

WFAA-TV
EEO PUBLIC FILE REPORT
March 21, 2018 - March 20, 2019

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
Broadcast & Digital Sports Content Producer	1-2, 4-5, 7-10, 12-16, 18-20, 24, 26-27, 30, 33-36, 38, 40-54, 56, 58	15
Social Media Reporter	2, 4, 7-10, 12-14, 16, 18-20, 24, 26-27, 30, 33-36, 38, 40-54, 56, 58	40
Marketing Producer	1-2, 4-5, 7-10, 12-14, 16, 18-20, 24, 26, 33-36, 38, 40-54, 56, 58	40
Digital Sales Specialist	2, 4-5, 7-10, 12-14, 16, 18-20, 24, 26, 33-36, 38, 40-54, 56, 58	40
CASH/ ACCOUNT RECEIVABLES SPECIALIST	2, 4-5, 7-10, 12-14, 16, 18-20, 22, 24, 26, 33-36, 38, 41-54, 56, 58	22
Chief Photographer	2, 4-5, 7-10, 12-16, 18-20, 22, 24, 26, 33-36, 38, 40-54, 56, 58	40
Content Coordinator	2, 4-5, 7-10, 12-14, 16, 18-20, 24, 26, 33-36, 38, 40-54, 56-58	40
Content Coordinator	2, 4-5, 7-10, 12-14, 16, 18-20, 24, 26, 33-36, 38, 40-54, 56-58	40
Digital/ Broadcast Editor	2, 4-5, 7-10, 12-14, 16, 18-20, 24, 26, 33-36, 38, 40-54, 56, 58	40
Integrated Account Executive	1-2, 4-5, 7-10, 12-14, 16, 18-20, 26, 33-36, 38, 41-54, 56, 58	2
Integrated Account Executive	1-2, 4-5, 7-10, 12-14, 16, 18-20, 26, 33-36, 38, 41-54, 56, 58	2
Digital Content Reporter/Producer	2, 4-5, 7-10, 12-14, 16, 18-20, 26, 33-36, 38, 41-54, 56, 58	2
Good Morning Texas Producer/Photographer	2, 4-5, 7-10, 12-14, 16, 18-20, 22, 26, 33-36, 38, 41-54, 56, 58	22
Good Morning Texas Producer/Photographer	2, 4-5, 7-10, 12-14, 16, 18-20, 22, 26, 33-36, 38, 41-54, 56, 58	22
Account Manager	2, 4-5, 7-10, 12-14, 16, 18-20, 22, 26, 33-36, 38, 41-54, 56, 58	22
Morning Show Producer	2, 4-5, 7-10, 12-14, 16, 18-20, 26, 33-36, 38, 41-54, 56, 58	2
Community Marketing Specialist	1-5, 7-14, 16-20, 26, 28, 32-39, 41-54, 56, 58	32
Anchor	1-2, 4-5, 7-14, 16-20, 26, 31, 33-39, 41-54, 56, 58	31
Studio Technician	2, 4-5, 7-10, 12-14, 16, 18-20, 26, 33-36, 38, 40-54, 56, 58	40
Research Manager	2, 4-5, 7-10, 12-14, 16, 18-20, 26, 33-36, 38-56, 58	40
Marketing Producer	2, 4-5, 7-10, 12-14, 16, 18-20, 26, 33-36, 38, 41-54, 56, 58	2

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Integrated Account Executive	2, 29, 58	2
Executive Producer	2, 4-5, 7-10, 12-14, 16, 18-20, 23, 26, 33-36, 38, 41-54, 56, 58	23
Video Editor	1-2, 4-5, 7-14, 16-20, 26, 28, 33-54, 56, 58	40
Lead Generation/Business Development Specialist	1-2, 4-5, 7-10, 12-14, 16, 18-20, 25-26, 33-36, 38-39, 41-54, 56, 58	25
Content Editor	2, 4-5, 7-10, 12-14, 16, 18-21, 26, 33- 36, 38, 41-54, 56, 58	21
Good Morning Texas Producer/Senior Producer	2, 4-10, 12-14, 16, 18-20, 26, 31-36, 38, 41-54, 56, 58	6
Sales Coordinator	2, 4-5, 7-10, 12-14, 16, 18-20, 26, 31, 33-36, 38, 41-54, 56, 58	31
Research Analyst	2, 4-5, 7-10, 12-14, 16, 18-20, 26, 33- 36, 38, 40-54, 56, 58	40
Director of Digital Content	1-2, 4-5, 7-14, 16-20, 26, 28, 33-54, 56, 58	40
Multi-Media Journalist	1-2, 4-5, 7-14, 16-20, 26, 28, 31, 33-39, 41-54, 56, 58	31

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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	Baylor University PO Box 97036 Waco, Texas 76798 Phone : 254-710-8668 Url : http://baylor.edu Email : hirebear@baylor.edu Carolyn Muska	N	0
2	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	16
3	Catholic Charities of Dallas, Inc. 9461 LBJ Freeway, Suite 128 Central Services Office Dallas, Texas 75243 Phone : 214-520-6590 Url : http://www.catholiccharitiesdallas.org/ Email : wilma@mrs.catholiccharitiesdallas.org Career Placement	N	0
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 - Transfer/Promotion	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
7	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
8	Dallas Can Academy 325 W. 12th Street Dallas,, Texas 75208 Phone : 214-944-1985 Url : http://dallascan.org Tammy Stancil Manual Posting	N	0
9	Dallas Concilio 2914 Swiss Avenue Dallas,, Texas 75204 Phone : 214-941-1050 Url : http://dallasconcilio.org Susanna Felix-Diaz Manual Posting	N	0
10	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
11	Deaf Action Center 3115 Crestview Drive Dallas,, Texas 75235 Phone : 214-521-0407 Url : http://dactexas.org Email : angela.johnson@dactexas.org Susanna Dibirdik	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

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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	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	2
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

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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	1
22	Internal Candidate	N	13
23	Internal Transfer/Promotion	N	1
24	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
25	Linked In	N	1
26	Media Jobs Connection 77 Water Street 12th Floor New York, New York 10005 Phone : 7326596410 Url : http://www.careers.poynter.org/AdminNet/Employer/M TD Yakon Manual Posting	N	0
27	Mississippi Media Group 201 South Congress Jackson, Mississippi 39201 Phone : 866.767.6521 Url : http://www.mississippimedia.com Email : bgant@gannett.com Brian Gant	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
28	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	N	0
29	National NAACP 4805 Mt. Hope Drive Baltimore, Maryland 21225 Phone : 410-358-8900 Fax : 410-486-9255 Kweisi Mfume	N	0
30	NewsCheck Media 24 West Lancaster Avenue Suite 205 Ardmore, Pennsylvania 19003 Phone : 610-420-6003 Url : www.tvnewscheck.com Patty Hersh Manual Posting	N	0
31	Not Available	N	4
32	Other Source	N	2
33	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
34	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
35	SMU University Valerie Evans 6101 Bishop Blvd Dallas, Texas 75205 Phone : 111111111 Valerie Evans Manual Posting	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
36	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
37	Southern Methodist University 6425 Boaz Lane Dallas,, Texas 75205 Phone : 214-768-2000 Url : http://www.smu.edu/ Email : whitel@smu.edu Career Services	N	0
38	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
39	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
40	Station Website	N	21
41	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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42	Tarleton State University Box T 0550 Stephenville, Texas 76402 Phone : 254-968-9000 Url : http://www.tarleton.edu Alana Hefner Manual Posting	N	0
43	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
44	TCC-South Campus 5301 Campus Drive Ft. Worth, Texas 76119 Phone : 817-515-8223 Url : http://www.tccd.edu Monica Bettie Manual Posting	N	0
45	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
46	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
47	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

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48	The Women's Center 1723 Hemphill Ft. Worth, Texas 76110 Phone : 508-672-1222 Url : http://www.thewomenscenter.org Email : fgordon@womenscenter.info Robbie Pierce	N	0
49	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
50	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
51	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
52	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
53	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

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54	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
55	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
56	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
57	Word of Mouth Referral	N	1
58	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			63

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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	3/21/2018	Establishment of a mentoring program	Mentoring of one colleague, the Director of Marketing at our WZZM Station in Grand Rapids, Michigan, on design and photography as it relates to marketing and branding. Mentoring took place for one full year.	1	Manager, News Design
2	3/22/2018	Participation in events or programs sponsored by educational institutions	Our weather talent team go in to schools 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 49 schools with audiences from 15 to 500 students during the period of March 21, 2018 to March 20, 2019.	6	Meteorologists
3	5/7/2018	Establishment of training programs for station personnel	TEGNA Sales Summit - Annual Sales summit revolved around the topic of leadership and the belief that is it 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.	2	Local Sales Director Director of Sales
4	6/1/2018	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, 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 5 intern(s) for three month assignments in the Newsroom.	30	Newsroom Staff

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5	6/8/2018	Establishment of training programs for station personnel	The National Press Photographers Association Conference - the NPPA is dedicated to the advancement of visual journalism – its creation, practice, training, editing and distribution – in all news media and works to promote its role as a vital public service. Attended several workshops for investigative journalism and storytelling.	2	Multiskilled Journalist Photographer
6	6/18/2018	Establishment of training programs for station personnel	News, Digital and 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 transformational journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	1	General Manager News Director Marketing Director Marketing Manager
7	6/19/2018	Establishment of training programs for station personnel	Seller Inside Out Training - New Account Executives attend Inside Out training. This training is a part of TEGNA on-boarding training for all new sales professionals. Over the course of three days, topics covered include product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	4	Account Executive Account Executive Account Executive Integrated Account Executive
8	6/24/2018	Establishment of training programs for station personnel	Promax Station Summit — the only business event created exclusively for and by Television Station Marketing and Creative Services professionals. Promax Station Summit brings together the top broadcast networks, program distributors and station ownership groups under one roof for the most powerful week in the broadcast industry.	2	Manager, News Design Marketing Manager
9	7/19/2018	Establishment of training programs for station personnel	After Effects Masterclass related to digital visual effects, motion graphics, and compositing. Used in post-production process of film making and TV production.	2	Manager, News Design Marketing Manager

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10	8/1/2018	Establishment of training programs for station personnel	Texas Association of Broadcasters strives to promote and protect a favorable economic and regulatory climate for broadcasting and educate members and the public at large about the opportunities available and advances possible through the efforts of free, over-the-air broadcast operations.	1	Engineering Supervisor
11	8/7/2018	Establishment of training programs for station personnel	Brand Health Summit – Your brand health is the intersection of your brand mission and values with your customers voice and perceptions in each market. The Brand Health Summit brought leaders together from administration, marketing, news and promotions to better understand the impact of brand health on audience interest and loyalty, as well as employee engagement. Participants spent three days better understanding best practices during presentations and breakout groups. The final day of the summit included a real-time research project at the Mall of America, which included evaluating brand initiatives and interviewing customers and retailers.	2	Marketing Director Brand Manager
12	8/8/2018	Establishment of training programs for station personnel	Journalism Ethics & Social Media Training - TEGNA updated the Principles of Ethical Journalism and Social Media policies to match the Company's guiding principles including truth, independence, public interest, fair play and integrity. This new training was developed and targeted to all staff that contribute in any way to a TV or digital news or entertainment product.	140	All Newsroom Employees

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13	8/14/2018	Establishment of training programs for station personnel	TEGNA 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	Executive Producer Sports Project Director Producer, Investigative
14	11/26/2018	Establishment of training programs for station personnel	Antitrust Training - Yearly Antitrust Compliance for all staff. In order to fulfill our purpose of serving the greater good of our communities, it is vital that we maintain the highest level of ethical standards. To avoid even the appearance of wrongdoing, we must always follow existing laws, conduct business with the highest ethical standards and remain committed to the concept of fair dealings and free, fair and open competition.	220	All Employees
15	12/4/2018	Establishment of training programs for station personnel	Brand Health Summit – Your brand health is the intersection of your brand mission and values with your customers voice and perceptions in each market. The Brand Health Summit brought leaders together from administration, marketing, news and promotions to better understand the impact of brand health on audience interest and loyalty, as well as employee engagement. Participants spent three days better understanding best practices during presentations and breakout groups. The final day of the summit included a real-time research project at the Mall of America, which included evaluating brand initiatives and interviewing customers and retailers.	2	Marketing Director Marketing Manager

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16	12/10/2018	Establishment of training programs for station personnel	WFAA Security/CPR Training for all staff. This training was given by first responders and Homeland Security to train staff on required actions to take in the event of an active shooter on site. It also gave basic training on first aid, stop the bleed actions and CPR.	220	All Employees
17	12/19/2018	Listing of each upper-level category opening in a job bank or newsletter	Posting on Journalism Jobs for the position of Director of Digital Content. JournalismJobs.com is the largest and most-visited resource for journalism jobs, and receives between 2.5 to 3 million page views a month, and has helped thousands of media professionals find new jobs.	1	News Director
18	12/20/2018	Listing of each upper-level category opening in a job bank or newsletter	Posting on Online News Association Career Center for the position of Director of Digital Content. The Online News Association is a nonprofit membership organization for digital journalists — connecting journalism, technology and innovation.	1	News Director
19	1/31/2019	Establishment of training programs for station personnel	TEGNA Labor Relations Training – Labor Relations provides monthly webinar training sessions for HR Business Partners to stay informed of current and changing employment laws. Best practices are discussed and HR Business Partners then share this topical information with their executive teams.	1	HR Director
20	2/25/2019	Provision of training to management	TEGNA Director of Sales/General Manager Summit - Annual Sales & General Manager summit revolved around the topic of leadership and the belief that is it 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.	2	General Manager Director of Sales

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21	3/13/2019	Establishment of training programs for station personnel	Brand Health Summit – Your brand health is the intersection of your brand mission and values with your customers voice and perceptions in each market. The Brand Health Summit brought leaders together from administration, marketing, news and promotions to better understand the impact of brand health on audience interest and loyalty, as well as employee engagement. Participants spent three days better understanding best practices during presentations and breakout groups. The final day of the summit included a real-time research project at the Mall of America, which included evaluating brand initiatives and interviewing customers and retailers.	3	General Manager Marketing Director Brand Manager
22	3/14/2019	Provision of training to management	The Group HR Director provided training to all management on communication style preferences and how to make style adjustments when an audience has different communication needs. The goal of the training was to create an awareness of where leaders are and what blind spots they may have relative to communication and relationship management.	30	All Station Leaders
23	3/14/2019	Establishment of training programs for station personnel	All producers and writing staff attended a half day writing seminar with Bill Cakmis, a talent coach for broadcast news who helps broadcasting staff to deliver what is needed including writing for the viewer.	23	All Producer/Writer Staff
24	3/19/2019	Establishment of training programs for station personnel	Seller Inside Out Training - New Account Executives and Lead Generation specialists attend Inside Out training. This training is a part of TEGNA on-boarding training for all new sales professionals. Over the course of three days, topics covered include product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	4	Account Executive Account Executive Lead Generation Specialist Digital Sales Specialist