

**WIFR**  
**EEO PUBLIC FILE REPORT**  
**08/01/07 – 7/31/08**

**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>
Producer	1-53, 58, 59, 61, 64-68	61
Weekend Meteorologist/Reporter	1-53, 58, 60, 61, 65-68, 71	48
Newscast Director	1-53, 58-60, 65-68, 71	38
Photographer	1-53, 58, 65-68	66
Internet/Promotions Producer	1-53, 58, 65-68, 71	34
Newscast Director	1-53, 58, 65-69	42
Internet Marketing Specialist	1-53, 58, 60, 62, 65-69	60

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<sup>1</sup> Please see Section II for further information concerning when sources became 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.

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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 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 <sup>th</sup> 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 Katrina Foster 630-752-5048	Y	0
7	Highland College Career Services Pearl City Rd Freeport, IL 61032 Dana Zimmerman 815-235-6121 x3536	Y	0
8	Loyola Career Placement 6525 No. Sheridan Road Chicago, IL 60626 Darby Scism 312-915-7300	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 19900 W Nine Mile Rd Southfield, MI 48075 Nicole Ladouceur 248-358-9000	Y	0

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11	Beloit College Field and Career Services 700 College Street Beloit, WI 53511 Luke Janiak-Fenton 608-363-2673	Y	0
12	Ball State U Career Planning 2000 W. University Lucina Hall 220 Muncie, IN 47306 Cindy Hershman 765-285-1522	Y	0
13	Rockford Business College 730 N Church St Rockford, IL 61103 Jim Laible or Danny Zittle 815-965-8616	Y	0
14	Western IL Career Services 116 Sherman Macomb, IL 61455 Cathy McCourt 309-298-1838	Y	0
15	Rockford College Career Services 5050 East State Street Rockford, IL 61108 Kristen O'Neil 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-Parks 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 815-968-8861	Y	0

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21	Devry Career Services 3300 N Campbell Chicago, IL 60618 Inieke Udoiwod 773-929-8500 x 2073	Y	0
22	U.I.U.C. Journalism Placement Office 119 Gregory Hall Urbana, IL 61801 Lynn Holley 217-333-1508	Y	0
23	U of IL at Springfield One University Plaza Springfield, IL 62703 Cynthia Greene 217-206-6500	Y	0
24	U of WI-Platteville Placement Services 1 University Plaza-Karrmann Library 1 <sup>st</sup> Floor Platteville, WI 53818 Diana Trendt 608-342-1183	Y	0
25	I.D.E.S. 2323 E Lincolnway Sterling, IL 61081 Marcia Yenney 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 <sup>th</sup> 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 <sup>th</sup> 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

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31	Spanish Coalition for Jobs 2011 W Pershing Rd Chicago, IL 60609 Esther Becerra 773-247-0707	Y	0
32	IL Center for Broadcasting 55 W 22 <sup>nd</sup> St. Ste 240 Lombard, IL 60148 John Wassel 630-916-1700	Y	1
33	Goodwill Abilities Center 1907 Kishwaukee Rockford, IL 61104 Karen Smith 815-965-3795	Y	0
34	Production HUB.Com 801 W Fairbanks Ave Winter Park, FL 32789 Dan Smith 407-629-4122	Y	1
35	IL Broadcasting Association 200 Missouri Avenue Carterville, IL 62918 Debra Gray 618-985-5555	N	0
36	Ohio/Illinois Center for Broadcasting 9000 Sweet Valley Drive 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	Y	0
38	TV jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Mark Holloway 800-374-0119	Y	6
39	Columbia College Advising Center 600 S Michigan Ave Chicago, IL 60605 Advising Center Staff 312-344-6860	Y	0
40	Job Corps Admission and Placement 3134 11 <sup>th</sup> Street Ste 8 Rockford, IL 61109-2275 Bonnie Mabie 815-395-0535	Y	0

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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	1
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 <sup>th</sup> 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 Gwyn Gulley 815-965-5777	Y	0
48	Medialine PO Box 51909 Pacific Grove, CA 93950 Mark Shilstone 1-800-237-8073	Y	2
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

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52	National Association of Black Journalists 8701A Adelphi Rd Adelphi, MD 20783-1716 Kristin Palmer 301-445-7100	Y	0
53	Medill School of Journalism Northwestern University 1845 Sheridan Road Evanston, IL 60208-2101 Loraine Hasebe 1-847-467-1882	N	0
54	Broadcasting & Cable Magazine Ad 360 Park Ave S., 14 <sup>th</sup> Fl New York, NY 10010 Krista Parker 617-558-4481	N	0
55	Television WK Ad 6500 Wilshire Blvd, Suite 2300 Los Angeles, CA 90048 Marc Abrams 323-370-2415	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 630 No. McClurg Ct. Chicago, IL 60611 Dan Noel 1-312-750-7700	N	0
58	WIFR-Web Site www.wifr.com	N	5
59	Walk In/Self Referral	N	2
60	Internal Posting/Candidate	N	4
61	Employee Referral	N	2
62	WIFR Commercial	N	0
63	WIFR Intern	N	0
64	Non-employee referral	N	1
65	Indiana University 625 No. Jordan Avenue Bloomington, IN 47403 Elizabeth Bolyard 1-812-855-1556	Y	0
66	Chicago Headline Club Chicago Chapter of Society of Professional Journalists 333 North Michigan Ave. Suite 2032 Chicago, IL 60601-4024 Bob Roberts 1-312-409-7997 *Source also posts some openings at www.inba.net	N	2

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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 (since April 3, 2008)	0
70	Broadcast Engineering Primedia Business Magazines & Media 9800 Metcalf Ave. Overland Park, KS 66212 Susan Schaefer 414-478-0154	N	0
71	Unknown Source/Internet	N	4
<b>TOTAL INTERVIEWEES REPORTING PERIOD:</b>			<b>31</b>

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**III. RECRUITMENT INITIATIVES**

	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Internship Programs	<p>During the reporting period the station had interns as follows:</p> <p>8/28/07 – 12/01/07: A student who graduated from Northern Illinois University interned in the News Department.</p> <p>8/31/07 – 12/07/07: A student from Northern Illinois University interned in the News &amp; Sports Department.</p> <p>1/14/08 – 5/02/08: 2 students from Northern Illinois University interned in the News Department.</p> <p>1/17/08 – 5/01/08: A student from Northern Illinois University interned in the News Department.</p> <p>1/23/08 – 5/21/08: A student from Auburn High School interned in the Operations Department.</p> <p>3/10/08 – 5/30/08 A graduate student from Northern Illinois University interned in the Creative Services / Production departments.</p> <p>5/19/08 – 8/10/08 A student from University of Akron is interning in the News Department.</p> <p>6/19/08 – 8/29/08 A student from Northwestern University is interning in the News Department</p>
2	Participate in Job/Career Fair	<p>9/28/07: Station attended the Illinois Broadcasters Association Career Fair on the Illinois State University Campus in Bloomington/Normal Illinois. Approximately 15 companies were represented. Station participants included News Director and Director of Creative Services.</p>
3	Participate in Job/Career Fair	<p>11/07/07: Station attended News Director attended the Illinois Center for Broadcasting Job Fair. Approx. 16 other media companies in attendance, including 4 television stations. Station participants included News Director.</p>

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4	Participate in Job/Career Fair	2/22/08-6/30/08: Station participated in a virtual career fair on the Internet sponsored by Western Illinois University. Over 100 companies/employers were represented from the fields of business, education, Government/law enforcement, social services, manufacturing and technology. Station participants included News Director and Director of Broadcast Operations.
5	Participate in Job/Career Fair	3/05/08: Station attended the 26 <sup>th</sup> Annual Multicultural Career Fair, University of Wisconsin-Whitewater. Station participants included Director of Broadcast Operations and Director of Creative Services.
6	Participate in Job/Career Fair	4/30/08: Station attended Medill Spring Career Fair (Northwestern University). This well attended fair was host to over 30+ employers including publishers and broadcasters, among others. Station participants included News Director.
7	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	9/28/07: Approximately 45 home schooled students of various ages toured the station, watched a newscast and participated in a brief Q & A. Station participants included Am Anchor/Weathercaster.
8	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	10/15/07: Sophomore student from Winnebago High School job shadowed at the station, learning about the different aspects of how a television station works. The student shadowed in the following departments/areas: Master Control, Studio Control and Creative Services. Station participants included Director of Broadcast Operations, Master Control Operator, Directors, Creative Services Producer, and Director of Creative Services.
9	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	10/17/07: Senior student from Auburn High School job shadowed in Studio Control and Master Control. The student also learned about television news during discussion with News Managing Editor. Station participants included Master Control Operator, Directors, and Managing Editor.

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10	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	12/03/07: 12 students from Hiawatha Jr/Sr High School's Technology Club attended a job shadow/station tour. Students spent time in various departments learning how a television station works. They also has a Q & A session with station personnel. Station participants included Director of Operations, Master Control Operator, Directors, Creative Services Producers, Director of Creative Services, Engineer, News Director, Managing Editor, AM Anchor, AM Anchor/ Weathercaster, Chief Photographer, Senior Photographer, and Administrative Assistant.
11	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	12/05/07: Station Reporter visited Roosevelt Alternative High School and participated in a Career Day. She spoke to students about broadcast journalism, career highlights, and what it takes to get into the business.
12	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	1/10/08 Approx. 25 junior high and high school students along with teacher/parents from the Rockford IQRA School visited the station, took a tour of the various departments, watched a noon newscast and participated in a Q & A with various station personnel. Station participants included Vice President/General Manager, Director of Broadcast Operations, Master Control Operator, Directors, Creative Services Producers, Director of Creative Services, Engineer, News Director, Managing Editor, AM Anchor, AM Anchor/ Weathercaster, Chief Photographer, and Administrative Assistant.
13	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	3/14/08: News anchor participated in a Career Day at Rockford Lutheran Junior and Senior High School. He spoke to two separate classes about how he became a news anchor, the skills involved/required for his job, a typical day at work, and similar topics.

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14	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	3/19/08: Approximately 19-20 students along with teacher/chaperones from Leland High School in Leland, Illinois visited the station, took a tour of the various departments, watched a noon newscast, and participated in a Q & A with various station personnel. Station participants included General Sales Manager, Traffic/Programming, Anchor/Weathercaster, Anchor, Creative Services Producer, National Sales Assistant, Director of Broadcast Operations, Director, Managing Editor, Engineer, Administrative Assistant, Director of Creative Services, and Master Control Operator.
15	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	5/02/08 Approximately 30 alum from Northwestern University visited the station, took a tour, watched the 6PM newscast and participated in a Q & A session. Station participants included News Anchors, Sports Director, and Chief Meteorologist.
16	Management EEO Training	In May 2008, EEO coordinator reviewed, prepared and discussed hand outs with Department Heads regarding EEO procedures, various aspects of FCC EEO compliance, and internal EEO forms.
17	Management EEO Training	May 15, 2008: EEO Coordinator participated in a FCC Compliance Training Seminar provided by the station's FCC Counsel, Wiley Rein LLP. The Seminar included a session on EEO compliance.
18	Activity designed to help disseminate information about employment opportunities in broadcasting	News Director is on the Illinois Center for Broadcasting ("ICB") Advisory Committee, which discusses ways to educate young people to be better broadcast professionals. On 11/07/07, News Director participated on a panel with six other industry professionals that discussed job opportunities and the ways of the "real " world of media. About 40 students/graduates participated in the Q & A that was part of this event. News Director also was part of a multi-city teleconference with other ICB affiliated schools, helping inform instructors about industry needs that graduates could fulfill as well as curriculum concerns.

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<b>19</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>20</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 visitors to interact with the equipment so they can actually use and see how a studio functions.