

**WFAA-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2014 – March 31, 2015**

*(Note: 12-month period determined by FCC license renewal filing date and not on calendar basis)*

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
[Insert name of job title, e.g. Account Executive]	[Insert numbers corresponding to RS's in the MRSL, e.g., 1-10, 15, 18-23]	[Insert number corresponding to RS in the MRSL, e.g., 23]
Camera Operator	1,5-14;16-17;21-24;30-38-55;58-61	14
Account Executive	1,3-16-17;20,21,22;25,27;29-39;41-53;58-59	14
Account Executive	1,3-16-17;20,21,22;27;29-39;41-53;58-59	14
Brand Manager	1,5-17;20-22;25,27-60	14
Multimedia Journalist	1,5-17,18;20-22;28-36-59	1
Digital Sales Planner	1,3-17;20-22;28-337;39-53;56-59	14
Morning Anchor	1,2,5-18;20-24;26,28-59	14
Reporter	1,2,5-18;20-24;26,28-59	14
Transmitter Supervisor	1,5-17;20,21,22;28-53;56-59	19
Maintenance Engineer	1,5-17;20,21,22;28-53;56-59	14
Broadcast Manager of IT	1,5-17;20,21,22;28-53;56-59	14
Asst News Director	1,2,5,17,20,21,22;28-53;56-59	14
Digital Editor/Producer	1,5-17,20, 21,22,28-53;56-59	14
Booking Producer	1,4-17;20,21,22;28-53;56-59	14
Director Producer	1,4-17;20,21,22;28-53;56-59	14
Photojournalist	1,4-17;20,21,22;28-53;56-59	14
Broadcast IT Support	1,5-17;20,21,22;28-53;56-59	14
Reporter	1,5-17,18;20-22;28-36-59	14
Producer	1,4-17;20,21,22;28-53;56-59	14
Digital Sales Planner	1,4-17;20,21,22;28-53;56-59	14
Local Sales Assistant	1,4-17;20,21,22;28-53;56-59	14
Photographer/Photojournalist	1,4-17;20,21,22;28-53;56-59	14
Copy Assistant	1,4-17;20,21,22;28-53;56-59	14
Camera Operator	1,4-17;20,21,22;28-53;56-59	1
MMJ	1,4-17;20,21,22;28-53;56-60	60
News Operations Manager	1,4-17;20,21,22;28-53;56-59	14, 19
Executive Producer	1,4-17;20,21,22;28-53;56-59	14

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Local Sales Manager	1,3-16-17;20,21,22;25,27;29-39;41-53;58-59	14
National Regional Sales Assistant	1,3-16-17;20,21,22;27;29-39;41-53;58-59	14
Photojournalist	1,4-17;20,21,22;28-53;56-59	19
Photojournalist	1,4-17;20,21,22;28-53;56-59	27
Marketing Producer	1,5-17;20-22;25,27-59	19
Online Editor Producer	1,5-17;20-22;25,27-59	14

## II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	wfaa.com, 606 Young Street, Dallas, TX 75202 214-977-6211, Attn: Human Resources	N	2
2	Broadcasting & Cable, 360 Park Avenue South, 14fl, New York, NY 10010, 646-746-6949 Attn: Yuki Atsumi	N	0
3	Spots N Dots, 167 Oakdale Road, Johnson City, NY 13790, 607-729-7295, ext. 1; Attn: Patrick Kelley	N	0
4	Cynopsis, 65 Lantern Road, Stratford, CT 06614, 203-526-8979; Attn: Cynthia Turner	N	0
5	Baylor University – Career Services, P.O. Box 97036, 254-710-1549, Temple Walker	Y	0
6	Dallas Can Academy, 325 W. 12 <sup>th</sup> Street, Dallas, TX 75208, 214-944-1985, Attn: Tammy Stancil	Y	0
7	Reach of Dallas, 8625 King George Drive, Ste. 210, Dallas, TX 75235, 214-630-4796, Attn: Kevin Johnson or James Moore	Y	0
8	Dallas Concilio, 2914 Swiss Ave, Dallas, TX 75204, 214-818-0481, Attn: Susanna Felix-Diaz	Y	0
9	Dallas Inter-Tribal Center, 209 E. Jefferson Blvd., Dallas, TX 75203, 214-941-1050, Attn: Tracey Palmer	Y	0
10	Deaf Action Center, 3115 Crestview Drive, Dallas, TX 75235, 214-521-0407, Attn: Susanna Dibirdik	Y	0
11	Ft. Worth Metropolitan Chamber of Commerce, 3607 Rosedale, Ft. Worth, TX 76105, 817-871-6538, Attn: Barbara Bolden	Y	0
12	Ft. Worth Hispanic Chamber of Commerce, 1327 North Main, Ft. Worth, TX 76106, 817-625-5411, Attn: Denise Botello	Y	0
13	Greater Dallas Asian American Chamber of Commerce, 11171 Harry Hines Blvd, #115, Dallas, TX 75229, 972-241-8250, Attn: Iram Kusuma	Y	0
14	Employee Referral (Gannett Companies)	N	26
15	Gannett.com	N	0
16	Texas Association of Broadcasters, 502 E. 11 <sup>th</sup> Street, Suite 200, Austin, Texas 78701	N	0
17	TVJobs.com, Broadcast Employment Services, P.O. Box 4116, Oceanside, Ca. 92052	N	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
18	Talent Dynamics, talentdynamics.com, 600 E. Las Colinas Blvd., Suite 100 Irving, Texas 75039	N	0
19	Non-employee Referral	N	4
20	Tarrant County College, 828 Harwood Road, Hurst, Texas 76054	N	0
21	Texas Christian University, TCU Box 297270, Ft. Worth, Texas 76129; l.j.chaney@tcu.edu	Y	0
22	University of Texas @ Arlington, Box 19107, Arlington, Texas 76019, careers@uta.edu; hireamaverick@uta.edu	Y	0
23	NWT Talent Group – 2325 Stone Bridge Drive, Arlington, Texas; 817.987.3600	Y	0
24	Tom Dolan: Dolan Media Management, 3 North Court Street, Frederick, MD 21701; 301.668.1511; smartrecruit.com	Y	0
25	Linked-In.com – LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043	N	0
26	Ballard Executive Search, Attn: Julie Ballard-Lebe, 269 South Beverly Drive #250, Beverly Hills, Ca 90212; 310.273.2323	N	0
27	Indeed.com, Indeed, Inc., 7501 N. Capital of Texas Hwy, Building B, Austin, Texas 78731	N	1
28	Wiley College, Attn: Eva H. Jordan, 711 Wiley Avenue, Marshall, Texas 75670	N	0
29	ElCentro College Job Placement Center, Attn: Demetria Bradfield, Main & Lamar, Dallas, Texas 75202	N	0
30	I Am That I Am Training Center, Attn: Delores Beall, P.O.Box 41614, Dallas, Texas 75241		0
31	Dallas Housing Authority, Attn: Edward Thomas; 4716 Hatcher Street, Dallas, Texas 75210	Y	0
32	Eastfield College, Attn: Ron Rollinson, 3737 Motley Drive, Mesquite, Texas 75150	Y	0
33	Dallas National Black Media Coalition, Attn: Johnnye T. Hughes, 2381 Blue Creek Drive, Dallas, Texas 75216	Y	0
34	Catholic Charities of Dallas, Inc., 9461 LBJ Freeway, Suite 128, Central Services Office, Dallas, Texas 75243	Y	0
35	Clark Atlanta University, 223 James P. Brawley Drive, S.W., Atlanta, Georgia 30314; 404.880.8000	Y	0
36	Department of Veteran Affairs, 4500 S. Lancaster Road, Dallas, Texas 75216; 214.735.4201; Rachele Alexander, Rachele.alexander@va.gov	Y	0

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37	Dallas Black Chamber of Commerce Attn: Dvorah E. Evans 2838 Martin Luther King Blvd. Dallas, Texas 75215	Y	0
38	D/FW Association of Black Journalist c/o The Dallas Morning News P.O. Box 655237 Dallas, Texas 75202	Y	0
39	Southern Methodist University, 6425 Boaz Lane, Dallas, Texas. 75205; whitel@smu.edu	Y	0
40	Tarrant Count College, Attn: Sandra Walker; Career Services 828 Harwood Road, Hurst, Texas 76054	Y	0
41	Tarleton State University, Attn: Alana Hefner Box T 0550; Stephenville, Texas 76402	Y	0
42	Tarrant Baptist Association: Jeana Stoddard; 4520 James Avenue, Ft. Worth, Texas 76115	Y	0
43	Texas Veterans Commission, 4500 S. Lancaster, Dallas, Texas 75216	Y	0
44	Gonzales and Associates, Attn: Michael Gonzales 5722 Dram Suite 137 Dallas, Texas 75206	Y	0
45	Greater Dallas Hispanic Chamber of Commerce Attn: Brandy Rojas 4622 Maple Avenue, Suite 207 Dallas, Texas 75219	Y	0
46	UT-Pan American, Attn: Enedelia P. Kidd 1201 w. University Drive, Edinburg, Texas 78539	Y	0
47	University of North Texas Attn: Wendy Blakley P.O. Box 310859 Denton, Texas 76203	Y	0
48	Women's Resource Center-YWCA of Metro Dallas Attn: Joanna Johnson 414 N. Central Expressway, E580 Dallas, Texas 7204-2169	Y	0
49	Texas Alliance for Minorities P.O. Box 19019 UTA Station Arlington, Texas 76019	Y	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
50	Texas Workforce Commission Attn: Bill Chism 1205 B East Sam Rayburn Bonham, Texas 75418	Y	0
51	University of Dallas, 1845 E. Northgate Drive, Irving, Texas 75062	Y	0
52	Women in Communication Inc., Attn: Shannon Rust; 1107 Whispering Oaks Drive, Richardson, Texas 75081	Y	0
53	UT Southwestern Medical Center 53523 Harry Hines Blvd; Dallas, Texas 75235	Y	0
54	Rick Gevers & Associates, PO Box 577, Zionsville, IN 46077-0577; (317) 769.7900	N	0
55	Collective Talent, 1721 Richardson Place, Tampa, Florida 33606; 813.254.9695; Michael Bille, bille@michaelsmedia.com	N	0
56	Urban League of Greater Dallas, 4305 South Lancaster Road, Dallas, Texas 75216; 214.915.4600; pwatts@ulgdntx.com	Y	0
57	Women in Communications Inc, 1107 Whispering Oaks Drive, Richardson, Texas 75081; 703.370.7436; Shannon Rust,	Y	0
58	TCC Southeast Campus, 2100 Southeast Parkway, Arlington, Texas 76018; 817.515.3592; Quietera Lomax, quietera.lomas@tccd.edu	Y	0
59	Urban Inter-Tribal Center of Texas, 1261 Record Crossing, Dallas, Texas 75235; 2214.941.1050; Stephanie Villanueva, s_villanueva03@yahoo.com	Y	0
60	CSE 150 Interstate North Parkway SE, Atlanta GA 30339 (770) 955-1300   Traci Wilkes Smith, VP President, info@groupcse.com	N	1
61	Poynter Institute, 801 Third Street South, St. Petersburg, Fl. 33701, 727.821.9494; Poynter.org	N	0
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<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>			34

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**III. RECRUITMENT INITIATIVES**

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	<i>Participate in a sponsored program by an educational institution</i>	Joe Wilson Intermediate School College & Career Day, Dallas, Texas, May 2014. WFAA News Anchor, Carla Wade, discussed her news anchor/reporter position and journalism education with approximately 150 students.
2	<i>Participate in events by organizations representing groups in the community</i>	Martin Luther King Jr. Learning Center, Career Day, Dallas, Texas, May 2014, WFAA News Reporter, Rebecca Lopez, spoke with approximately 85 students regarding careers in television news.
3	<i>Participate in events by organizations representing groups in the community</i>	Fort Worth Adventist Junior Academy Career Day, April 2014. WFAA Photojournalist, Evans Risher, presented to approximately 100 students, information regarding his career as a news photojournalist and other television news careers.
4	<i>Participate in a sponsored program by an educational institution</i>	Brandenburg Intermediate School, Duncanville, Texas, May 2014. WFAA Meteorologist, Greg Fields, presented to approximately 170 Students about his television meteorologist career and discussed WFAA Weatherminds Program.
5	<i>Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i>	WFAA Summer Internship Program, June 2014 – August 2014, hosting approximately 10 students. The program is a paid internship providing the students with an opportunity to create a resume disc and an intern newscast as a final product.
6	<i>Participate in a sponsored program by an educational institution</i>	North Lake College “The Major Career Affair”, Irving, Texas, October 2014. WFAA News Producer, Dedtric Ray, participated in a panel discussion and presented on careers

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		<b>in news.</b>
7	<i>Participate in a sponsored program by an educational institution</i>	North Lake College “The Major Career Affair”, Irving, Texas, October 2014. WFAA News Assignment Editor, Angela Madison, participated in a panel discussion and presented on careers in news.
8	<i>Participate in events by organizations representing groups in the community</i>	Life School, Career Day, Dallas, Texas, November 2014. WFAA Traffic Reporter, Alexa Conomos, spoke with approximately 100 attendees regarding television traffic reporting.
9	<i>Participate in events by organizations representing groups in the community</i>	The Turtle Creek Breakfast Club, Dallas, Texas; August 2014. WFAA Investigative Reporter, Brett Shipp, spoke to approximately 30 citizens regarding current news events and the decision making process to cover events.
10	<i>Participate in a sponsored program by an educational institution</i>	Arlington Independent School District presents, “Girls Rock at Ousley Junior High School, October 2014; Arlington Texas. Cheryl McCallister, WFAA Community Marketing Producer spoke with approximately 100 girls students, teachers and parents about careers in journalism.
11	<i>Establishment of training programs for station personnel</i>	WFAA-TV offers tuition reimbursement to eligible employees to complete or pursue career advancement related to positions within the station. Four employees participated in the program during the reporting period.
12	<i>Participate in a sponsored program by an educational institution</i>	NAB Education Foundation, student intern program. WFAA hosted one student from this nationally funded program, June 2014 – August 2014 in its Technology Department.
13	<i>Establishment of training programs for station personnel</i>	Human Resources conducted several sessions of training on Success Factors Recruitment Applicant Tracking System; April 2014; Approximately 20 managers and supervisors in attendance.



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<b>14</b>	<i>Participate in a sponsored program by an educational institution</i>	<b>University of North Texas Journalism Media/Communication/Design Internship &amp; Career Fair, October 2014. WFAA's HR Director, Deidre Davis attended the event; approximately 500 students in attendance.</b>
<b>15</b>	<i>Participate in a sponsored program by an educational institution</i>	<b>University of Texas at Arlington in conjunction with NATPE Career Day and Job Fair; Arlington, Texas, October 2014. Event included a panel discussion, WFAA was represented by Jordan Armstrong, digital editor/producer. Career Fair attended by WFAA HR Director, Deidre Davis, Jordan Armstrong and Marjorie Owens, Digital Editor/Producers. Approximately 175 students in attendance.</b>
<b>16</b>	<i>Participate in a sponsored program by an educational institution</i>	<b>University of North Texas, Denton, Texas, Fall Semester 2014. WFAA's Sports Managing Content Editor, Or Moyal spoke with students of Broadcast 3340 Class, monthly on journalism and the writing/producing for various mediums, i.e. digital and television news (sports).</b>