

ANNUAL EEO PUBLIC FILE REPORT

WQRF

AUGUST 1, 2012 – JULY 31, 2013

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WQRF

The information contained in this Report covers the time period beginning August 1, 2012 to and including July 31, 2013 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from August 1, 2012 – July 31, 2013

Station(s) Comprising the Station Employment Unit: WQRF

Section 1: Vacancy Information

| | Full-Time Positions Filled by Job Title | Date Filled | Recruitment Source of Hiree | Number of Applicants Interviewed | Recruitment Sources Utilized |
|----|---|-------------|-----------------------------|----------------------------------|------------------------------|
| 1 | Account Executive | 08.21.2012 | CCC | 3 | A-XX, AAA-DDD |
| 2 | Account Executive | 09.04.2012 | EEE | 1 | A-XX, AAA-EEE |
| 3 | News Director | 09.24.2012 | EEE | 6 | A-CCC, EEE |
| 4 | Account Executive | 10.01.2012 | EEE | 1 | A-XX, AAA-EEE |
| 5 | Account Executive | 10.01.2012 | EEE | 2 | A-XX, AAA-EEE |
| 6 | Staff Account | 11.12.2012 | AAA | 11 | A-XX, AAA-CCC |
| 7 | Anchor | 11.19.2012 | VV | 2 | A-CCC |
| 8 | Account Executive | 01.07.2013 | EEE | 2 | A-XX, AAA-CCC, EEE |
| 9 | Account Executive | 02.11.2013 | EEE | 1 | A-XX, AAA-CCC, EEE |
| 10 | Account Executive | 02.25.2013 | EEE | 3 | A-XX, AAA-CCC, EEE |
| 11 | Account Executive | 02.25.2013 | EEE | 3 | A-XX, AAA-CCC, EEE |
| 12 | Account Executive | 03.04.2013 | EEE | 1 | A-XX, AAA-CCC, EEE |
| 13 | News Photographer | 04.23.2013 | CCC | 3 | A-XX, ZZ-CCC |
| 14 | Accounts Analyst | 05.28.2013 | EEE | 13 | A-XX, AAA-CCC, EEE |
| 15 | Account Executive | 05.28.2013 | EEE | 2 | A-XX, AAA-CCC, EEE |
| 16 | Anchor/Reporter | 05.28.2013 | VV | 3 | A-CCC |
| 17 | Sales Assistant | 06.10.2013 | AAA | 9 | A-XX, AAA-CCC |
| 18 | Weather Anchor/Reporter | 06.10.2013 | CCC | 4 | A-CCC |
| 19 | Accounts Analyst | 06.10.2013 | EEE | 13 | A-XX, AAA-CCC, EEE |
| 20 | Account Executive | 06.11.2013 | EEE | 1 | A-XX, AAA-CCC, EEE |

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|----|-------------------------|------------|-----|---|---------------|
| 21 | Master Control Operator | 07.01.2013 | CCC | 3 | A-XX, AAA-CCC |
|----|-------------------------|------------|-----|---|---------------|

Total Number of Persons Interviewed During Applicable Period: 87

Appendix 2 to Annual EEO Public File Report

Covering the Period from August 1, 2012 – July 31, 2013

Station(s) Comprising the Station Employment Unit: (WQRF)

Section 2: Recruitment Source Information

| | Recruitment Source | Contact | Address | Phone | Requested Notice (Y/N) | Total Number of Interviewees This Source Has Provided During This Period (If Any) |
|---|--------------------------------------|----------------|--|----------------|------------------------|---|
| A | Nexstar Broadcasting, Inc. | Job Postings | 5215 N. O'Connor Bd. #1400 Irving, TX 75039 | (972) 373-8800 | N | 3 |
| B | I.D.E.S. | Bruce Larson | 2323 E. Lincolnway Sterling, IL 61081 | (815) 625-2313 | Y | 0 |
| C | Ball State U Career Planning | Cindy Hershman | 2000 W University Lucina Hall 220 Muncie, IN 47306 | (765) 285-1522 | Y | 0 |
| D | Beloit College, Career Services | Angela Davis | 700 College Road Beloit, WI 53511 | (608) 363-2673 | Y | 0 |
| E | Booker Washington Center | Calvin Squire | 524 Kent St. Rockford, IL 61102 | (815) 962-9117 | Y | 0 |
| F | Brown Institute Television Placement | Beth Mathiason | 1440 Northland Dr Mendota Heights, MN 55120 | (651) 905-3548 | Y | 0 |
| G | Western IL Career Services | Amy Hodges | 116 Sherman Macomb, IL 61455 | (309) 298-1838 | Y | 0 |
| H | Chicago South Side NAACP | Kay Bowman | 800 E 78 th St Chicago, IL 60619 | (773) 429-9830 | Y | 0 |
| I | Columbia College Advising | Attn: Advising | 623 S Wabash #303 | (312) 369-6860 | Y | 0 |

| | Center | Center Staff | Chicago, IL 60605 | | | |
|---|--|----------------------|--|----------------|---|---|
| J | Indiana University | Erin Kirchhofer | 625 No. Jordan Avenue Bloomington, IN 47403 | (812) 855-1556 | Y | 0 |
| K | Eastern Illinois University | Debbie Endsley | 600 Lincoln Ave Charleston, IL 61920- 3099 | (217) 581-2412 | Y | 0 |
| L | Goodwill Abilities Center | Shannon Halverson | 1907 Kishwaukee Rockford, IL 61104 | (815) 965-3795 | Y | 0 |
| M | Highland College, Career Services | Dana Zimmerman | 2998 W Pearl City Rd Freeport, IL 61032 | (815) 235-6121 | Y | 0 |
| N | North Central College | Jeff Denard | 30 North Brainard St. Naperville, IL 60540 | (800) 411-1861 | Y | 0 |
| O | Illinois State University | Toni Krippel | Campus Box 2520 Normal, IL 61790-2520 | (309) 438-2200 | Y | 0 |
| P | IL Center for Broadcasting | Dave Cogozzo | 455 Eisenhowser Lane So Suite 200 Lombard, IL 60148 | (630) 916-1700 | Y | 0 |
| Q | Illinois Employment Security Office | Gale Meredith | 303 N. Main St. #200 Rockford, IL 61101 | (815) 395-6648 | Y | 0 |
| R | IN State Univ Career Services | Martha Reed | 500 Chestnut St. Terre Haute, IN 47809 | (812) 237-3043 | Y | 0 |
| S | Knox College Career Center | Terrie Saline | 2 East South Street Box K232 Galesburg, IL 61401 | (309) 341-7436 | Y | 0 |
| T | Jobs Corps Admission & Placement | Bonnie Mabie | 303 N. Main St. 2 nd Floor Rockford, IL 61101 | (815) 395-0535 | Y | 0 |
| U | La Voz Latina | Patricia Gomez | 412 Market St Rockford, IL 61107 | (815) 965-5784 | Y | 0 |
| V | Loyola Career Placement | Aly Miller | 1032 No Sheridan Rd Chicago, IL 60660 | (773) 508-7716 | Y | 0 |

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|----|--|----------------------|--|----------------|---|---|
| W | Madison Media Institute | Bill Mallinson | 2702 Agriculture Dr Madison, WI 53718 | (608) 663-2000 | Y | 0 |
| X | Milwaukee Technical College Student Employment Services | Jenny Thomas | 700 West State St Milwaukee, WI 53233 | (414) 297-6302 | Y | 0 |
| Y | Mississippi State University Career Service | Scott Maynard | 300 Montgomery Hall PO Box P Mississippi State, MS 39762 | (662) 325-3344 | Y | 0 |
| Z | National Assoc of Black College Broadcasters | Lo Jelks | PO Box 3191 Atlanta, GA 30302-3191 | (404) 523-6136 | Y | 0 |
| AA | National Assoc of Black Journalists | Irving Washington | 1100 Knight Hall #3100 College Park, MD 20742 | (301) 405-0248 | Y | 0 |
| BB | National Assoc of Hispanic Journalists | Michele Gonzalez | National Press Building 529 14 th St NW, Suite 1000 Washington, DC 20045 | (202) 662-7145 | Y | 0 |
| CC | National Coalition of Black Mtg Planners | Ozzie Jenkins | 4401 Huntchase Drive #126 Bowie, MD 20720 | (301) 860-0200 | Y | 0 |
| DD | Medill School of Journalism | Jim O'Brien | Northwestern University 1845 Sheridan Road Evanston, IL 60208- 2101 | (847) 467-1882 | Y | 0 |
| EE | NIU Career Services | Kathy Zuidema | Campus Life Building 220 DeKalb, IL 60115 | (815) 753-1642 | Y | 2 |
| FF | NIU Department of Communications | Jessica Baldwin | Watson 306 DeKalb, IL 60115 | (815) 753-7104 | Y | 0 |
| GG | Northeastern Illinois University | Lorn Coleman | 5500 N St Louis Chicago, IL 60625 | (773) 442-4680 | Y | 0 |
| HH | Ohio/ Illinois Center for | Gary James | 9000 Sweet Valley Dr | (216) 447-9117 | Y | 0 |

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|----|---|-----------------------------|--|----------------|---|---|
| | Broadcasting | | Valley View, OH 44125 | | | |
| II | Production HUB.com | Jessica Nin | 1809 E. Winterpark Rd. Orlando, FL 32803 | (407) 629-4122 | Y | 0 |
| JJ | Norte Dame Career Center | Lee Svete | 248 Flanner Hall Notre Dame, IN 46556 | (574) 631-5200 | Y | 0 |
| KK | Rock Valley College | Art Delgado | 3301 N Mulford Rd Rockford, IL 61107 | (815) 921-4091 | Y | 0 |
| LL | Rockford College, Career Services | Kelly Cooper | 5050 E State St Rockford, IL 61108 | (815) 226-4195 | Y | 1 |
| MM | Southern Illinois University | Missy Houghland | Mail code 4703 Carbondale, IL 62901 | (618) 453-2391 | Y | 0 |
| NN | National Latino Education Institute | Margaret Motes | 2011 W Pershing Rd Chicago, IL 60609 | (773) 247-0707 | Y | 0 |
| OO | Specs School of Broadcasting | Ron Vieau | 19900 West Nine Mile Southfield, MI 48075 | (248) 358-9000 | Y | 0 |
| PP | The Rainbow Push Coalition | Felicia McQuitter | Placement Office 930 E 50 th St Chicago, IL 60615 | (773) 373-3366 | Y | 0 |
| QQ | U of IL | Rachel Hasenyager-Lattimore | 1 University Plaza Springfield, IL 62703 | (217) 206-6508 | Y | 0 |
| RR | U.I.U.C. Journalism Placement Office | Lynn Holley | 119 Gregory Hall Urbana, IL 61801 | (217) 333-1508 | Y | 0 |
| SS | University of WI Career Planning | Robert Schwoch | 5115 Vilas Hall Madison, WI 53706 | (608) 263-7669 | Y | 0 |
| TT | Wheaton College Career Services | Stephanie Hill | 418 Chase St R209 Wheaton, IL 60187 | (630) 752-5048 | Y | 0 |
| UU | IL Broadcasting Assoc | Debra Gray | 200 Missouri Avenue Carterville, IL 62918 | (618) 985-5555 | Y | 0 |
| VV | TV Jobs.com Broadcasting Employment Services | Mark Holloway | P.O. Box 4116 Oceanside, CA 92052 | (800) 374-0119 | Y | 7 |
| WW | Devry Career Services | Judy Krause | 3300 N Campbell Chicago, IL 60618 | (773) 697-2045 | N | 0 |

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|-----|---|----------------|---|----------------|---|----|
| | | | | | | |
| XX | U of WI – Platteville Placement Services | Diane Trendt | 1 University Plaza 0200 Ullsvik Platteville, WI 53818 | (608) 342-1183 | N | 0 |
| YY | Chicago Headline Club | Bob Roberts | 33 N. Michigan Ave. Suite 2032 Chicago, IL 60601-4024 | (847) 729-6397 | N | 0 |
| ZZ | MediaLine.com | Mark Shilstone | Box 51909 Pacific Grove, CA 93950 | (800) 237-8073 | N | 0 |
| AAA | Craigslist.com – Rockford, IL | None | None | None | N | 28 |
| BBB | Internal Office Posting | None | None | (815) 963-5413 | N | 0 |
| CCC | WQRF – Website www.mystateline.com | None | None | (815) 963-5413 | N | 10 |
| DDD | WQRF on air commercial | None | None | (815) 963-5413 | N | 1 |
| EEE | Employee Referral | None | None | None | N | 32 |
| FFF | Client Referral | None | None | None | N | 3 |

Appendix 3 to Annual EEO Public File Report

Covering the Period from August 1, 2012 – July 31, 2013

Station(s) Comprising the Station Employment Unit: WQRF

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WQRF

| | Recruitment Initiative | Description |
|---|--|--|
| 1 | Participation in job fairs by station personnel with substantial responsibility for hiring decisions | <p>The WQRF Chief Engineer attended the Fall 2012 Internship & Career Fair on September 21, 2012 at Illinois State University.</p> <p>The WQRF General Manager and Promotions Managers attended the Rockford College and Rock Valley College Career & Internship Fair on March 27, 2013 at Rockford, College.</p> <p>On June 11, 2013 the Creative Services Director and Website Coordinator attended the DeVry University’s Career Fair.</p> <p>At these events, the attending hiring managers, on behalf of the station, provided applicants and potential candidates with the opportunity to learn about the station and job opportunities in television and accepted resumes, demo reels and applications.</p> |
| 2 | Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment | <p>The station has an established internship program designed to help members of the community/college students acquire skills for employment in broadcasting. Eligibility requires that students be focused on a Broadcasting degree and be able to gain college credit for the internship. Interns are interviewed by station management and chosen in a fashion similar to prospective employees. During this reporting period interns came from Northern Illinois University, Bradley University, Valparaiso University, North Carolina A&T, University of Iowa and</p> |

| | | |
|---|--|---|
| | | Highland Community College. |
| 3 | The establishment of training and mentoring programs to allow station personnel to acquire skills that could qualify them for higher level positions | The station has an established training program designed to enable station personnel to acquire skills that could qualify them for higher level positions. This program resulted in the promotions of a News Photographer to a Director, a Photographer to an On-Air Reporter, a Traffic Assistant to Account Executive, and a Producer to Assignment Desk Editor. |
| 4 | Participation in events or programs relating to career opportunities in broadcasting which are sponsored by educational institutions | <p>The News Director and Morning News Anchor attended the Journalism and Media Exploring Open House on January 17, 2013. At the event parents and students were introduced to the various career opportunities in television and the requirements needed to enter television journalism.</p> <p>On March 21, 2013 the Chief Engineer participated in the CareerTEC career fair at Highland Community College. He discussed the types of classes that would benefit the students and gave them information on how to find positions that may be available at the television station.</p> <p>On June 11, 2013 the station hosted 4 teachers from Jefferson High School for a day of job shadowing, to provide them with a better idea of “real world” skills needed in the broadcast industry. Their findings will be used to create more job skills based curriculum in the classroom.</p> |