

**WIFR**  
**EEO PUBLIC FILE REPORT**  
**08/01/12 – 7/31/13**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy<sup>1</sup></b>	<b>RS Referring Hiree</b>
Assignment Editor	1-54,56,65-78	54
Digital Media Coordinator	1-54,57,65-77	54
Sports Director	1-54,56,57,65-77	38
Creative Services Producer	1-54,56,65-77	54
Weekend Meteorologist/Reporter	1-54,56,57,60,65-77	38
Newscast Director/MCO (Technical Media Producer)	1-54,56,57,63,65-77	32
Newscast Director/MCO (Technical Media Producer)	1-33,35-44,46-54,56,65-77	74
Newscast Director/MCO (Technical Media Producer)	1-33,35-44,46-54,56,65-77	26
Multi-Media Journalist (Crime & Courts Specialist)	1-54,56,57,65-77,78	38
Multi-Media Journalist	1-33,35-44,46-54,56,57, 65-77,78	57
Morning Producer	1-33,35-44,46-54,56,57,60,65- 77,78	78
Multi-Media Journalist	1-27,29-33,35-44,46-54,56,65- 77	38

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<sup>1</sup> 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)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification (Y/N)</b>	<b>No of Interviewees Referred by RS Over Reporting Period</b>
1	Eastern Illinois University Career Services Human Services Center Room 1301 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 550 Chestnut Street Hulman Memorial Student Union Bldg Floor 7 Terre Haute, IN 47809 Dustin BeDell 812-237-2586	Y	0
4	IL State University Career Center Campus Box 2520 Normal, IL 61790-2520 Toni Krippel 309-438-2200	Y	0
5	Division of Rehab Services 107 N. 3 <sup>rd</sup> Street Rockford, IL 61107 Maria Raedeke 815-967-3725	Y	0
6	Wheaton College Career Services 501 College Avenue Wheaton, IL 60187 Lynne Morris 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 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 Brent Carey 248-358-9000	Y	0

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11	Beloit College LAP-C 700 College Street Beloit, WI 53511 Jessica Fox-Wilson 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 Ann Stites 815-965-8616	Y	0
14	Western IL Career Services Memorial Hall 125 1 University Circle Macomb, IL 61455 Carey Peters 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 1345 Mendota Heights Road Mendota Heights, MN 55120 Mike Kronforst 651-905-3522	Y	0
18	Northern Illinois University Reavis Hall 306A DeKalb, IL 60115 Cathy Doederlein 815-753-1016	Y	0
19	NIU Career Services Campus Life Building 220 DeKalb, IL 60115 Kathy Zuidema 815/753-1642	Y	1
20	Booker Washington Center 524 Kent Street Rockford, IL 61102 Robert King 815-962-9117	Y	0
21	Devry University 3300 N Campbell Avenue Chicago, IL 60618 Carol Ingmanson 773-697-2044	Y	0

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22	U.I.U.C. Journalism Placement Office 20A Gregory Hall Urbana, IL 61801 Lynn Holley 217-333-1508	Y	3
23	U of IL at Springfield One University Plaza, MS SAB 50 Springfield, IL 62703 Doug Brackney 217-206-6500 or 6508	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 April Lipnitsky 815-921-4091	Y	5
27	Chicago South Side NAACP 800 E. 78 <sup>th</sup> Street Chicago, IL 60619 Kay Bowman 773-429-9830	Y	0
28	Hispanic Alliance 100 South Walker Ste. 700 Chicago, IL 60606 Rocio Mendez 312-435-0498	N Removed 2/13/13	0
29	The Rainbow Push Coalition Placement Office 930 E 50 <sup>th</sup> Street Chicago, IL 60615 Felicia Neal 773-373-3366	Y	0
30	Northeastern Illinois University 5500 N St. Louis Chicago, IL 60625 Victoria Nair 773-442-4685	Y	0
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 Edgar Ybarra 630-916-1700	Y	7



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33	Goodwill Industries of Northern Illinois P.O. Box 17017 Rockford, IL 61110 Cindy Geiger 815-965-3795	Y	0
34	Production HUB.Com 1809 E. Winterpark Road Orlando, FL 32803 Jessica Nin 407-629-4122	N Removed 1/24/13	1
35	IL Broadcasters Association 200 Missouri Avenue Carterville, IL 62918 Debra Gray 618-985-5555	N	0
36	Ohio/Illinois Center for Broadcasting 9885 Rock Side Road Suite 160 Valley View, Ohio 44125 Elizabeth Grattan 216-503-5900	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	11
39	Columbia College Student Employment/Portfolio Center 623 S. Wabash Suite 307 Chicago, IL 60605 Katherine Lelek 312-369-8612	Y	0
40	Job Corps Admission and Placement 303 North Main Street 2 <sup>nd</sup> Floor Rockford, IL 61101 Bonnie Mabie 815-395-0535	Y	0
41	La Voz Latina 412 Market Street Rockford, IL 61107 Cari Mayer 815-965-5784	Y	0
42	Madison Media Institute 2702 Agriculture Dr Madison, WI 53718 Nella Citino 608-663-2000	Y	0

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43	Milwaukee Area Tech College Student Employment Services 700 W State St Milwaukee, WI 53233 Jenny McGilligan 414-297-6302	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 <sup>th</sup> Street NW Ste 1000 Washington, DC 20045 Kevin Olivas 202-662-7145	N Removed 1/23/13	0
46	National Coalition of Black Mtg Planners 4401 Huntchase Dr. Ste 126 Bowie, MD 20720 Ozzie Jenkins 1-301-860-0200	Y	0
47	RAMM 3957 N. Mulford Road Unit A Rockford, IL 61114 Dr. H. Cyrus Oates 1-815-637-6400	Y	0
48	Medialine PO Box 51909 Pacific Grove, CA 93950 Mark Shilstone 1-800-237-8073	Y	0
49	All other Gray Stations Postings are sent to WSAW-TV 1114 Grand Avenue Wausau, WI 54403 Jane Ploeger 715-845-4211 jane.ploeger@wsaw.com	N	0
50	Notre Dame Career Center 248 Flanner Hall Notre Dame, Indiana 46556 Hilary Flanagan 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
52	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, MD 20742 Scott Berry 301-405-0248	Y	0

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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	0
54	WIFR-Web Site WIFR-TV Posted by GDM to our website Ben Moseley 1-270-4670327 <a href="http://www.wifr.com">www.wifr.com</a>	N	15
55	Walk In/Self Referral	N	0
56	Internal Posting/Candidate	N	0
57	Employee Referral	N	7
58	WIFR Commercial	N	0
59	WIFR Intern	N	0
60	Non-employee referral	N	2
61	Career Builder Corporate Headquarters 200 N. LaSalle St. Suite 1100 Chicago, IL 60601 1-773-527-3600 <a href="http://www.careerbuilder.com">www.careerbuilder.com</a> Station did not contact source directly	N	0
62	rrstar.com C/O Rockford Register Star 99 E. State Street Rockford, IL 61104 815-987-1200 <a href="http://www.rrstar.com">www.rrstar.com</a> Station did not contact source directly	N	0
63	indeed.com 177 Broad Street 6 <sup>th</sup> Floor Stamford, CT 06901 <a href="http://www.indeed.com">www.indeed.com</a> Station did not contact source directly	N	1
64	Google.com Headquarters: 1600 Amphitheatre Parkway Mountain View, CA 94043 1-650-253-0000 Station did not contact source directly	N	0
65	Indiana University 625 No. Jordan Avenue Bloomington, IN 47403 Jeremy Harmon 1-812-855-1556	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification (Y/N)	No of Interviewees Referred by RS Over Reporting Period
66	Chicago Headline Club Chicago Chapter of Society of Professional Journalists 124 3 <sup>rd</sup> Street Wilmette, IL 60091-3439 Bob Roberts 1-847-920-5590 *Source also posts some openings at <a href="http://www.inba.net">www.inba.net</a>	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 Jenny Mleko/Danielle Sattler 800-314-3450/847-598-6815	Y	0
70	Bradley University 1501 West Bradley Avenue Peoria, IL 61625-0105 Melissa Poulsen 1-309-677-2510	Y	0
71	University of Wisconsin-Whitewater 800 West Main Street Whitewater, WI 53190 Ron Buchholz 262-472-1498	Y	0
72	HungryGrad.com 725 Blue Jay Way Dyer, IN 46311 Lane Lucatorto 847-650-5837	Y	0
73	University of Akron 277 E. Buchtel Ave. Simmons Hall Room 301 Akron, Ohio 44325-4306 Diane Tindall 330-972-5467	Y	0
74	Illinois Center for Broadcasting 530 S. State Street Chicago, IL 60605 Don Clark 312-884-8000	Y	2



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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	Y	0
76	Ignite 306 W. State Street Suite 190 Rockford, IL 61101 Betsy Lopez 815-316-4311	Y	0
77	Wisconsin BBA Interview and Program Suite Room 3290 Grainger Hall 975 University Avenue Madison, WI 53706 Contact: Cindy Johnson 608-262-2550	Y	0
78	*Illinois News Broadcasters Association 124 3 <sup>rd</sup> Street Wilmette, IL 60091-3439 Contact: Bob Roberts 1-847-920-5590 <a href="http://www.inba.net">www.inba.net</a> Station did not contact this source directly See #66	N Added 10/08/12	3
79	Emerson College 120 Boylston Street Boston, MA 02116-4624 Tim MacArthur 1-617-824-8500 Station did not contact this source directly	N Added 4/19/13	0
<b>TOTAL INTERVIEWEES REPORTING PERIOD:</b>			58

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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 6 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. 2 interns worked with the station's meteorologists.</p> <p><u>9/7/12-12/07/12</u> – 1 intern from Northern Illinois University. <u>1/16/13-2/27/13</u> – 1 intern from Northern Illinois University. <u>1/25/13-5/31/13</u> - 1 intern from Illinois Center for Broadcasting. <u>2/05/13-4/02/13</u> - 1 intern from Northern Illinois University. <u>2/07/13-4/11/13</u> - 1 intern from Northern Illinois University. <u>5/29/13-8/07/13</u> – 1 intern from Rockford College.</p>
2	Participate in Job/Career Fair	9/26/12 Director of Broadcast Operations participated in the Rock Valley College (RVC) and Rockford College Career and Internship Fair.
3	Participate in Job/Career Fair	2/06/13 Director of Broadcast Operations participated in the University of Wisconsin-Whitewater Multicultural Career Fair.
4	Participate in Job/Career Fair	3/27/13 News Director participated in the Rockford College/Rock Valley College Career and Internship Fair.
5	Participate in Job/Career Fair	4/10/13 News Director participated with our sister station WNDU and their News Director in the Medill/Northwestern University School of Communications Career and Internship Fair.

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<b>6</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	10/19/12 Students from Northern Illinois University toured the station, spoke to various personnel, watched a newscast and participated in a Q & A with News Director/Reporter-Multi Media Journalist and Anchor-Weathercaster. Participants: Media-Program Manager/Directors/Weekend Anchor-Reporter/Assignment Editor/Reporter-Multi Media Journalist/Anchor-Weathercaster/News Director/Office Manager
<b>7</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	11/08/12 Our News Director, who is a member of the Program Advisory Committee, attended the semi-annual Illinois Center for Broadcasting Advisory Board meeting in Chicago. In attendance were several media professionals as well as the leadership from the school. ICB has two campuses, one in Lombard and the other in Chicago. The two-hour session reviewed how the school prepares its students for the real world of media and video and audio production. Much of the session highlighted the explosive growth in social media and how radio and television outlets need people with knowledge of this emerging technology and what the school needs to prepare its students to handle the demand of stations. The Illinois Center for Broadcasting folks also highlighted how their curriculum had changed to meet this demand and how its students are getting prepared to meet his challenge.



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<b>8</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	11/15/12 & 11/16/12 Several staff participated in Alignment Rockford/Rockford Public Schools first "Academy Expo". The career exploratory event was held at Jefferson High School. Our participation included speaking to about 400 freshmen, sophomores, and juniors about a possible career in television. This project was aimed at helping the students understand what is needed in classroom skills to get into our profession and what classes they need to select as electives to better prepare themselves. Our participation involved 32 separate sessions with small groups of students. Students learned, what education is needed for a career in TV; what are the beginning salaries and earning potential; what skills they need to obtain to get into the profession; what we like and dislike about our careers. There were 66 total companies involved. The "Academy Expo" will be expanded from Jefferson to include all four high schools next year. Participants: Vice President/General Manager; General Sales Manager; Director of Broadcast Operations, News Director and Director of Creative Services
<b>9</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	11/27/12 Weekend Anchor/Reporter spoke to three career classes at Lincoln Middle School in Rockford, IL about careers (News).
<b>10</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	12/03/13 Weekend Anchor/Reporter spoke to Government Class at East High School in Rockford, IL about news.
<b>11</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	12/04/13 Weekend Anchor/Reporter spoke to Young Leadership Club at East High School in Rockford, IL about news.
<b>12</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	1/30/13 Group of students from the Allegro Academy in Rockford, IL visited the station, took a tour and watched the noon newscast.
<b>13</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	4/20/13 Sports Director participated with alumni in a panel discussion at the Syracuse Communication School. Alum spoke about their jobs to between 25-40 underclassmen. There were resume reels critiques as well.



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<b>14</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	Ongoing: News Director is a member of BAMIT CCRC (Business, Arts, Marketing and Information Technology) College Career Readiness Council. The group is part of Alignment Rockford. He attends scheduled meetings that have a multi-platform goal of better preparing students of the Rockford Public School District (RPS 205) for college and beyond.
<b>15</b>	Management EEO Training	12/13/12 EEO Webinar presented by Corporate Legal: "Employer Best Practices: Interviewing an Hiring" Participating Employees: Office Manager, General Sales Manager, Local Sales Manager, News Director, Director of Broadcast Operations, Director of Creative Services 6/11/13 Webinar presented by Attorney from Wiley Rein, LLP: "The FCC's Equal Employment Opportunity Rules: A Webinar for Gray Television Stations" Participating Employees: Office Manager, News Director, Director of Broadcast Operations
<b>16</b>	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.
<b>17</b>	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.