

WFAA-TV
EEO PUBLIC FILE REPORT
March 21, 2016 - March 20, 2017

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Investigative Multi-Skilled Journalist	1-2, 6-9, 11-13, 15-20, 24-25, 28-31, 33 -42, 44-45, 47-49	15
News Content Manager	1-2, 6-9, 11-13, 16-20, 24-26, 28-31, 33 -42, 44-45, 47-49	26
Multi-Skilled Journalist	1-2, 6-9, 11-14, 16-20, 23-25, 27-31, 33 -42, 44-45, 47-49	14
Multi-Skilled Journalist	1-2, 6-9, 11-14, 16-20, 23-25, 27-31, 33 -42, 44-45, 47-49	23
Multi-Skilled Journalist	1-2, 6-9, 11-14, 16-20, 23-25, 27-31, 33 -42, 44-45, 47-49	27
Multi-Platform Producer	1-3, 6-9, 11-13, 16-20, 24-25, 28-31, 33 -42, 44-45, 47-49	3
Producer	1-2, 7-9, 11-13, 16-20, 24-25, 28-30, 32 -42, 44-45, 47-49	32
Broadcast IT Support	1-2, 5, 7-9, 11-13, 16-20, 24-25, 28-29, 31, 34-45, 47-49	5
Visual Storyteller	46	46
Producer/Director	1-2, 7-9, 12-13, 16, 18-20, 24-25, 27- 29, 34-45, 47-49	27
GMT Producer	1-2, 7-9, 12-13, 16, 18-20, 25, 27-29, 34-45, 47-49	27
Meteorologist	1-2, 7-9, 12-13, 16, 18-20, 24-25, 28- 31, 33-49	46
Meteorologist	1-2, 7-9, 12-13, 16, 18-20, 24-25, 28- 31, 33-49	41
Account Executive	14	14
Account Manager	1-2, 7-9, 12-13, 16, 18-20, 25, 28-29, 34-42, 44-49	46
Multi-Skilled Journalist	1-2, 4, 7-9, 12-13, 16, 18-20, 25, 28-29, 32, 34-42, 44-45, 47-49	4
Digital Sales Specialist	1-2, 7-9, 12-14, 16, 18-20, 25, 28-29, 34-45, 47-49	14
Morning Producer	1-2, 7-9, 12-13, 16, 18-20, 24-25, 28- 30, 32-47, 49	32
Morning Producer	1-2, 7-9, 12-13, 16, 18-20, 24-25, 28- 30, 32-47, 49	46
Local Sales Assistant	1-2, 7-9, 12-14, 16, 18-20, 25, 28-29, 34-37, 39-45, 47, 49	14
Producer/Director	1-2, 7-9, 12-14, 16, 18-20, 25, 28-29, 34-45, 47, 49	14

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Photographer/Visual Storyteller	1-2, 7-9, 11-13, 16, 18-20, 22, 25, 28-29, 34-42, 44-47, 49	46
Director of Sales	1-2, 4, 6-9, 12-13, 16, 18-20, 24-25, 28-29, 34-42, 44-45, 47, 49	4
Content Editor	1-2, 6-9, 11-13, 16, 18-22, 24-25, 28-29, 34-45, 47, 49	21
Digital Sales Specialist	1-2, 7-9, 11-14, 16, 18-20, 24-25, 28-29, 34-45, 47, 49	14
Producer Development Program	1-2, 7-14, 16, 18-20, 22, 25, 28-29, 34-45, 47, 49	14
Producer Development Program	1-2, 7-14, 16, 18-20, 22, 25, 28-29, 34-45, 47, 49	14
Producer Development Program	1-2, 7-14, 16, 18-20, 22, 25, 28-29, 34-45, 47, 49	14
Digital Multi-Skilled Journalist	1-2, 7-9, 12-13, 16, 18-20, 24-25, 28-45, 47-49	32
Studio Technician	1-2, 7-9, 12-13, 16, 18-21, 25, 28-29, 31, 34-39, 41-45, 47, 49	21

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	0
2	Clark Atlanta University 223 James P. Brawley Drive S.W. Atlanta, Georgia 30314 Phone : 404-880-8000 Url : http://www.cau.edu/ Email : cppc@cau.edu Career Services	Y	0
3	Corporate Office	N	1
4	Corporate Recruiter	N	2
5	Current Employee - Transfer/Promotion	N	1
6	Cynopsis Media Marketing 10 Norden Place Norwalk, Connecticut 06855 Phone : 203.218.6480 Url : http://cynopsis.com/advertise/#online Email : trish@cynopsis.com Fax : 1-203-218-6480 Trish Pihonak	N	0
7	Dallas Can Academy 325 W. 12th Street Dallas,, Texas 75208 Phone : 214-944-1985 Url : http://dallascan.org Tammy Stancil Manual Posting Prong 2 Ended Date: 9/30/2016	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Dallas Concilio 2914 Swiss Avenue Dallas,, Texas 75204 Phone : 214-941-1050 Url : http://dallasconcilio.org Susanna Felix-Diaz Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
9	Dallas Inter-Tribal Center 209 E. Jefferson Blvd Dallas,, Texas 75203 Phone : 214-941-1050 Url : http://www.uihi.org/urgan-indian-health-organizati Tracey Palmer Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
10	Deaf Action Center 3115 Crestview Drive Dallas,, Texas 75235 Phone : 214-521-0407 Url : http://dactexas.org Email : angela.johnson@dactexas.org Susanna Dibirdik	Y	0
11	Department of Veteran Affairs 4500 S. Lancaster Road Dallas, Texas 75216 Phone : 2147354201 Url : www.northexas.va.gov Email : rachelle.alexander@va.gov Rachelle Alexander	N	0
12	Eastfield College 3737 Motley Drive Mesquite, Texas 75150 Phone : 972-860-8310 Url : http://www.efc.dcccd.edu Ron Rollinson Manual Posting Prong 2 Ended Date: 9/30/2016	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	El Centro College Job Placement Center Main & Lamar Dallas,, Texas 75202 Phone : 214-860-2000 Url : http://www.elcentrocollege.edu Demetria Bradfield Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
14	Employee Referral	N	9
15	Former Employee	N	1
16	Ft. Worth Metropolitan Chamber of Commerce 3607 Rosedale Ft. Worth, Texas 76105 Phone : 817-871-6538 Url : http://www.fwmbcc.org Barbara Bolden Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
17	Ft. Worth Veterans Center 1305 W. Magnolia Street Suite B Ft. Worth, Texas 76104 Phone : 817-921-9095 Url : http://www2.va.gov Email : priscilla.gates@va.gov Priscilla Gates	Y	0
18	Goodwill Industries of Dallas 3020 N. Westmoreland Road Dallas, Texas 75212 Phone : 214-638-2800 Url : http://www.goodwill.org Email : kkannan@goodwilldallas.org Kamala Kannan	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	Harmony Community Development Corp 6969 Pastor Bailey Drive Suite 110 Dallas,, Texas 75237 Phone : 214-393-5151 Url : http://harmonycdc.org/ Candy Bradshaw Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
20	I Am that I Am Training Center PO Box 41614 Dallas,, Texas 75241 Phone : 214-372-4272 Delores Beall Manual Posting	Y	0
21	Indeed.com	N	2
22	IRE 141 Neff Annex Missouri School of Journalism Columbia, Missouri 65211 Phone : 573.882.8969 Url : http://ire.org/jobs/post-job/ Email : jobpostings@nicar.org Sarah Hutchins	N	0
23	Job Board	N	1
24	Media Jobs Connection 77 Water Street 12th Floor New York, New York 10005 Phone : 7326596410 Url : http://www.careers.poynter.org/AdminNet/Employer/MTD_Yakon Manual Posting	N	0
25	Mt Olive Baptist Church 301 W. Sanford Street Arlington,, Texas 76011 Phone : 817-262-0461 Url : http://mtolivebc.org Email : mobcnlr@swbell.net Charlean Watkins	Y	0
26	Non-Employee Referral	N	1
27	Other Source	N	3

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28	Prairie View A&M University P.O. Box 519 Prairie View, Texas 77446 Phone : 936-261-3311 Url : http://www.pvamu.edu Email : glenda_jones@pvamu.edu Glenda Jones	Y	0
29	Reach of Dallas 8625 King George Drive Suite w210 Dallas,, Texas 75235 Phone : 214-630-4796 Url : http://reachcils.org Email : reachdallas@reachcils.org Kevin Johnson	Y	0
30	Rick Gevers & Associates 355 E. Ohio Street #303 Indianapolis, Indiana 46204 Phone : 3176357912 Url : www.rickgevers.com Email : rick@rickgevers.com Rick Gevers	N	0
31	Society of Broadcast Engineers SBE Chapter 67 P.O. Box 171595 Irving, Texas 750171595 Phone : 317.846.9000 Url : http://www.sbe67.info/ Tom Schuessler Manual Posting	N	0
32	Station Website	N	4
33	Talent Dynamics 600 E. Las Colinas Blvd. Suite 100 Irving, Texas 75039 Phone : 214-640-3139 Url : www.talentedynamics.com Email : connell@talentedynamics.com Sandra Connell	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	Tarleton State University Box T 0550 Stephenville, Texas 76402 Phone : 254-968-9000 Url : http://www.tarleton.edu Alana Hefner Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
35	Tarrant County College-Northeast Campus 828 Harwood Road Hurst, Texas 76054 Phone : 817-515-8223 Url : http://www.tccd.edu Sandra Walker Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
36	TCC-South Campus 5301 Campus Drive Ft. Worth, Texas 76119 Phone : 817-515-8223 Url : http://www.tccd.edu Monica Bettle Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
37	TCC-Southeast Campus 2100 Southeast Parkway Arlington,, Texas 76018 Phone : 817-515-3592 Url : http://www.tccd.edu Email : quietera.lomax@tccd.edu Quietera Lomax	Y	0
38	Texas Association of Broadcasters 502 E. 11th Street Suite 200 Austin,, Texas 78701 Phone : 512-322-9944 Url : http://www.tab.org Email : jobs@tab.org Craig Bean	N	0

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39	Texas Christian University TCU Box 297270 Ft. Worth, Texas 76129 Phone : 817-257-4141 Url : http://www.tcu.edu Email : l.j.chaney@tcu.edu Laura Chaney	Y	0
40	The Women's Center 1723 Hemphill Ft. Worth, Texas 76110 Phone : 508-672-1222 Url : http://www.thewomenscentersc.com Email : fgordon@womenscenter.info Robbie Pierce	Y	0
41	TVJobs.com, PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : info@tvjobs.com Career Placement	N	1
42	University of Dallas 1845 E. Northgate Drive Irving, Texas 75062 Phone : 972-721-5000 Url : http://www.utd.edu Career Services Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
43	University of Houston 334 Melcher Hall Suite 398 Houston, Texas 77204 Phone : 832.334.8834 Url : www.bauer.uh.edu/sei/ Manon ierre-Jerome Manual Posting	N	0

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44	University of North Texas P.O. Box 310859 Denton, Texas 76203 Phone : 940-565-2705 Url : http://www.unt.edu Wendy Blakely Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
45	University of Texas @ Arlington Box 19107 Arlington,, Texas 76019 Phone : 817-272-1246 Url : http://www.uta.edu Email : amclark@uta.edu Dr. Andrew Clark	Y	0
46	Unknown Referral Source	N	5
47	Urban Inter-Tribal Center of Texas 1261 Record Crossing Dallas, Texas 75235 Phone : 214-941-1050 Email : s_villanueva03@yahoo.com Stephanie Villanueva	Y	0
48	Urban League of Greater Dallas 4315 south Lancaster Road Dallas, Texas 75216 Phone : 214-915-4600 Url : http://ulgdnetx.org Email : pwatts@ulgdnetx.com Community Services	Y	0
49	Women in Communication Inc 1107 Whispering Oaks Drive Richardson, Texas 75081 Phone : 703-370-7436 Url : http://www.womcom.org Shannon Rust Manual Posting Prong 2 Ended Date: 9/30/2016	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			31

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	4/29/2016	Participation in events or programs sponsored by educational institutions	UTD Professional Sales Development Program	2	HR Director Director of Local Sales
2	6/8/2016	Establishment of an intern program designed to assist members of the community	<p>WFAA Summer Internship Program. WFAA believes that providing quality learning experiences for college students is a component in developing the workforce of the future. WFAA's longstanding commitment to continuing education extends throughout our internship program, which is designed to provide practical experience and training, observation and mentoring to those entering the field of broadcasting. It is our goal always to provide students with the best possible experience to meet the requirements for their course work.</p> <p>These opportunities allow us to assess the capabilities of these potential employees, as well as, support local colleges and universities and provide positive community exposure for WFAA.</p> <p>13 students participated.</p>	6	Executive Producer Brand Manager Dir of Local Sales Production Manager
3	8/9/2016	Co Sponsoring Job Fair	<p>Participation in NABJ/NAHJ Convention, Washington D.C. August 4-5, 2016. Assistant News Director Eric Valadez served as a recruiter and panel participant, Reporting on Race in America: Lessons from Local Newsrooms - Powered by the National Association Of Broadcasters Moderator: Paula Madison, The Africa Channel, former NBC Executive, Author, Producer</p> <p>Thursday, Aug. 4, 10:15 AM-Noon, Marriott Wardman Park, Room Virginia</p>	1	Assistant News Director
4	8/10/2016	Participation in events sponsored by community groups	<p>Guest speaker and Round Table Presenter, WFAA Anchor John McCaa spoke with approximately 120 professional from the P:RSA Community.</p>	1	News Anchor

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5	8/27/2016	Participation in events sponsored by community groups	Creative Women's Conference. CWC's goal is to support current creators in the field, educate and assist new, and future female "content" creators, with a focus on all forms of media. WFAA Reporter, Lauren Zakalik was asked to serve as guest speaker for this event.	1	Multimedia Journalist
6	9/7/2016	Participation in events sponsored by community groups	Moroch Ad Agency hosted a PR Summit Media Panel. Moroch hosted about public relations representatives in a panel discussion.	1	Special Projects Producer
7	9/8/2016	Participation in events or programs sponsored by educational institutions	WFAA Anchor John McCaa, was guest speaker of approximately 400 students at H.F. Stevens Middle School, Crowley, Texas.	1	Anchor
8	9/17/2016	Participation in events sponsored by community groups	Online News Association Conference, Denver, Co. Conference agenda included best practice and tip information related to the challenges in digital media and hands-on workshops and training with emerging digital tools.	1	Digital Content Producer
9	9/23/2016	Participation in events or programs sponsored by educational institutions	Henry W. Longfellow Academy Career Day. WFAA HR Director, Deidre Davis, participated in the Career Day presenting information about careers in television. Ms. Davis presented to 4 classes approximately 100 students.	1	HR Director
10	10/20/2016	Participation in Job Fairs	University of Texas at Arlington Career and Intern Fair	2	HR Director HR Coordinator
11	10/31/2016	Establishment of training programs for station personnel	Workplace Violence for Managers. Webcast for all supervisors and managers. Training presented and facilitated by Corp. Chief Legal Counsel William Behan. Approximately 20, department heads, managers and supervisors in attendance.	20	Pres. & Gen Manager News Director VP of Product Dev Mid-Level Managers
12	11/15/2016	Establishment of a mentoring program	TEGNA Mentoring Program November 2016	2	Brand Manager Dir of Multimedia Innov.

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13	12/1/2016	Participation in events or programs sponsored by educational institutions	Marcus Moore, WFAA Anchor/Reporter spoke to students in the Tarrant Community College Southeast Campus Mass Communication Class. Moore engaged students in conversation around opportunities in television news, both on and off camera.	1	Reporter
14	1/9/2017	Establishment of a mentoring program	TEGNA Producer Development Program	3	Producer Participant Producer Participant Producer Participant
15	3/11/2017	Participation in events sponsored by community groups	NABJ Region 3 Conference Saturday, March 11, 2017 Dallas Marriott Suites	1	Sr. Reporter