

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

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
Account Executive/Sales	1-53,58,61-62,64-69	58
Creative Services Producer	1-53,58,60,65-69	58
Internet/Promotions Producer	1-53,58,61,65-69	69
Morning Producer	1-53,58,61,65-70	61
Producer	1-53,58,59,60,61,65-71	60
Photographer	1-53,58,59,60,65-71	60
Master Control Operator/Newscast Director	1-53,58,61,65-73	58
Master Control Operator/Newscast Director	1-53,58,61,64,65-73	38

¹ 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)

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 Pearl City Rd Freeport, IL 61032 Dana Zimmerman 815-235-6121 x3536	Y	0
8	Loyola Career Development Center 1032 W. Sheridan Road Sullivan Center 295 Chicago, IL 60626 Martin Gahbauer 773-508-2895	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 Denise Lippert 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 Beverly Short 309-298-1838	Y	0
15	Rockford College Career Services 5050 East State Street Rockford, IL 61108 Antonia Villegas 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 Karol Baumeister 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

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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 Cynthia Greene 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

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RS Number	RS Information	Source Entitled to Vacancy Notification (Y/N)	No of Interviewees Referred by RS Over Reporting Period
31	National Latino Education Institute 2011 W Pershing Rd Chicago, IL 60609 Margaret Motes 773-247-0707	Y	0
32	IL Center for Broadcasting 55 W 22 nd St. Ste 240 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 Kilasonia 407-629-4122	Y	0
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 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	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 303 North Main Street 2 nd Floor Rockford, IL 61101 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	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 Gwyn Gulley 815-965-5777	Y	0
48	Medialine PO Box 51909 Pacific Grove, CA 93950 Mark Shilstone 1-800-237-8073	Y	0
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

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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	0
52	National Association of Black Journalists 8701A Adelphi Rd Adelphi, MD 20783-1716 Ryan Williams 301-445-7100	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	0
54	Broadcasting & Cable Magazine Ad 360 Park Ave S., 14 th Fl New York, NY 10010 Jonathan Kemp 781-734-8441	N	0
55	Television WK Ad 6500 Wilshire Blvd, Suite 2300 Los Angeles, CA 90048 Susan Moss 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	7
59	Walk In/Self Referral	N	2
60	Internal Posting/Candidate	N	4
61	Employee Referral	N	8
62	WIFR Commercial	N	0
63	WIFR Intern	N	0
64	Non-employee referral	N	2
65	Indiana University 625 No. Jordan Avenue Bloomington, IN 47403 Jeremy Harmon 1-812-855-1556	Y	0

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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	1
70	Bradley University 1501 West Bradley Avenue Peoria, IL 61625-0105 1-309-677-2510 Contact: Kelly Harris	Y Since 11/24/2008	0
71	Rockford Area Career Clearinghouse 100 Park Avenue Suite 100 Rockford, IL 61101 815-494-2751 Contact: Sara Petrovich	Y Since 12/9/2008	0
72	CSB School of Broadcasting 3250 Lacey Road Suite 130 Downer's Grove, IL 60515 1-630-390-3568 Contact: Gina Ferraro	Y Since 1/21/2009	0
73	CSB School of Broadcasting 203 N. LaSalle Suite 1350 Chicago, IL 60601 312-254-0696 Contact: David Chase	Y Since 1/22/2009	0

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74	Broadcast Engineering Primedia Business Magazines & Media 9800 Metcalf Ave. Overland Park, KS 66212 Susan Schaefer 414-478-0154	N	0
75	Unknown Source/Internet	N	0
TOTAL INTERVIEWEES REPORTING PERIOD:			30

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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>12/18/08-1/06/09 Student from University of Akron interned in the News Department.</p> <p>12/23/08-1/16/09 Student from Western Illinois University interned in News Department.</p> <p>5/15/09-8/07/09 Student from Eastern Illinois University interning in News Department.</p> <p>5/18/09-8/12/09 December 2008 graduate from University of Wisconsin Whitewater interning in News Department. (Extended 12/18/09)</p> <p>6/08/09-8/16/09 Student from Columbia College interning in the News Department.</p> <p>6/09/09-8/07/09 Student from Valparaiso University interning in the News Department.</p> <p>6/30/09-8/29/09 Student from North Central College interning in the News Department.</p> <p>7/16/09-9/30/09 Student from Columbia College interning in the News Department.</p>
2	Participate in Job/Career Fair	<p>9/23/08 Director of Creative Services and Internet Promotions Producer attended the Illinois Institute of Art (Schaumburg) Summer Graduate Portfolio Show. Students graduating this semester were presenting their work to prospective employers. There were between 50-60 students covering all aspects of Graphic, web, print, and fashion design. Over 30 employers attended. Spoke with six students whose concentration was web design and development. Showcase took place between 11AM-1PM.</p>
3	Participate in Job/Career Fair	<p>10/07/08 Director of Creative Services on location at DeVry University-Chicago. Current students and recent graduates would stop by table and discuss WIFR current open position and go over any other possibilities with the station.</p>

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4	Participate in Job/Career Fair	11/07/08 Director of Creative Services participated in the IBA-U Career Fair. He spoke with current and graduating students about their interest in working in the broadcast industry. Gave copies of job description, accepted resumes and demo reels as well as handed out applications.
5	Participate in Job/Career Fair	4/08/09 WIFR News Director participated in tandem with News Director from Gray Television Group, Inc. sister station WNDU in the Northwestern University/Medill & School of Communication's annual career fair. This event presented a steady flow of students, graduates, and alumni investigating job and internship opportunities.
6	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	8/06/08 to 8/22/08 Student from Belvidere High School participated in a job shadow. This was in conjunction with Rock Valley College/Upward Bound program. Student observed and participated in news gathering and news production (in station only). Participation: News Director and News Staff.
7	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	8/06/08 to 8/22/08 Student from Jefferson High School participated in a job shadow. This was in conjunction with Rock Valley College/Upward Bound program. Student observed different job functions and tasks in Creative Services and Production Departments. Participation: Director of Creative Services, Creative Services Producers, Directors, Master Control Operators as well as other staff members.
8	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	10/03/08 Students from Vocational Education class at Auburn High School watched "The 23 Morning Blend" program, participated in a Q & A and toured the station. Participation: News Director, AM Anchors, Director of Creative Services, Creative Services Producer, Traffic/Media/Programmer, Engineer, Director

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9	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	10/24/08 Students from Orangeville Jr/Sr. High School along with chaperones watched "23 News @ Noon" and participated in a Q & A after the newscast. Participation: Director of Operations, Director of Creative Services, Creative Services Producer, Engineer, (2) Directors, Anchor, Anchor/Weathercaster, News Director
10	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	11/06/08 Director of Broadcast Operations spoke to a class of students at Highland Community College about advertising and other broadcast functions – class duration was approximately 1 hour 15 minutes.
11	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	3/11/09 Home-schooled students from Hallstrom Home School Cooperative toured the station, watched a noon newscast and had opportunity to ask questions in a Q & A after the newscast. Participation: Traffic/Media/Programmer, Engineer, Creative Services Producer, Director of Creative Services, Director of Broadcast Operations, (2) Directors, Assignment Editor, Anchor, Anchor/Weathercaster
12	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	4/06/09 Sports Director asked to speak to students and professors during Northern Illinois University Alumni Day. Group was made up of about 75 (mostly students) about how his degree helped him get a job after school. He also spoke about WIFR internships and some of the features on our web channel.
13	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	4/28/09 Public speaking class from Winnebago High School toured the station, watched a noon newscast and had an opportunity to ask questions in a Q & A after newscast. Participation: Director of Broadcast Operations, (2) Creative Services Producers, Creative Services Director, Assignment Editor, News Director, Director, AM Anchor, AM Anchor/Weathercaster, Traffic/Media/Programmer.

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14	Management EEO Training	4/07/09 EEO coordinator prepared, reviewed, and discussed handouts regarding EEO procedures. EEO internal form "Interviewee Data Form" discussed with emphasis on recruitment source identification.
15	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.
16	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.
17	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
18	Activity designed to help disseminate information about employment opportunities in broadcasting	12/03/08 News Director is on the Advisory Board and attended Illinois Center for Broadcasting Advisory Committee meeting. Topics discussed: Curriculum and how it can be better targeted for needs of commercial broadcasters, equipment and training involved for students, placement for graduates and instructional materials.