/10 Student from Northern Illinois University interned in News Dept.
2	Participate in Job/Career Fair	10/02/09: SEU participated in the IBA/ISU Job Fair held at Illinois State University in Bloomington/Normal, speaking to students in attendance about broadcast careers and gathering resumes. Station participants included Director of Creative Services.
3	Participate in Job/Career Fair	10/06/09: SEU participated in the DeVry University Career/Internship Fair held on the Chicago Campus, speaking to students interested in Engineering and Internet Technology and gathering resumes. Station participants included Director of Creative Services.
4	Participate in Job/Career Fair	2/04/10: SEU participated in the University of Wisconsin-Whitewater – Multi-Cultural Career Fair held in Whitewater, WI., speaking with students in attendance about broadcast careers and internships, as well as gathering resumes. Station participants included Director of Broadcast Operations and News Director.

WIFR
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	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
5	Participate in Job/Career Fair	4/07/10: SEU attended Medill School of Communications Career Fair at Northwestern University, speaking with attendees about WIFR, our company, its opportunities, the broadcast business in general, and internships. Station participants included WIFR News Director and New Director from sister station WNDU.
6	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	9/23/09: Students from Guilford High School in Rockford, IL watched Noon newscast and participated in Q & A with station personnel: In attendance: Dir. Of Broadcast Operations; Dir. Of Creative Services; Engineer; Director; Wkend Anchor; Anchor/Weathercaster; Creative Services Producer; Office Mgr.
7	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	10/22/09: Photographer/Reporter spoke at the grand opening of the Illinois Center for Broadcasting's new facility in Lombard, IL. She highlighted how her training at ICB has helped her career in broadcasting.
8	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	11/19/09: Sports Director helped with mock interviews for a Communications class at Northern Illinois University and gave advice to potential job applicants
9	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	1/20/10: Students from East High School Vo Tech class in Rockford, IL toured station watched Noon newscast and participated in Q & A with station personnel. Station participants included Anchor; Anchor/Weathercaster; Managing News Editor; News Producer; Creative Services Producer; Office Mgr; (2) Directors; Program/Traffic/Media Mgr., Office Mgr.
10	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	2/17/10: Students and Teacher from Hallstrom Home School toured station, watched Noon Newscast and participated in Q & A with station personnel. Station participants included Anchor; Anchor/Weathercaster, Managing News Editor; (2) Creative Services Producers and Creative Services Director; Dir. Of Broadcast Operations; Office Mgr; Traffic/Media/Prgmr.

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

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11	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	3/10/10: Students from Belvidere High School in Belvidere, IL. Broadcasting class toured station, watched Noon Newscast and participated in Q & A with station personnel. Station participants included News Director, Anchor, Anchor/Weathercaster, Producer, Sr. Director, (2) Directors, Dir of Creative Services, (2) Creative Services Producers, Office Mgr, Co-Chief Engineer.
12	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	5/05/10: Students from Chana Education Center in Chana, IL toured the station stopping in various departments where personnel talked about different aspects of their jobs and/or television. They also watched a noon newscast. Stations participants included Anchor/ Weathercaster, Directors, Traffic/Media/ Programming, Office Manager..
13	Management EEO Training	6/17/10: Vice President/General Manager and Office Manager participated in a training seminar taught by an attorney from FCC counsel to Gray Television, Inc. on Federal Communication Commission's (FCC) Equal Employment Opportunity (EEO) rules and regulations.
14	Management EEO Training	6/29/10: Office Manager updated managers on various EEO and Gray Television, Inc. procedures. This year's topics included: telephone interviews, completion of forms and internship criteria.
15	Activity designed to help disseminate information about employment opportunities in broadcasting	Ongoing: WIFR has listings of "Examples of Television Broadcast Job Possibilities" posted on the station website.
16	Activity designed to help disseminate information about employment opportunities in broadcasting	Ongoing: WIFR has a permanent display of a television studio located at the Discovery Center/River Park Museum. It allows museum attendees to interact with the studio equipment.

WIFR
EEO PUBLIC FILE REPORT
08/01/09 – 7/31/10

	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
17	Activity designed to help disseminate information about employment opportunities in broadcasting	10/22/09: As a member of the Illinois Center for Broadcasting Advisory Board our News Director attended the grand opening of its new facility in Lombard. In addition to the event itself, as a member of the board, he spent considerable time touring the facility and discussing how these improvements will help train people for our business. There was also a review of the upgrades in the curricula available because of the ICB's new facility.
18	Activity designed to help disseminate information about employment opportunities in broadcasting	4/06/10: News Director attended the semi-annual meeting of the Illinois Center for Broadcasting board. At this session they discussed the curriculum at the school and how they could better train their students to fill the needs of the broadcasting profession. Also reviewed were how stations can use interns and further train students.