

WFAA-TV
EEO PUBLIC FILE REPORT
March 21, 2019 - March 20, 2020

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
Content Editor	3-5, 8-14, 16, 18-21, 24-29, 32-47	3
Content Editor	3-5, 8-14, 16, 18-21, 24-29, 32-47	3
Digital Multiskilled Journalist	3-5, 8-14, 16, 18-20, 22, 24-47	31
Digital Multiskilled Journalist	3-5, 8-14, 16, 18-20, 22, 24-47	22
Photojournalist	2-5, 8-20, 24-29, 32-47	3
Photojournalist	2-5, 8-20, 24-29, 32-47	3
Multi-Skilled Journalist	2-5, 8-14, 16, 18-21, 24-29, 32-47	3
Lead Generation/Business Development Specialist	2-5, 8-14, 16, 18-20, 24-29, 32-47	3
News Video Editor	2-5, 8-14, 16, 18-20, 24-29, 32-47	3
Director of Digital Content	1-5, 7-14, 16, 18-21, 24-29, 32-47	3
Marketing Producer	2-5, 8-14, 16, 18-20, 24-29, 31-47	31
Morning Anchor	2-5, 8-14, 16, 18-20, 24-30, 32-47	3
Digital Account Manager	2-5, 8-14, 16, 18-21, 24-29, 32-47	3
Digital Account Manager	2-5, 8-14, 16, 18-21, 24-29, 32-47	3
Digital Visual Storyteller - Special Projects	2-5, 8-14, 16, 18-20, 24-29, 31-47	31
Meteorologist	2-5, 8-14, 16, 18-21, 24-29, 32-47	3
Commercial Producer	2-5, 8-14, 16, 18-20, 23-29, 32-47	3
Political Content Producer/Coordinator	3-5, 8-14, 16, 18-21, 24-29, 32-47	3
Marketing Solutions Strategist	3-6, 8-14, 16, 18-21, 24-29, 32-47	21
Digital Content Producer	3-6, 8-14, 16, 18-21, 24-29, 31-47	3
Account Manager	3-5, 8-14, 16, 18-21, 24-29, 32-47	3
Investigative Visual Journalist	3-5, 8-14, 16, 18-21, 24-29, 32-35, 37-47	3

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Application already on file	N	1
2	Baylor University PO Box 97036 Waco, Texas 76798 Phone : 254-710-8668 Url : http://baylor.edu Email : hirebear@baylor.edu Carolyn Muska	N	0
3	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	56
4	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	N	0
5	Concord Missionary Baptist Church 6808 Pastor Bailey Drive Dallas, Texas 75237 Phone : 214-331-8522 Url : http://concorddallas.org Email : cbradshaw@concorddallas.org Candy Bradshaw	N	0
6	Current Employee	N	2
7	Current Employee - Transfer/Promotion	N	1
8	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Dallas Can Academy 325 W. 12th Street Dallas,, Texas 75208 Phone : 214-944-1985 Url : http://dallascan.org Tammy Stancil Manual Posting	N	0
10	Dallas Concilio 2914 Swiss Avenue Dallas,, Texas 75204 Phone : 214-941-1050 Url : http://dallasconcilio.org Susanna Felix-Diaz Manual Posting	N	0
11	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	N	0
12	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
13	Eastfield College 3737 Motley Drive Mesquite, Texas 75150 Phone : 972-860-8310 Url : http://www.efc.dcccd.edu Ron Rollinson Manual Posting	N	0
14	El Centro College Job Placement Center Main & Lamar Dallas,, Texas 75202 Phone : 214-860-2000 Url : http://www.elcentrocollege.edu Demetria Bradfield Manual Posting	N	0
15	Employee Referral	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	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	N	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	N	0
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	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	19
22	Indeed.com - Not Directly Contacted by SEU	N	1
23	Linked In	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	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	N	0
26	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
27	SMU University Valerie Evans 6101 Bishop Blvd Dallas, Texas 75205 Phone : 111111111 Valerie Evans Manual Posting	N	0
28	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
29	Sports Talent Agency of America 26101 Del Rey Mission Viejo, California 92691 Phone : 949.648.7822 Url : staatalent.com Email : mel@staatalent.com Melodie Turori	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
30	Spots N Dots 167 Oakdale Road Johnson City, New York 13790 Phone : 607-729-7295 Url : http://spotsndots.com Email : ads@spotndots.com Patrick Kelley	N	0
31	Station Website	N	4
32	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
33	Tarleton State University Box T 0550 Stephenville, Texas 76402 Phone : 254-968-9000 Url : http://www.tarleton.edu Alana Hefner Manual Posting	N	0
34	Tarrant County College-Northeast Campus 828 Harwood Road Hurst, Texas 76054 Phone : 817-515-8223 Url : http://www.tccd.edu Sandra Walker Manual Posting	N	0
35	TCC-South Campus 5301 Campus Drive Ft. Worth, Texas 76119 Phone : 817-515-8223 Url : http://www.tccd.edu Monica Bettel Manual Posting	N	0
36	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	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
37	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 Anna Romero	N	0
38	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	N	0
39	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	N	0
40	TVJobs.com, PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : info@tvjobs.com Career Placement	N	0
41	University of Dallas 1845 E. Northgate Drive Irving, Texas 75062 Phone : 972-721-5000 Url : http://www.utd.edu Career Services Manual Posting	N	0
42	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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43	University of North Texas P.O. Box 310859 Denton, Texas 76203 Phone : 940-565-2705 Url : http://www.unt.edu Wendy Blakely Manual Posting	N	0
44	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	N	0
45	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
46	Women in Communication Inc 1107 Whispering Oaks Drive Richardson, Texas 75081 Phone : 703-370-7436 Url : http://www.womcom.org Shannon Rust Manual Posting	N	0
47	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			88

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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	3/22/2019	Establishment of training programs for station personnel	Our Account Executive for Good Morning Texas attended The Texas Sales Friendly Lifestyle Show Summit where all sales professionals meet to share best practices and ideas on how to increase revenue and maximize work flow.	1	Account Executive
2	3/26/2019	Participation in events or programs sponsored by educational institutions	Our team comprised of our Community Relations Manager, Marketing Manager, Vice President of Production, National Sales Manager, Production Manager, Host of Good Morning Texas, etc. hosted 30+ tours of our station to educational institutions including elementary, middle and high schools; Girl Scout Troops, college groups, and other community groups interested in broadcast media and journalism careers.	4	Vice President Community Relations Manager Marketing Manager National Sales Manager
3	3/30/2019	Participation in events or programs sponsored by educational institutions	Our weather talent team go into schools and community groups and give presentations about weather that are age/grade appropriate. They discuss the math and science behind weather forecasting, as well as spend time discussing career opportunities as meteorologists and working at a television station. In total we presented to 6 groups with over 600 children as participants.	4	Meteorologists (x4)
4	4/1/2019	Establishment of training programs for station personnel	All photographers, visual journalists, photojournalists, visual storytellers and the Director of Photography did After Effects graphics training. As a designer, you're constantly challenged to create new and compelling imagery for your projects. That sometimes requires new tools. After Effects is known for animation, but it's also a powerful program for graphic designers. Its panels and basic features are similar to Photoshop, Illustrator, and InDesign, which makes After Effects easier for designers to learn.	19	Director of Photography, Visual Storytellers, Visual Journalists, and Photographers

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5	4/2/2019	Establishment of training programs for station personnel	All producers and digital staff attended a writing seminar for broadcast news to help broadcasting staff deliver what is needed including writing for the viewer.	14	Producer, Sr. Producer, Writer, Content Coordinator, Digital Producer, Digital MSJ, Social Media Man
6	4/9/2019	Establishment of training programs for station personnel	Three Multiskilled Journalists attended the Innovation Summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e. The Loop) came from ideas generated at the Innovation Summit.	3	Multiskilled Journalist Multiskilled Journalist Multiskilled Journalist
7	5/7/2019	Participation in Job Fairs	Our Local Sales Manager participated in an event with the Dallas Regional Chamber of Commerce designed to recruit non-local talent to Dallas.	1	Local Sales Manager
8	5/8/2019	Establishment of training programs for station personnel	Our Integrated Sales Manager attended TEGNA training comprised of Enterprise Tips and Account Executive success stories to help prepare you to close Q4 2019 strong and exceed your Enterprise Goal in 2020.	1	Integrated Sales Manager
9	5/31/2019	Establishment of training programs for station personnel	NPPA training and conference on photojournalism best practices, where NPPA brings in the best and the brightest people from the industry, local and national headliners and big speakers from CNN and others. They train and mentor showing what they've done in their careers and what works for the. They also do one on one critiques.	2	Director of Photography Multiskilled Journalist
10	6/1/2019	Establishment of a mentoring program	Our tuition reimbursement program encourages further education in one's profession or in the broadcasting industry and self-development through undergraduate or graduate coursework. One employee participated in this program during the reporting period.	1	IT Specialist

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11	6/3/2019	Establishment of an intern program designed to assist members of the community	Internships - WFAA-TV actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. They work with reporters, writers, editors, producers, sales executives, anchors, etc. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well. During the reporting period, WFAA hired and trained 6 interns for 10 weeks during the summer.	30	Intern, Producer, Reporters, Meteorologists, Sales Managers, etc.
12	6/13/2019	Establishment of training programs for station personnel	IRE Conference - The Investigative Reporters and Editors Conference focuses on skills and training to help teach investigative reporting and data journalism. Investigative Reporters and Editors Inc. is a grassroots non-profit organization dedicated to improving the quality of investigative reporting. IRE was formed in 1975 to create a forum in which journalists throughout the world could help each other by sharing story ideas, newsgathering techniques and news sources.	3	Investigative Journalist Producer, Investigative Investigative Journalist
13	6/17/2019	Establishment of training programs for station personnel	The Assistant News Director and the Executive Producer were selected and attended the TEGNA Leadership Development Program which is designed to prepare top leaders for roles with increasing responsibility within the company. This program comprises of several in person training and mentoring as well as in person and online courses through the Center for Creative Leadership.	2	Executive Producer Assistant News Director

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
14	6/18/2019	Establishment of training programs for station personnel	The General Manager and the entire department head team for the station had a facilitated half day retreat to review the findings of the 360 Feedback report for each individual and the entire team. Also had an Action Planning session to review last year's strategic plan and prepare for next year's strategic plan.	10	GM and Department Heads
15	6/18/2019	Establishment of training programs for station personnel	The General Manager, Department Heads and Managers of the station were part of a half day facilitated leadership session that included SWOT analysis and planning for 2020.	30	All Station Leaders
16	6/24/2019	Establishment of training programs for station personnel	Executive Producer attended the Content Summit designed to and gave a presentation on morning show branding to TEGNA news directors, digital directors, marketing directors, and general managers.	1	Executive Producer
17	6/25/2019	Establishment of training programs for station personnel	News, Digital, Marketing Directors and General Managers attended the TEGNA HQ Content Summit. Over the course of four days, leaders focused on new ways to examine and transform content, shared transformation journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	3	General Manager News Director Director Marketing
18	7/15/2019	Establishment of training programs for station personnel	Integrity is a core value at TEGNA. As a media company, we must comply with all laws and take the necessary safeguards to prevent any action or association that may adversely impact our business and the trusted information and services we provide to our communities. Knowing, understanding and abiding by our TEGNA Ethics Policy is fundamental to our ability to serve our communities with the highest of standards. Because it is critical that we hold ourselves to the highest levels of ethics and professionalism, we require all employees to complete "Conflicts of Interest: Protecting Company Interests" training as well as a brief survey on ethics.	210	All Employees

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19	7/18/2019	Provision of training to management	Little Employer Conference - This half-day labor and employment law conference is specifically designed for those within the legal, human resources and employee relations professions. As part of Little's 2019 Regional Employer series – and through this year's theme, Fueled by Ingenuity, Inspired by You: Your Challenges, Our Solutions – we'll help you navigate the continually shifting employment and labor law terrain. Together, we'll explore how to help your organization minimize risk, develop strategic solutions that enhance compliance, and implement practical measures that will benefit and sustain your workplace. We'll work with you to tackle your workplace challenges with ingenuity and innovate the groundbreaking solutions your business needs to succeed.	1	HR Director
20	7/29/2019	Establishment of a mentoring program	Our Local Sales Manager met with our Regional Finance Director to mentor him on three separate occasions. Mentoring included the functioning of the Sales Department, as well Sales activities and compensation.	1	Local Sales Manager
21	8/1/2019	Establishment of training programs for station personnel	All photographers, visual journalists, photojournalists, visual storytellers and the Director of Photography in our newsroom were trained in software and editing training.	19	Director of Photography, Visual Storytellers, Visual Journalists, and Photographers
22	9/16/2019	Provision of training to management	Jackson Lewis P.C. attorneys' 2019 Dallas Symposium - a half day of informative discussions and practical solutions addressing the latest developments in workplace law.	1	HR Director

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23	10/18/2019	Establishment of a mentoring program	Our MMJ attended the Better Together NPPA Women in Visual Journalism Conference which has some of the best and experienced speakers in the business who were on hand for critiques. Television reporters, still and tv photojournalists, online journalists, freelancers, documentary filmmakers-- this conference has something for every type of visual storyteller. There are so many ways to tell stories—this event embraces them all.	1	Multiskilled Journalist
24	12/3/2019	Provision of training to management	Feedback & Documentation training for all managers. This workshop is designed to assist managers in giving timely and appropriate feedback to their employees and documenting any pertinent issues.	30	News Director, GM, Station Manager, Head of IT Ops, Executive Producer, etc.
25	12/4/2019	Establishment of training programs for station personnel	The General Manager attended the GM Summit which is designed around the topic of leadership and the belief that it is the foundation for winning. Over the course of 3 days, attendees had the chance to hold discussion and participate in sessions that addressed leadership coaching and cultural changes.	1	General Manager
26	12/5/2019	Provision of training to personnel of unaffiliated non-profit organizations	Our Senior Digital Strategist completed a mentorship under American Corporate Partners. ACP's free Mentoring Program connects post-9/11 veterans, active duty spouses and eligible military spouses with corporate professionals (Mentors) for customized mentorships. ACP assists veterans and eligible spouses on their path towards fulfilling, long-term careers, whether the veteran is job searching or newly employed. - an organization.	1	Senior Digital Strategist
27	12/13/2019	Participation in events or programs sponsored by educational institutions	Our Local Sales Manager spoke to elementary classes at Northwood Hills Elementary. She spoke to them about our station, WFAA, and what it means to work at TV station in the Sales Department.	1	Local Sales Manager

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28	1/16/2020	Establishment of training programs for station personnel	When it comes to cybersecurity, TEGNA, like other companies, works around the clock to prevent IT security breaches and ensure the confidentiality and integrity of our business systems. All of us must be vigilant and savvy when it comes to identifying attempts to gain access to our network or confidential information. To help, TEGNA launched an annual Byte Back Security Awareness Campaign to help our employees understand TEGNA's IT standards and procedures, employee's role in keeping us safe from attacks, and how to incorporate security practices into their daily work routine. Every employee was required to take the Byte Back Challenge to rest their knowledge on how they can prevent cyberattacks. Te challenge is a seven-question online simulation based on the topics featured throughout the campaign.	210	All Employees
29	1/26/2020	Establishment of training programs for station personnel	Our Local Sales Manager attended Sales Leadership training that taught how to be an effective leader in a high paced media landscape.	1	Local Sales Manager
30	2/20/2020	Establishment of training programs for station personnel	The Group HR Director provided training to all station leaders on delivering effective performance reviews to ensure that performance reviews are written and delivered appropriately. Important to take into consideration the accomplishments, the strengths and opportunities, and the goals for next year, as well as the criteria for the performance rating.	30	All Station Leaders

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31	3/5/2020	Provision of training to management	<p>Little Mendelson Law Seminar - Severing an employment relationship, like a personal one, can be hard to do. Though some breakups are mutual, others get a bit messy. An employee may think time is needed to salvage the relationship and could request a protected leave of absence or could say, "I can change" with a reasonable accommodation of a previously undisclosed disability. If an employee instigates the breakup, but needs a few weeks before "moving out," should the employee be allowed to stay or be told to "pack your things and go"? What is an employer to do if it breaks up with an employee and owes final wages sooner than expected? How does an employer explain to its unemployment agency what happened when disputes arise? This employment relationship counseling session will talk through how to address situations when employers or employees just "need their space."</p>	1	HR Director
32	3/20/2020	Establishment of training programs for station personnel	Our Account Executive attended the ESA Annual Conference to train on advanced methods of sales techniques.	1	Account Executive