

WIFR
EEO PUBLIC FILE REPORT
08/01/13 – 7/31/14

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
Weekend Anchor/Multi-Media Journalist	1-54,56,57,66-76	56
Creative Services Producer	1-54,56,57,63,66-76	54
Multi Media Journalist	1-54,56,60,66-76	60
Weekend Weather Anchor/Multi-Media Journalist	1-4,6-54,56,57,60,66-76	57
Morning Producer	1-4,6-54,56,57,66-76	57
Newscast Director/MCO (Technical Media Producer)	1-4,6-54,56,57,66-76	26
Digital Media Coordinator	1-4,6-54,56,57,66-76	57
Newscast Director/MCO (Technical Media Producer)	1-4, 6-54,56,66-76	26
Multi-Media Journalist	1-4,6-54,55,56,57,66-76	55

¹ Please see Section II for further information concerning when sources became or ceased to become entitled to receive notification of job openings.

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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 Human Services Center Room 1301 600 Lincoln Ave Charleston, IL 61920 Jan Stevens 217-581-2412	Y	
2	Southern Illinois University Career Services Mail Code: 4703 Carbondale, IL 62901 Missy Houghland 618-453-2391	Y	
3	Indiana State University 231 North 6 th Walkway Terre Haute, IN 47809 Dustin BeDell 812-237-2586	Y	
4	IL State University Career Center Campus Box 2520 Normal, IL 61790-2520 Patricia Heck 309-438-5754	Y	
5	Division of Rehab Services 107 N. 3 rd Street Rockford, IL 61107 Maria Raedeke 815-967-3725	N Became Unentitled 9/16/13	
6	Wheaton College Career Services 501 College Avenue Wheaton, IL 60187 Lynne Morris 630-752-5048	Y	
7	Highland College Career Services 2998 W. Pearl City Rd Freeport, IL 61032 Dana Zimmerman 815-235-6121 x3536	Y	
8	Loyola Career Development Center 1032 W. Sheridan Road Chicago, IL 60660 Jason Burkett 773-508-7716	Y	
9	University Of Wisconsin Career Planning 5115 Vilas Hall 821 University Avenue Madison, WI 53706 Pam Garcia-Rivera 608-890-1046	Y	
10	Specs Howard School of Media Arts 19900 W Nine Mile Rd Southfield, MI 48075 Brent Carey 248-358-9000	Y	

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RS Number	RS Information	Source Entitled to Vacancy Notification (Y/N)	No of Interviewees Referred by RS Over Reporting Period
11	Beloit College LAP-C 700 College Street Beloit, WI 53511 Jessica Fox-Wilson 608-363-2673	Y	
12	Ball State U Career Center 2000 W. University Lucina Hall 220 Muncie, IN 47306 Cindy Hershman 765-285-2436	Y	
13	Rockford Career College – Job Placement 1130 S. Alpine Road Rockford, IL 61108 Ann Stites 815-965-8616	Y	
14	Western IL Career Development Center Memorial Hall 125 1 University Circle Macomb, IL 61455 Carey Peters 309-298-1838	Y	
15	Rockford University Career Services 5050 East State Street Rockford, IL 61108 Kelly Cooper 815-226-4195	Y	
16	Ill. Department of Employment Security 303 North Main St. Suite 200 Rockford, IL 61101 Gale Meredith 815-395-6648	Y	
17	Brown College-Television Placement 1345 Mendota Heights Road Mendota Heights, MN 55120 Christine Kleckner 651-905-3509	Y	
18	Northern Illinois University Reavis Hall 306A DeKalb, IL 60115 Cathy Doederlein 815-753-1016	Y	
19	Northern Illinois University Career Services Campus Life Building 220 DeKalb, IL 60115 Kathy Zuidema 815-753-1642	Y	
20	Booker Washington Center 524 Kent Street Rockford, IL 61102 Jessie Bates 815-962-9117	Y	
21	Devry University 3300 N Campbell Avenue Chicago, IL 60618 K. Denenberg/Bobbette Rateree 773-697-2044	Y	

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22	U.I.U.C. Journalism Placement Office 20A Gregory Hall Urbana, IL 61801 Lynn Holley 217-333-1508	Y	1
23	U of IL at Springfield One University Plaza, MS SAB 50 Springfield, IL 62703 Doug Brackney 217-206-6500 or 6508	Y	
24	U of WI-Platteville Career Center 1 University Plaza 0200 Ullsvik Platteville, WI 53818 Diana Trendt 608-342-1183	Y	
25	I.D.E.S. 2323 E Lincolnway Sterling, IL 61081 Bruce Larson 815-625-2313	Y	
26	Rock Valley College Career Services. & Placement 3301 N Mulford Rd Rockford, IL 61114 Jordan McGee 815-921-4091	Y	4
27	Chicago South Side NAACP 10540 So. Western Avenue Suite 201 Chicago, IL 60643 Kay Bowman 773-429-9830	Y	
28	Indiana University 625 No. Jordan Avenue Bloomington, IN 47403 Alan Gusse 1-812-855-0576	Y	
29	The Rainbow Push Coalition Placement Office 930 E 50 th Street Chicago, IL 60615 Felicia Neal 773-373-3366	Y	
30	Northeastern Illinois University 5500 N St. Louis Chicago, IL 60625 Dr. Elaine Blair Career Services 773-442-4680	Y	
31	National Latino Education Institute 2011 W Pershing Rd Chicago, IL 60609 Margaret Motes 773-247-0707	Y	

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32	IL Center for Broadcasting 455 Eisenhower Lane So. Ste 200 Lombard, IL 60148 Carl Jackson 630-916-1700	Y	
33	Goodwill Industries of Northern Illinois P.O. Box 17017 Rockford, IL 61110 Courtney Geiger 815-965-3795	Y	
34	Illinois Center for Broadcasting 530 S. State Street Chicago, IL 60605 Don Clark 312-884-8000	Y	
35	IL Broadcasters Association 200 Missouri Avenue Carterville, IL 62918 Debra Gray 618-985-5555	N	
36	Ohio/Illinois Center for Broadcasting 9885 Rockside Road Suite 160 Valley View, Ohio 44125 Janice Hannah-Hardy 216-503-5900	Y	
37	South Asian Journalists Assoc. C/O Columbia Graduate School 2950 Broadway New York, NY 10027 Izabela Rutkowski 1-212-854-4422	Y	
38	TV jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Mark Holloway 800-374-0119	Y	3
39	Columbia College Student Employment/Portfolio Center 623 S. Wabash Suite 307 Chicago, IL 60605 Valerie Robins/Katherine Lelek 312-369-8612	Y	1
40	Job Corps Admission and Placement 303 North Main Street 2 nd Floor Rockford, IL 61101 Bonnie Mabie 815-395-0535	Y	
41	La Voz Latina 730 N. Church St. Rockford, IL 61103 Cari Mayer 815-965-5784	Y	

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RS Number	RS Information	Source Entitled to Vacancy Notification (Y/N)	No of Interviewees Referred by RS Over Reporting Period
42	Madison Media Institute 2702 Agriculture Dr Madison, WI 53718 Nella Citino/Laura Mael 608-663-2000	Y	
43	Milwaukee Area Tech College Student Employment Services 700 W State St Milwaukee, WI 53233 Jenny McGilligan 414-297-6244	Y	
44	Mississippi State University The Career Center and Cooperative Education Program P.O. Box P Mississippi State, MS 39762 Scott Maynard 662-325-3344	Y	
45	Knox College Career Center 2 East South Street Box K 232 Galesburg, IL 61401 Terrie Saline 1-309-341-7436	Y	
46	National Coalition of Black Mtg Planners 4401 Huntchase Dr. Ste 126 Bowie, MD 20720 Ozzie Jenkins 1-301-860-0200	Y	
47	RAMM 3957 N. Mulford Road Unit A Rockford, IL 61114 Dr. H. Cyrus Oates 1-815-637-6400	Y	
48	Medialine 1209 Wood Valley Rd Augusta, GA 30909 Paul Brewer 1-800-237-8073	Y	
49	All other Gray Stations Postings are sent to Gray Television, Inc. 4370 Peachtree Rd, NE Atlanta, GA 30319 Dottie Boudreau 404-266-8333 dottie.boudreau@gray.tv	N	
50	Notre Dame Career Center 248 Flanner Hall Notre Dame, Indiana 46556 Rachael Roggeman 1-574-631-5200	Y	

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RS Number	RS Information	Source Entitled to Vacancy Notification (Y/N)	No of Interviewees Referred by RS Over Reporting Period
51	National Assoc. of Black College Broadcasters PO Box 3191 Atlanta, GA 30302-3191 Lo Jelks 404-523-6136	Y	
52	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, MD 20742 Scott Berry 301-405-0248	Y	
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	
54	WIFR-Web Site WIFR-TV Posted by GDM to our website Chad Dalke 1-517-394-9287 www.wifr.com	N	5
55	Walk In/Self Referral	N	1
56	Internal Posting/Candidate	N	1
57	Employee Referral	N	10
58	WIFR Commercial	N	
59	WIFR Intern	N	
60	Non-employee referral	N	4
61	Career Builder Corporate Headquarters 200 N. LaSalle St. Suite 1100 Chicago, IL 60601 1-773-527-3600 www.careerbuilder.com Station did not contact source directly	N	
62	rrstar.com C/O Rockford Register Star 99 E. State Street Rockford, IL 61104 815-987-1200 www.rrstar.com Station did not contact source directly	N	
63	indeed.com 177 Broad Street 6 th Floor Stamford, CT 06901 www.indeed.com Station did not contact source directly	N	1

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64	Google.com Headquarters: 1600 Amphitheatre Parkway Mountain View, CA 94043 1-650-253-0000 Station did not contact source directly	N	
65	*Illinois News Broadcasters Association 124 3 rd Street Wilmette, IL 60091-3439 Contact: Bob Roberts 1-847-920-5590 www.inba.net Station did not contact this source directly See #67	N	
66	Emerson College 120 Boylston Street Boston, MA 02116-4624 Tim MacArthur 1-617-824-8500 Station did not contact this source directly	N	
67	Chicago Headline Club Chicago Chapter of Society of Professional Journalists 124 3 rd Street Wilmette, IL 60091-3439 Bob Roberts 1-847-920-5590 *Source also posts some openings at www.inba.net	Y	
68	North Central College 30 North Brainard St. Naperville, IL 60540 Jeff Denard 1-630-637-5142 1-800-411-1861	Y	
69	The Illinois Institute of Art-Schaumburg 1000 N. Plaza Drive Schaumburg, IL 60173 Jenny Mleko/Danielle Sattler 1-847-585-4503	Y	
70	Bradley University 1501 West Bradley Avenue Peoria, IL 61625-0105 Career Services 1-309-677-2510	Y	
71	University of Wisconsin-Whitewater 800 West Main Street Whitewater, WI 53190 Ron Buchholz 262-472-1498	Y	

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72	HungryGrad.com 725 Blue Jay Way Dyer, IN 46311 Lane Lucatorto 847-650-5837	Y	
73	University of Akron Career Center Student Union Bldg. 303 Carroll Street Akron, Ohio 44325 Laura Carey/Lauren Grove 330-972-7747	Y	
74	Wisconsin BBA Interview and Program Suite Room 3290 Grainger Hall 975 University Avenue Madison, WI 53706 Contact: Cindy Johnson 608-262-2550	Y	
75	Jobs for Wisconsin Grads A consortium of 13 University of Wisconsin System Schools Administrative Assistance through UW-Green Bay, Career Services 2420 Nicolet Drive Green Bay, WI 54311-7001 Linda Peacock-Landrum 920-465-2163	N Became Unentitled 9/13/13	
76	Ignite 308 W. State Street Suite 190 Rockford, IL 61101 Einar Forsman 815-316-4311	Y	
TOTAL INTERVIEWEES REPORTING PERIOD:			31

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Internship Programs	<p>WIFR has established an internship program. During this reporting year, the station hosted nine interns. All the interns worked in the News Department and were supervised by the News Director. News interns shadow reporters and producers and help research stories.</p> <p><u>9/6/13 to 11/15/13(e)</u> – 1 Intern from Illinois Center for Broadcasting <u>10/16/13 to 12/11/13</u> – 1 Intern from Rock Valley College <u>1/2/14 to 1/17/14</u> – 1 Intern from University of Iowa <u>2/4/14 to 4/25/14</u> – 1 Intern from Rock Valley College <u>5/16/14 to 6/22/14</u> – 1 Intern from Oakton Community College <u>5/20/14 to 8/08/14</u> – 1 Intern from Eastern Illinois University <u>5/29/14 to 8/07/14</u> – 1 Intern from University of North Dakota <u>5/30/14 to 8/5/14</u> – 1 Intern from Valparaiso University <u>6/2/14 to 8/7/14</u> – 1 Intern from Northern Illinois University</p>
2	Participate in Job/Career Fair	<u>9/25/13</u> – Director of Broadcast Operations and News Director participated in the Rock Valley College and Rockford University Career and Internship Fair held at Rock Valley College.
	Participate in Job/Career Fair	<u>3/26/14</u> - Director of Broadcast Operations and News Director participated in the Rock Valley College and Rockford University Career and Internship Fair held at Rockford University.
	Participate in Job/Career Fair	<u>4/16/14</u> – WIFR News Director along with sister station WNDU News Director participated in the Medill & School of Communication 2014 Career & Internship Fair at Northwestern University's Evanston, IL Campus.

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	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
3	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	<u>9/18/13</u> – Several staff participated in Alignment Rockford/Rockford Public School's "2013 Academy Expo". The career exploratory event was held at the BMO Harris Bank Center. Approx. 140 businesses participated and hundreds of students stopped by the WIFR booth. This event allowed freshmen, sophomores, and juniors from Rockford's public schools to see a variety of potential careers in many industries so that it may help them in making academy selections for January 2014. Participants: Anchors, Director of Broadcast Operations and News Director
	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	<u>9/19/13</u> – Student from Harlem High School job shadowed with Chief Meteorologist learning about weather and how it is presented on television: Participant: Chief Meteorologist
	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	<u>10/08/13</u> – Group of students and their teacher from Durand High School toured the station, watched a noon newscast and participated in a Q & A with various station personnel. Participants: National Sales Coordinator, Media Manager, Director-TMPs, Creative Services Producers, Assignment Editor, Producer, Weathercaster, Multi-Media Journalist, Senior Engineer, News Director, Director of Broadcast Operations, Office Manager.

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	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	<p><u>10/25/13</u> – Group of students and the Work Study Coordinator from Lydia Urban Academy toured the station, watched a noon newscast and participated in a Q & A with various station personnel: Participants: Media Manager/Local Sales Manager/Director of Creative Services/Multi-Media Journalist/Weathercaster/Director-TMPs/Assignment Editor/Weekend Anchor, Multi-Media Journalist/Creative Services Producer/Office Manager.</p> <p><u>11/13/13</u> – Student who had missed tour above came separately on this date with the Work Study Coordinator from Lydia Urban Academy. He toured the station and watched noon newscast and questions were answered during tour. Participants: Director-TMPs/Assignment Editor/Producer/Anchor/Senior Director/Office Manager.</p>
	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	<p><u>4/11/14</u> - Student from Harlem High School participated in a Job Shadow in the News Department. Participants: News Director, Social Media Coordinator, Assignment Editor and Multi-Media Journalist.</p>
	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	<p><u>5/20/14</u> - News Director participated in mock interviews with Juniors at Jefferson High School in conjunction with BAMIT (Business, Arts, Marketing & Information Technology). During the pair of morning sessions, he interviewed 14 different students. The exercise was an effort to give the students and idea of the real business world and give them an idea of the type of information that may be needed when they do a job search. He then critiqued each student and gave it to the teacher.</p>

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	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	5/29/14 – News Director attended the semi-annual Illinois Center for Broadcasting Advisory Committee meeting at the Lombard, IL campus. They discussed the rapid changes in digital technology and the skills needed to be successful in media industries. Also attending with several members of the Illinois Center of Broadcasting staff in Lombard and via SKYPE, the CEO in Cleveland and representatives from the Chicago campus. Five other media professionals, all from the Chicago market added their expertise.
	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	Ongoing: News Director continues to be a part of two oversight committees for RPS 205. These are BAMIT (Business, Arts, Marketing and Informational Technology) Academy Support Team at Jefferson High School; and the BAMIT College and Career Readiness Council for all of RPS 205 (all five high schools). On these groups he participates in oversight activities for curriculum to better prepare students for the real world. Both groups meet monthly.
4	Management EEO Training	6/17/14* Office Manager/EEO Coordinator updated managers on various EEO procedures/topic discussion. Included: (3) EEO prongs, completion of New Job Vacancy and Interviewee Data forms, and unpaid internships. Participating Employees: Vice President/General Manager/General Sales Manager; Local Sales Manager; Director of Creative Services; Media Manager; News Director; Office Manager/EEO Coordinator *Director of Broadcast Operations (on 6/11/14)
5	Activity designed to help disseminate information about employment opportunities in broadcasting	Ongoing Project: WIFR has listings of “Examples of Television Broadcast Job Possibilities” posted on our station website.
	Activity designed to help disseminate information about employment opportunities in broadcasting	Ongoing Project: WIFR has a permanent display of a television studio located at the Discovery Center/River Park Museum. It allows children to interact with the equipment.

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	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
	Activity designed to help disseminate information about employment opportunities in broadcasting	Ongoing Project: WIFR posts employment opportunities that are available throughout Gray Television, Inc. on station website: www.wifr.com