

**WIFR**  
**EEO PUBLIC FILE REPORT**  
08/01/11 – 7/31/12

**I. VACANCY LIST<sup>1</sup>**

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

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy<sup>2</sup></b>	<b>RS Referring Hiree</b>
Multimedia Journalist	1-54,56,57,60-71	57
Multimedia Journalist	1-54,56,57,60-71	53
Creative Services Producer	1-54,56,57,61-72	34
Multimedia Journalist	1-54,56,57,60-72	54
Technical Media Producer	1-54,56,57,61-72	57
Photographer/Reporter	1-54,56,61-72	54
Digital Media Coordinator	1-54,56,61-72,74	74
Technical Media Producer	1-54,56-57,60-72,75,77	75
Technical Media Producer	1-54,56-57,60-72,75,77	60
Technical Media Producer	1-54,56-57,60-72,75,77	57
Morning Producer	1-54,56,57,61-66,68-72,76	57
Social Media Coordinator	1-54,56,60-66,68-72,75,76	54
Multi-Media Journalist	1-54,56,57,60-66,68-72,76,78	57
Multi-Media Journalist	1-54,56,57,60-66,68-72,76,78	22
Newscast Director/MCO (Technical Media Producer)	1-54,56,57,60-66,68-72,76,78	56

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<sup>1</sup> This report was modified in July 2013 to clarify various recruitment initiatives.

<sup>2</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 Mary Beth Scholten/Maria Raedeke 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

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11	Beloit College LAP-C 700 College Street Beloit, WI 53511 Carol Wickersham 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 Suzanne Ness 815-965-8616	Y	0
14	Western IL Career Services Memorial Hall 125 1 University Circle Macomb, IL 61455 Mariska Boussard 309-298-1838	Y	0
15	Rockford College Career Services 5050 East State Street Rockford, IL 61108 Kelly Cooper 815-226-4195	Y	1
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	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	2
20	Booker Washington Center 524 Kent Street Rockford, IL 61102 Robert King 815-962-9117	Y	0
21	Devry Career Services 3300 N Campbell Chicago, IL 60618 Judy Krause 773-697-2045	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	4
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 April Lipnitsky 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 100 South Walker Ste. 700 Chicago, IL 60606 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 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 Don Clark 630-916-1700	Y	1



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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	3
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	5
39	Columbia College Advising Center Student Employment 623 S. Wabash Suite 303 Chicago, IL 60605 Student Employment/ColumbiaWorks 312-369-6860	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 Bill Mallinson 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	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	N	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
52	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, MD 20742 Irving Washington 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	3
54	WIFR-Web Site WIFR-TV 2523 N. Meridian Road Rockford, IL 61101 Dan Stone 1-815-987-5300 <a href="http://www.wifr.com">www.wifr.com</a>	N	15
55	Walk In/Self Referral	N	0
56	Internal Posting/Candidate	N	2
57	Employee Referral	N	13
58	WIFR Commercial	N	0
59	WIFR Intern	N	0
60	Non-employee referral	N	6
61	Indiana University 625 No. Jordan Avenue Bloomington, IN 47403 Jeremy Harmon 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 <a href="http://www.inba.net">www.inba.net</a>	Y	0
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/Danielle Sattler 800-314-3450/847-598-6815	Y	0

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66	Bradley University 1501 West Bradley Avenue Peoria, IL 61625-0105 Kelly Harris 1-309-677-2510	Y	0
67	Rockford Area Career Clearinghouse C/O Ignite 308 W. State Street Suite 190 Rockford, IL 61101 Caitlin Ludwig 815-316-4311	Removed 2/28/12	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	0
70	University of Akron 277 E. Buchtel Ave. Simmons Hall Room 301 Akron, Ohio 44325-4306 Nancy Larker 330-972-7827	Y	0
71	Illinois Center for Broadcasting 601 South LaSalle Chicago, IL 60605 Bob Hillman 312-884-8000 Ext. 6124	Y	1
72	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 Since 7/26/11	0
73	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



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74	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 Since 10/11/11	1
75	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 Since 2/9/12	3
76	Ignite 306 W. State Street Suite 190 Rockford, IL 61101 Jazz Keyes 815-316-4311	Y Since 2/21/12	1
77	Google.com Headquarters: 1600 Amphitheatre Parkway Mountain View, CA 94043 1-650-253-0000 Station did not contact source directly	N Since 3/16/12	1
78	Business Career Center Wisconsin School of Business Room 3290 Grainger Hall 975 University Avenue Madison, WI 53706 Contact: Cindy Johnson 608-262-2550	Y Since 6/14/12	0
<b>TOTAL INTERVIEWEES REPORTING PERIOD:</b>			63

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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. During this reporting year, the station hosted 5 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>1/24/12-4/27/12</u> - 1 intern from St. Cloud State University.  <u>2/10/12-4/27/12</u> – 1 intern from Northern Illinois University.  <u>5/14/12-8/11/12</u> - 1 intern from Rockford College.  <u>5/21/12-7/28/12</u> – 1 intern from Northern Illinois University.  <u>5/22/12-8/02/12</u> 1 – intern from Western Illinois University.</p>
2	Participate in Job/Career Fair	<p>2/08/12 Director of Broadcast Operations attended/participated in a MultiCultural Career fair at the University of Wisconsin-Whitewater. Spoke to many communication majors about how our business is changing into a multiplatform medium. He did have a follow up with an internship candidate for our sister station WMTV.</p>
3	Participate in Job/Career Fair	<p>2/16/12 News Director attended/ participated in a Career Fair sponsored by the University of Illinois-Springfield, Benedictine University in Springfield, Land of Lincoln Community College and Robert Morris University. It was on the U of I-Springfield campus in the TRAC. Approximately 100 firms were represented.</p>
4	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	<p>11/15/11 Sports Director helped provide feedback to students in a communications class at Northern Illinois University (DeKalb, IL) on how to do well in an interview via a mock interview type situation and answered questions about getting into the broadcasting industry</p>

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<b>5</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	2/01/12 Approximately 14 students and 4 supervisors from Guilford High School in Rockford, IL visited the station and watched the noon newscast and participated in a Q & A following. Participating personnel included: AM Anchor, Weathercaster, News Director, Director of Creative Services,(2) Directors, Director of Broadcast Operations & Office Manager
<b>6</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	3/15/12 A Girl Scout Troop of (4) working for their "Media Badge" plus their leader took a "Technology Tour" of the station and watched a portion of the 5:00P newscast. Participating personnel: Director of Broadcast Operations
<b>7</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	4/19/12 Interview Class at Northern Illinois University (DeKalb, IL). Sports Director interviewed prospective students for a job preparation class. He critiqued students on how to conduct themselves during interviews.
<b>8</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	4/27/12 Sports Director spoke to prospective Northern Illinois University (DeKalb, IL) broadcast students about his career in T.V.
<b>9</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	5/31/12 Weekend News Anchor/Reporter was the commencement speaker at East High School (Rockford, IL)
<b>10</b>	Event or Program Sponsored by Educational Institution(s) Relating to Broadcasting Careers	7/26/12 Managing Editor spoke with a Media/Public Relations class at Judson University (Elgin, IL) about how newsrooms are typically organized, news gathering, getting community messages on the air. He took questions and they participated in a practice exercise, writing a news release and mock phone calls to pitch story ideas/events.
<b>11</b>	Management EEO Training	7/17/12 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, and unpaid internship criteria. Participating Employees: Vice President/General Manager, Local Sales Manager, Director of Broadcast Operations, Director of Creative Services, Media Manager, News Director. Office Manager/EEO Coordinator



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	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>12</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>13</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.
<b>14</b>	Activity designed to help disseminate information about employment opportunities in broadcasting	11/09/11 Our News Director is a member of the Program Advisory Committee. He attended the Illinois Center for Broadcasting committee meeting – to provide input on how they were preparing students for the “industry”, internships, training, job acquisition and trends.