

WIFR
EEO PUBLIC FILE REPORT
08/01/10 – 7/31/11

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
Interactive Content Producer	1-54,56,60-68	60
Morning Producer	1-54,56-57,61-68	54
Creative Services Producer	1-54,56,57,61-69	56
5P Producer/Web Editor	1-54,56,61-69	56
Technical Media Producer	1-54,56,57,61-69	57
Photographer/Reporter	1-54,56,59,60,61-69,72	54
Producer	1-54,56,61-69	66
Technical Media Producer	1-54,56,61-71	22
Creative Services Producer	1-54,56,57,61-71	57
Producer/Web Editor	1-54,56,57,61-71	38

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

WIFR
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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 550 Chestnut Street Hulman Memorial Student Union Bldg Floor 7 Terre Haute, IN 47809 Martha Reed 812-237-3043	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 rd Street Rockford, IL 61107 Mary Beth Scholten 815-967-3725	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 Ron Vieau/Jason Schultz 248-358-9000	Y	0

WIFR
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08/01/10 – 7/31/11

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 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 Karen Gilbert 815-965-8616	Y	0
14	Western IL Career Services Memorial Hall 125 1 University Circle Macomb, IL 61455 Amy Hodges 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 Beth Mathiason 651-905-3548	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	1
20	Booker Washington Center 524 Kent Street Rockford, IL 61102 Calvin Squire 815-962-9117	Y	0

WIFR
EEO PUBLIC FILE REPORT
08/01/10 – 7/31/11

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21	Devry Career Services 3300 N Campbell Chicago, IL 60618 Judy Krause 773-697-2045	Y	0
22	U.I.U.C. Journalism Placement Office 20A Gregory Hall Urbana, IL 61801 Lynn Holley 217-333-1508	Y	2
23	U of IL at Springfield One University Plaza Springfield, IL 62703 Rachel Hasenyager-Lattimore 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	1
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
08/01/10 – 7/31/11

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 455 Eisenhower Lane So. Ste 200 Lombard, IL 60148 Dave Cogozzo 630-916-1700	Y	3
33	Goodwill Industries of Northern Illinois P.O. Box 17017 Rockford, IL 61110 Shannon Halverson 815-965-3795	Y	0
34	Production HUB.Com 1809 E. Winterpark Road Orlando, FL 32803 Jessica Nin 407-629-4122	Y	2
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 92058 Mark Holloway 800-374-0119	Y	6
39	Columbia College Advising Center Student Employment 623 S. Wabash Suite 303 Chicago, IL 60605 Advising Center Staff 312-369-6860	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

WIFR
EEO PUBLIC FILE REPORT
08/01/10 – 7/31/11

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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 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 th Street NW Ste 1000 Washington, DC 20045 Michele Gonzalez 202-662-7145	Y	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	Y	0

WIFR
EEO PUBLIC FILE REPORT
08/01/10 – 7/31/11

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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
52	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, MD 20742 Irving Washington 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	WIFR-Web Site WIFR-TV 2523 N. Meridian Road Rockford, IL 61101 Dan Stone 1-815-987-5300 www.wifr.com (appears in two places on site)	N	11
55	Walk In/Self Referral	N	0
56	Internal Posting/Candidate	N	3
57	Employee Referral	N	7
58	WIFR Commercial	N	0
59	WIFR Intern	N	1
60	Non-employee referral	N	2
61	Indiana University 625 No. Jordan Avenue Bloomington, IN 47403 Erin Kirchhofer 1-812-855-1556	Y	0
62	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

WIFR
EEO PUBLIC FILE REPORT
08/01/10 – 7/31/11

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63	Knox College Career Center 2 East South Street Box K 232 Galesburg, IL 61401 Terrie Saline 1-309-341-7436	Y	0
64	North Central College 30 North Brainard St. Naperville, IL 60540 Jeff Denard 1-630-637-5142 1-800-411-1861	Y	0
65	The Illinois Institute of Art-Schaumburg 1000 N. Plaza Drive Schaumburg, IL 60173 Jenny Mleko 800-314-3450	Y	2
66	Bradley University 1501 West Bradley Avenue Peoria, IL 61625-0105 Kelly Harris 1-309-677-2510	Y	1
67	Rockford Area Career Clearinghouse C/O Ignite 308 W. State Street Suite 190 Rockford, IL 61101 Caitlin Ludwig 815-316-4311	Y	0
68	University of Wisconsin-Whitewater 800 West Main Street Whitewater, WI 53190 Ron Buchholz 262-472-1498	Y	0
69	HungryGrad.com 725 Blue Jay Way Dyer, IN 46311 Kim Lucatorto 219-227-8667	Y Since 8/26/10	0
70	University of Akron 277 E. Buchtel Ave. Simmons Hall Room 301 Akron, Ohio 44325-4306 Sheri Hrusovski 330-972-5467	Y Since 4/28/11	0
71	Illinois Center for Broadcasting 601 South LaSalle Chicago, IL 60605 Contact: Bob Hillman 312-884-8000 Ext. 314	Y Since 5/04/11	0

WIFR
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72	Career Builder Corporate Headquarters 200 N. LasSalle St. Suite 1100 Chicago, IL 60601 1-773-527-3600 www.careerbuilder.com Station did not contact source directly	N Since 11/29/10	1
TOTAL INTERVIEWEES REPORTING PERIOD:			45

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Internship Programs	9/08/10-11/19/10 Student from Illinois Center for Broadcasting interned in Operations (Creative Services/Production) Department 2/24/11-5/06/11 Student from Rock Valley College interned in News Department 5/23/11-8/12/11 Student from Western Illinois University interned in News Department 5/24/11-8/19/11 Student from DePaul University interned in News Department 5/26/11-8/12/11 Student from Southeastern University interned in News Department 6/01/11-8/13/11 Student from Northern Illinois University interned in News Department 6/24/11-8/5/11 Student from Valparaiso University interned in News Department
2	Participate in Job/Career Fair	9/15/10 SEU participated in the job/career fair at Columbia College in Chicago speaking to approx. 50-60 students and graduates about potential job openings at WIFR and for many just spoke to them about the skills they need to obtain while in school to prepare them for a job upon graduation. Station participant: News Director.

WIFR
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3	Participate in Job/Career Fair	10/08/10 SEU participated in a job/career fair at Illinois State University sponsored by the Illinois Broadcasters Association, speaking to approximately 15 students at the IBA career fair. Station participant: News Director
4	Participate in Job/Career Fair	2/10/11 SEU participated in the University of Wisconsin-Whitewater Multi-Cultural Career Fair held in Whitewater, WI. Spoke to approximately 5-6 students. Station participant: Director of Broadcast Operations.
5	Participate in Job/Career Fair	4/13/11 SEU attended Medill Northwestern University and School of Communication Career and Internship Fair. Spoke to more than 40 students and graduates from Medill School at Northwestern. Station participant: News Director and News Director from sister station WNDU.
6	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	9/24/10 Students from Orangeville Jr/Sr. High School in Orangeville, IL toured the station, watched a newscast and participated in a Q & A with various station personnel. Educational backgrounds as well as the importance of continual training discussed during the Q & A for the benefit of any student who may be considering broadcasting as a career. Participating personnel included: Director of Broadcast Operations, Director of Creative Services, Managing News Editor, (2) Directors, C.S. Producer, News Producer, Office Mgr. Anchor/Weathercaster, Reporter, Media Mgr.
7	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	10/04/10 One of SEU's Reporters was a guest speaker at Lydia Urban Academy in Rockford, IL. Spoke about basics of writing, editing, etc. to help with a school project/technology grant.

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8	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	10/19/10 Students from East High school's Vo-Tech class in Rockford, IL toured station, asked questions of various personnel, watched a newscast and participated in a short Q & A. Several questions revolved around what education is necessary for working at various jobs. Participating employees: (3) Directors, Managing News Editor, Master Control Operator, Media Mgr., Creative Services Producer, AM Anchor, AM Anchor/Weathercaster, Office Manager
9	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	2/8/11 SEU's AM Anchor/Weathercaster spoke at a Career Day at Jefferson High School in Rockford, IL. He discussed various topics including importance public speaking in the world of broadcasting, how an internship can lead to a career in one's chosen profession and how he started building a resume at an early age. Approx. 180 students.
10	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	3/09/11 Students from Guilford High School in Rockford, IL visited the station, watched a noon newscast and participated in a Q & A with various station personnel. Participating employees: AM Anchor, AM Anchor/Wxcaster, (2) Directors, Supervisor Engineering, News Director, Office Mgr., Traffic/Media/Program Mgr., Dir. Of Broadcast Operations.
11	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	4/06/11 One of SEU's PM Anchors spoke at a Career Day at Winnebago Middle School in Winnebago, IL Spoke to two classes of 8 th graders (approx 60 students total) about Broadcasting.
12	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	7/19/11 SEU's Managing News Editor spoke to students in public relations media class at Judson College in Elgin, IL about how news is gathered and how to get events on the news, etc.

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13	Management EEO Training	6/7/11 Office Manager/EEO Coordinator updated managers on various EEO procedures/topics. Included: (3) EEO prongs, criteria needed to complete New Job Vacancy and Interviewee Data forms, what constitutes an interview (must be substantive) and unpaid internship criteria. Participating Employees: Vice President/General Manager, General Sales Manager, Local Sales Manager, Director of Broadcast Operations, Director of Creative Services, Media Manager, News Director. Office Manager/EEO Coordinator
14	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.
15	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.