

WFAA-TV
EEO PUBLIC FILE REPORT
April 1, 2015 – March 31, 2016

(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

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
[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]
Executive Producer	1,5-18, 20-59;61,64	24
Sports Reporter	1,5-18, 20-59;61,62,64	62
Account Executive	1,3-17;20-22; 25,27-53;56-59,64	14
Assistant News Director	1,2;5-18;20-59,61,64	14
Morning Producer	1,5-17;20-22;25,27-36-53;56-59,61,64	15
National/Regional Account Assistant (2)	1,4,5-17,20-22;25,27-53,56, 59,61,64	14
Photojournalist (3)	1,5-17;20-22;25,27-36-53;56-59,61,64	1
Account Executive	1,3-17;20-22; 25,27-53;56-59,64	14
Medical Reporter	1,2;5-18;20-59,61,64	19
Producer	1,5-17;20-22;25,27-36-53;56-59,61,64	1,16
Cross Platform Content Manager	1,5-17;20-22;25,27-36-53;56-59,61,64	19
Digital Sales Specialist	1,3-17;20-22; 25,27-53;56-59,64	19
Daybreak Booking Producer	1,5-17;20-22;25,27-36-53;56-59,61,64	14
Morning Executive Producer	1,5-17;20-22;25,27-36-54;56-59,61,64	54
Sales Assistant (3)	1,3-17;20-22; 25,27-53;56-59,64	25, 27
Talk Show Producer	1,5-17;20-22;25,27-36-53;56-59,61,64	14
Director of Local Sales	1-17;20-22;25-27-53,56-59,64	14
Morning Producer	1,5-17;20-22;25,27-36-53;56-59,61,64	14
Research Analyst	1-17;20-22;25-27-53,56-59,64	14
Research Director	1-17;20-22;25-27-53,56-59,64	1
Investigative Reporter	1,2;5-18;20-59,61,63,64	63
Security Officer	1, 5-17;20-22;25,27-36-53;56-59,61,64	14
MMJ (2)	1,5-17;20-22;25,27-36-53;56-59,61,64	14,15
Director/Producer (2)	1,5-17;20-22;25,27-36-53;56-59,61,64	17

WFAA-TV
Dallas, Texas

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	5
2	Broadcasting & Cable, 360 Park Avenue South, 14fl, New York, NY 10010, 646-746-6949 Attn: Yuki Atsumi	N	
3	Spots N Dots, 167 Oakdale Road, Johnson City, NY 13790, 607-729-7295, ext. 1; Attn: Patrick Kelley	N	
4	Cynopsis, 65 Lantern Road, Stratford, CT 06614, 203-526-8979; Attn: Cynthia Turner	N	
5	Baylor University – Career Services, P.O. Box 97036, 254-710-1549, Temple Walker	Y	
6	Dallas Can Academy, 325 W. 12 th Street, Dallas, TX 75208, 214-944-1985, Attn: Tammy Stancil	Y	
7	Reach of Dallas, 8625 King George Drive, Ste. 210, Dallas, TX 75235, 214-630-4796, Attn: Kevin Johnson or James Moore	Y	
8	Dallas Concilio, 2914 Swiss Ave, Dallas, TX 75204, 214-818-0481, Attn: Susanna Felix-Diaz	Y	
9	Dallas Inter-Tribal Center, 209 E. Jefferson Blvd., Dallas, TX 75203, 214-941-1050, Attn: Tracey Palmer	Y	
10	Deaf Action Center, 3115 Crestview Drive, Dallas, TX 75235, 214-521-0407, Attn: Susanna Dibirdik	Y	
11	Ft. Worth Metropolitan Chamber of Commerce, 3607 Rosedale, Ft. Worth, TX 76105, 817-871-6538, Attn: Barbara Bolden	Y	
12	Ft. Worth Hispanic Chamber of Commerce, 1327 North Main, Ft. Worth, TX 76106, 817-625-5411, Attn: Denise Botello	Y	
13	Greater Dallas Asian American Chamber of Commerce, 11171 Harry Hines Blvd, #115, Dallas, TX 75229, 972-241-8250, Attn: Iram Kusuma	Y	
14	Employee Referral (Gannett Companies)	N	12
15	Gannett.com/TEGNA.com	N	2
16	Texas Association of Broadcasters, 502 E. 11 th Street, Suite 200, Austin, Texas 78701	N	
17	TVJobs.com, Broadcast Employment Services, P.O. Box 4116, Oceanside, Ca. 92052	N	2

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
18	Talent Dynamics,talentedynamics.com, 600 E. Las Colinas Blvd., Suite 100 Irving, Texas 75039	N	
19	Non-employee Referral	N	3
20	Tarrant Count College, 828 Harwood Road, Hurst, Texas 76054	N	
21	Texas Christian University, TCU Box 297270, Ft. Worth, Texas 76129;l.j.chaney@tcu.edu	Y	
22	University of Texas @ Arlington, Box 19107, Arlington, Texas 76019, careers@uta.edu.;hireamaverick@uta.edu	Y	
23	NWT Talent Group – 2325 Stone Bridge Drive, Arlington, Texas; 817.987.3600	Y	
24	Tom Dolan: Dolan Media Management, 3 North Court Street, Frederick, MD 21701; 301.668.1511; smartrecruit.com	Y	1
25	Linked-In.com – LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043	N	1
26	Ballard Executive Search, Attn: Julie Ballard-Lebe, 269 South Beverly Drive #250, Beverly Hills, Ca 90212; 310.273.2323	N	
27	Indeed.com, Indeed, Inc., 7501 N. Capital of Texas Hwy, Building B, Austin, Texas 78731	N	2
28	Wiley College, Attn: Eva H. Jordan, 711 Wiley Avenue, Marshall, Texas 75670	N	
29	ElCentro College Job Placement Center, Attn: Demetria Bradfield, Main & Lamar, Dallas, Texas 75202	N	
30	I Am That I Am Training Center, Attn: Delores Beall, P.O.Box 41614, Dallas, Texas 75241		
31	Dallas Housing Authority, Attn: Edward Thomas; 4716 Hatcher Street, Dallas, Texas 75210	Y	
32	Eastfield College, Attn: Ron Rollinson, 3737 Motley Drive, Mesquite, Texas 75150	Y	
33	Dallas National Black Media Coalition, Attn: Johnnye T. Hughes, 2381 Blue Creek Drive, Dallas, Texas 75216	Y	
34	Catholic Charities of Dallas, Inc., 9461 LBJ Freeway, Suite 128, Central Services Office, Dallas, Texas 75243	Y	
35	Clark Atlanta University, 223 James P. Brawley Drive, S.W., Atlanta, Georgia 30314; 404.880.8000	Y	
36	Department of Veteran Affairs, 4500 S. Lancaster Road, Dallas, Texas 75216; 214.735.4201; Rachelle Alexander, Rachelle.alexander@va.gov	Y	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
37	Dallas Black Chamber of Commerce Attn: Dvorah E. Evans 2838 Martin Luther King Blvd. Dallas, Texas 75215	Y	
38	D/FW Association of Black Journalist c/o The Dallas Morning News P.O. Box 655237 Dallas, Texas 75202	Y	
39	Southern Methodist University, 6425 Boaz Lane, Dallas, Texas. 75205; whitel@smu.edu	Y	
40	Tarrant Count College, Attn: Sandra Walker; Career Services 828 Harwood Road, Hurst, Texas 76054	Y	
41	Tarleton State University, Attn: Alana Hefner Box T 0550; Stephenville, Texas 76402	Y	
42	Tarrant Baptist Association: Jeana Stoddard; 4520 James Avenue, Ft. Worth, Texas 76115	Y	
43	Texas Veterans Commission, 4500 S. Lancaster, Dallas, Texas 75216	Y	
44	Gonzales and Associates, Attn: Michael Gonzales 5722 Dram Suite 137 Dallas, Texas 75206	Y	
45	Greater Dallas Hispanic Chamber of Commerce Attn: Brandy Rojas 4622 Maple Avenue, Suite 207 Dallas, Texas 75219	Y	
46	UT-Pan American, Attn: Enedelia P. Kidd 1201 w. University Drive, Edinburg, Texas 78539	Y	
47	University of North Texas Attn: Wendy Blakley P.O. Box 310859 Denton, Texas 76203	Y	
48	Women's Resource Center-YWCA of Metro Dallas Attn: Joanna Johnson 414 N. Central Expressway, E580 Dallas, Texas 7204-2169	Y	
49	Texas Alliance for Minorities P.O. Box 19019 UTA Station Arlington, Texas 76019	Y	

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	
51	University of Dallas, 1845 E. Northgate Drive, Irving, Texas 75062	Y	
52	Women in Communication Inc., Attn: Shannon Rust; 1107 Whispering Oaks Drive, Richardson, Texas 75081	Y	
53	UT Southwestern Medical Center 53523 Harry Hines Blvd; Dallas, Texas 75235	Y	
54	Rick Gevers & Associates, PO Box 577, Zionsville, IN 46077-0577; (317) 769.7900	N	1
55	Collective Talent, 1721 Richardson Place, Tampa, Florida 33606; 813.254.9695; Michael Bille, bille@michaelsmedia.com	N	
56	Urban League of Greater Dallas, 4305 South Lancaster Road, Dallas, Texas 75216; 214.915.4600; pwatts@ulgdntx.com	Y	
57	Women in Communications Inc, 1107 Whispering Oaks Drive, Richardson, Texas 75081; 703.370.7436; Shannon Rust,	Y	
58	TCC Southeast Campus, 2100 Southeast Parkway, Arlington, Texas 76018; 817.515.3592; Quietera Lomax, quietera.lomas@tccd.edu	Y	
59	Urban Inter-Tribal Center of Texas, 1261 Record Crossing, Dallas, Texas 75235; 2214.941.1050; Stephanie Villanueva, s_villanueva03@yahoo.com	Y	
60	CSE 150 Interstate North Parkway SE, Atlanta GA 30339 (770) 955-1300 Traci Wilkes Smith, VP President, info@groupcse.com	N	
61	Poynter Institute, 801 Third Street South, St. Petersburg, Fl. 33701, 727.821.9494; Poynter.org	N	
62	Sportscasters Talent Agency of America, 26101 Del Rey Mission Viejo California-92691; Melodie Turori, 949.648.7822; facebook.com/staatalent; twitter.com/staatalent	N	1
63	IRE(Investigative Reports & Editors) 141 Neff Annex, Missouri School of Journalism, Columbia, MO 65211, 573.882.2042, jobpostings@nicar.org	N	1
64	Careerbuilder.com 200 N. LaSalle Street, Suite 1100, Chicago, Illinois 60601	N	
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			31

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	<i>Participate in events by organizations representing groups in the community</i>	City of Dallas Mayor's Office Intern Fellows Program Luncheon July 30, 2015. WFAA News Anchor, Cynthia Izaguirre, spoke/emceed the luncheon approximately 800 in attendance.
2	<i>Participate in events by organizations representing groups in the community</i>	Dunbar Middle School's Career Day, Ft. Worth, Texas, June 2, 2015. WFAA News Photojournalist, Evans Risher, spoke with 6 th and 7 th graders, regarding his career as a photojournalist; approximately 40` students.
3	<i>Participate in events by organizations representing groups in the community</i>	Ft. Worth Project Management Institute, June 18, 2015. WFAA Production Manager, Jerry Cadigan, presented/guest speaker to approximately 50 students.
4	<i>Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i>	WFAA-TV Internship Summer Program. Hosted 13 students across several departments; June – August 2015.
5	<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.
6	<i>Participate in events by organizations representing groups in the community</i>	Boy Scout Troop 746, Station Tour, April 4, 2015 hosted by WFAA, Meteorologist, Ashton Altieri, Meteorologist.
7	<i>Participate in events by organizations representing groups in the community</i>	South Garland High School Career Day-Journalism Class, April 23, 2015. WFAA-TV, News Reporter Rebecca Lopez, presented to approximately 70 students.

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8	<i>Participate in a sponsored program by an educational institution</i>	DeSoto ISD Male Leadership Symposium May 2, 2015. WFAA-TV Meteorologist, Greg Fields, speaker/presented to approximately 250 students.
9	<i>Establishment of training programs for station personnel</i>	WFAA-TV Halogen Performance Management training, January 21, 2016. Meeting was facilitated by HR Director Deidre Davis with approximately 20 managers in attendance with one make up session held on January 26 th . This training session was 3 hours in length.
10	<i>Participate in a sponsored program by an educational institution</i>	E.D. Walker Middle School, Career Day, May 7, 2015. WFAA News Anchor Cynthia Izaguirre, speaker/presented career information to approximately 250 students.
11	<i>Establishment of training programs for station personnel</i>	Rockbrook Elementary School, Career Day, May 8, 2015. WFAA-TV Meteorologist, Colleen Coyle, presented career information to approximately 120 students.
12	<i>Participate in a sponsored program by an educational institution</i>	Marsh Middle School, Ft. Worth Texas, Career Day. May 20, 2015. WFAA-TV, News Photojournalist, Evans Risher, presented to approximately 80 students in attendance.
13	<i>Participate in a sponsored program by an educational institution</i>	Frisco ISD-TV Media Tech Showcase, May 20, 2015. – WFAA-TV, MMJ, Demond Fernandez, served as the Keynote Speaker, approximately 50 people in attendance.
14	<i>Participate in a sponsored program by an educational institution</i>	Weatherford College Wise County STEM Day Program, October 29, 2015. WFAA-TV, Meteorologist Colleen Coyle, participated in the event attracted approximately 700 4 th grade students.
15	<i>Participate in events by organizations representing groups in the community</i>	Plano Mayor's Summer Internship Program, August 13, 2015. WFAA Reporter Marie Saavedra was the emcee; approximately 300 people in attendance.

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16	<i>Participate in a sponsored program by an educational institution</i>	Baylor University Career and Intern Fair, February 18, 2016. WFAA HR Coordinator, Alicia Glenn and Creative Writer Producer, Andrea Newham attended the career and talked with students regarding their interest in career opportunity at WFAA. Approximately 300 students were in attendance.
17	<i>Participate in a sponsored program by an educational institution</i>	Southwest High School Career Fair, Mansfield Texas, May 21, 2016. WFAA HR Director, Deidre Davis attended the fair and spoke with students about careers in broadcast; approximately 300 high school students attended the fair.
18	<i>Participate in events by organizations representing groups in the community</i>	NAB Education Foundation Technology Apprenticeship Program, June 1 – July 31, 2015. WFAA-TV hosted a student through this program as a summer intern participate.
19	<i>Participate in events by organizations representing groups in the community</i>	NABJ, August 5-7, 2015, Minneapolis, Mn. WFAA HR Director, Deidre Davis attended the convention and spoke with college students and reviewed resume video regarding entry level positions in television.
20	<i>Participate in a sponsored program by an educational institution</i>	Emmett Conrad High School, Ft. Worth, Texas, Dec. 4, 2015. Evans Risher, Sr. Photojournalist spoke to approximately 80 students about careers in television news.
21	<i>Participate in a sponsored program by an educational institution</i>	DeSoto ISD, It's Your Time Female Leadership Forum, DeSoto, Texas, December 12, 2015; approximately 150 6 th - 12 th grade. Rebecca Lopez, Reporter facilitated and served as a panelist sharing career advice as women in television news.
22	<i>Participate in a sponsored program by an educational institution</i>	Carpenter Middle School Career Day, November 5, 2015. Chance Horner, Photojournalist spoke to 60 middle schoolers about his career as a photojournalist and other careers in news.

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23	<i>Participate in a sponsored program by an educational institution</i>	Longfellow Career Academy Center, Professional Communications/Development November 30, 2015. News Anchor, Cynthia Izaguirre spoke to approximately 400 students regarding her career as a journalism (news) communicator. Students were given the opportunity to sit on a news set and Cynthia critiqued their performance.
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