

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

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
Digital Content Producer 8682	1-15, 17-18, 20-38, 40-41	29
Producer 8784	1-10, 12-15, 18, 20-38, 40-41	29
Producer - 9192	1-10, 12-15, 18-31, 33-41	29
Content Coordinator - 9390	1-10, 12-15, 18-31, 33-38, 40-41	29
Local Sales Manager	1-10, 12-15, 18, 20-31, 33-38, 40-41	29
Studio Production Technician - 9471	1-10, 12-18, 20-31, 33-38, 40-41	17
Anchor/reporter - 9508	1-10, 12-15, 18, 20-31, 33-38, 40-41	29

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

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	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	4
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	N	0
3	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
4	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
5	Dallas Can Academy 325 W. 12th Street Dallas,, Texas 75208 Phone : 214-944-1985 Url : http://dallascan.org Tammy Stancil Manual Posting	N	0
6	Dallas Concilio 2914 Swiss Avenue Dallas,, Texas 75204 Phone : 214-941-1050 Url : http://dallasconcilio.org Susanna Felix-Diaz Manual Posting	N	0

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

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
7	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
8	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
9	Eastfield College 3737 Motley Drive Mesquite, Texas 75150 Phone : 972-860-8310 Url : http://www.efc.dcccd.edu Ron Rollinson Manual Posting	N	0
10	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
11	Employee Referral	N	1
12	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
13	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

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

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
14	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
15	I Am that I Am Training Center PO Box 41614 Dallas,, Texas 75241 Phone : 214-372-4272 Delores Beall Manual Posting	Y	0
16	Indeed.com	N	1
17	Linked In	N	3
18	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
19	Other Source	N	3
20	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
21	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

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

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
22	SMU University Valerie Evans 6101 Bishop Blvd Dallas, Texas 75205 Phone : 11111111 Valerie Evans Manual Posting	N	0
23	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
24	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
25	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
26	Tarleton State University Box T 0550 Stephenville, Texas 76402 Phone : 254-968-9000 Url : http://www.tarleton.edu Alana Hefner Manual Posting	N	0
27	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

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

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
28	TCC-South Campus 5301 Campus Drive Ft. Worth, Texas 76119 Phone : 817-515-8223 Url : http://www.tccd.edu Monica Bettle Manual Posting	N	0
29	Tegna 8350 Broad Street Ste 2000 Tysons, Virginia 22102 Career Page Manual Posting	N	21
30	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
31	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
32	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
33	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

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

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
34	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
35	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
36	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
37	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
38	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
39	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

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

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
40	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
41	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:			33

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	4/7/2020	Establishment of training programs for station personnel	BIA Advisory Services helps traditional and digital media, brands & agencies, and technology companies secure a winning position in the local advertising marketplace. The training completed by WFAA Local Sales Managers, National Sales Manager, and Account Executives was designed to assist salespeople in selling in today's environment.	25	Local Sales Managers, National Sales Manager, and Account Executives
2	4/22/2020	Establishment of training programs for station personnel	CSS (Center for Sales Strategy) trained Local Sales Managers, National Sales Manager, and Account Executives to be successful during the early stages of the Pandemic.	25	Local Sales Managers, National Sales Manager, and Account Executives
3	6/17/2020	Establishment of a mentoring program	WFAA James Glass, Director Marketing/Digital mentored employees from different TEGNA stations in marketing best practices: Rick Rogala, WATN President and General Manager, Blair Nelson, KUSA Director of Marketing & Brand, Janeen Vogelaar, KARE Director/Marketing, Katie Hodges, WFAA Research Analyst, Enrico Meyer, KVUE Director/Marketing and Jennifer Woodruff, KGW Director/Marketing. The mentoring sessions included inventory management, budgeting, brand strategy, and marketing strategy.	7	President and General Manager, Director/Digital Media, Director/Marketing, Research Analyst,
4	6/18/2020	Establishment of training programs for station personnel	Comscore is an American media measurement and analytics company providing marketing data and analytics to enterprises; media and advertising agencies, and publishers. WFAA Local Sales Managers, National Sales Manager, and Account Executives recently trained with Comscore on how the Over-The-Top (OTT) space is evolving and how to sell OTT to ad agencies.	25	Local Sales Managers, National Sales Manager, and Account Executives
5	6/19/2020	Participation in events or programs sponsored by educational institutions	WFAA Journalist spoke to Journalism class at Southern Methodist University regarding broadcasting careers and his experience.	1	Journalist

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	6/21/2020	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
7	6/28/2020	Establishment of an intern program designed to assist members of the community	<p>This station is participating in TEGNA Inc.'s Producer-In-Residence ("PIR") Program. TEGNA Inc. established this PIR Program to train and provide experience to college graduates interested in a career in broadcasting/producing. The PIR Program affords each selected PIR the opportunity to gain real-life experience as a Producer. Each PIR attends an initial one-week training boot camp followed by a two-year placement as a Producer in one of TEGNA's stations. After a nation-wide search, TEGNA Inc. selects the PIR's, completes their initial training and then assigns each PIR to one of 15 stations participating in the PIR Program. The selected PIRs fulfill a 2-Year contract as a full-time employee with full compensation and benefits. The 2-year position provides the PIR on-the-job training, education, experience and resources that will become invaluable in this industry. The PIR will receive regular feedback on performance, consistent corporate training and check-in on progress. At the end of a successful two-year Program the contract period ends and the PIR has 2-years of on-the-job experience.</p> <p>While there is no guarantee of continued employment for the PIRs, at the end of the contract period the PIR may be offered an opportunity for retention and promotion to a Producer.</p>	2	Producer In Residence Producer In Residence

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
8	7/8/2020	Participation in events or programs sponsored by educational institutions	WFAA Director/Digital Media and Senior Designer/Marketing attended PROMAX Virtual Experience. The Promax Virtual Experience presented sessions and conversations that focused on industry best practices, innovation, celebration, connectivity, and networking opportunities.	2	Director Marketing/Digital Senior Designer/Marketing
9	7/22/2020	Provision of training to personnel of unaffiliated non-profit organizations	The Director Marketing/Digital provided training to the leadership at Education Opens Doors focusing on how media broadcast and digital platforms function. Education Opens Doors is a nonprofit organization committed to activating all students as they determine and pursue an informed future. The day course was designed to prepare students to make critical decisions for their future and inspire them to reach their potential.	1	Director Marketing & Digital
10	8/7/2020	Participation in events or programs sponsored by educational institutions	The Executive Producer and the Anchor Traffic attended NABJ-NAHJ convention and career fair where 85+ sessions presented included networking and various topics including major stories impacting mental health in the newsroom.	2	Executive Producer Anchor Traffic
11	8/18/2020	Participation in events sponsored by community groups	WFAA Special Projects Multiskilled Journalist spoke at the Texas Department of Criminal Justice to 500 people in attendance.	1	Special Projects Multiskilled Journalist
12	9/1/2020	Establishment of training programs for station personnel	A refresher Edius software training course was held for several news employees. The software is needed for efficiency and speed while editing for breaking news.	50	Director of Photography, Visual Storytellers, Visual Journalists, and Photographers
13	9/8/2020	Establishment of training programs for station personnel	Bitcentral is a software company that provides efficient media workflows and customized solutions to maximize the value of video content. WFAA News, Digital, and Good Morning Texas staff attended an open workshop for extra training on the new Bitcentral system.	30	Directors and Producers

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
14	9/19/2020	Participation in events or programs sponsored by educational institutions	National Press Photographers Association held a Women in Visual Journalism conference that included WFAA's on-air talent as Keynote speaker and guest speakers. Discussions included challenges for Multi-Media Journalists working abroad, the talent's perspective of the Black Lives Matter movement, and what it has been like to cover the news and the protests. This session also discussed visibility, solidarity, and how to be allies to minority communities.	4	Multimedia Journalist Multimedia Journalist Anchor/Traffic Anchor
15	9/30/2020	Participation in events or programs sponsored by educational institutions	The YWLA (Young Women's Leadership Academy) meets the needs of young women by providing an outstanding college preparatory curriculum with an emphasis on math, science, and technology. WFAA Anchor spoke to 500 students at the YWLA event regarding her career and opportunities in broadcasting.	1	Anchor
16	10/8/2020	Establishment of training programs for station personnel	As part of a culture of professionalism and integrity, each of us has a personal responsibility to treat our colleagues with respect and uphold our high ethical standards. This responsibility includes completing annual training on Sexual Harassment and Responsible Use of Social Media. All employees must complete a brief annual Conflicts of Interest survey to disclose any issues that may conflict with TEGNA's interests.	210	All Station Employees
17	10/15/2020	Establishment of training programs for station personnel	Jason Wheeler, Anchor/Multimedia Journalist trained WFAA employees before the election in the following areas: Mail-in ballots, what happens if the TX House flips, what to expect at the national, state, and local levels, and realities of the presidential results – a timetable and why.	210	All Station Employees

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
18	10/19/2020	Participation in events or programs sponsored by educational institutions	The Senior Designer/Marketing attended the Adobe MAX conference which is an annual event held by Adobe Systems. The purpose of the event is to promote the latest Adobe releases as well as train those in the computer design and development industries.	1	Senior Designer/Marketing
19	10/21/2020	Establishment of training programs for station personnel	WFAA Director of Sales, Local Sales Managers, National Sales Manager, and Account Executives began training in TriMetrix EQ. This is a series of assessments followed by workshops. The objective is to give each manager insight into their driving forces, giving each member insight into how their peers prefer to interact with each other.	25	Director of Sales Local Sales Managers, National Sales Manager, Account Executive/Intergrated Media Solutions
20	10/22/2020	Provision of training to management	Grievance, Risk, and Compliance (GRCIQ) is an educational and learning portal devoted to advancing quality learning through seminars, workshops, conferences, and online training. Management took a course about moving from being an operational manager to a strategic leader.	2	Vice President and Station Manager Executive News Director
21	10/23/2020	Participation in events or programs sponsored by educational institutions	The Executive Producer of Innovation attended The National Lesbian and Gay Journalists Association. This conference focused its training on the importance of fact-checking and how it resonates with audiences and innovated content in the time of COVID. The NLGJA is dedicated to unbiased coverage of LGBTQ issues in the media.	1	Executive Producer of Innovation
22	10/27/2020	Establishment of training programs for station personnel	Several news staff members took part in a training session on the Touch Screen monitor before the Election coverage.	20	Anchors and Producers
23	Ongoing Event	Establishment of training programs for station personnel	Several WFAA employees took a training platform course that provided tools for effective and meaningful problem solving and covered decision-making processes. Includes research/gathering data, determining and building strengths, determining and building resources, digging deeper, process/tools and techniques, and making tough decisions.	5	Program Coordinator, Research Analyst, Marketing Solutions Strategist and Research Director

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
24	11/11/2020	Establishment of training programs for station personnel	Chance Horner, Multimedia Journalist taught a class in video editing color correction in the new app Adobe Premiere Pro.	15	Photographers
25	12/9/2020	Establishment of training programs for station personnel	Tiffany Liou, Multimedia Journalist trained news staff new gathering audio techniques while on assignment solo.	10	Photographers, Multimedia Journalists
26	12/9/2020	Provision of training to management	HR Director attended the Navigating Difficult FMLA and ADA Issues in the Middle of the Pandemic webinar. This webinar discussed COVID19 and FMLA issues as well as underlying health conditions during a pandemic and caring for a high-risk family member.	1	Human Resources Director
27	1/21/2021	Provision of training to management	HR Director attended webinar given by Littler Mendelson Law Firm discussed the year 2020 in review; COVID issues and litigation, new administration and impact on labor law and employment activity, EEOC updates, and what to expect in 2021.	1	Human Resources Director
28	1/27/2021	Participation in events or programs sponsored by educational institutions	The Senior Designer/Marketing attended the Insights for Innovation 5-week course. This course gives an in-depth focus on the first phase of design thinking, develop empathy for customers, and surface insights for creating products and services clients want and need.	1	Senior Designer/Marketing
29	1/28/2021	Participation in events or programs sponsored by educational institutions	Sales Managers and Account Executives attended the ESA Conference (Eckstein, Summers, Armbruster & Company) which provides retail and media strategies for thousands of local businesses each year. Annual sales conference intended for sales leadership and top performers to reach high-retention clients with ROI-centric media solutions with highly predictive results.	25	Local Sales Managers, National Sales Manager, and Account Executives
30	2/1/2021	Participation in events or programs sponsored by educational institutions	Our Digital Director attended an eCornell online course on the study of employee engagement; identifying interventions surrounding unconscious bias and specific diversity and inclusion strategies.	1	Digital Director

WFAA-TV/KMPX
EEO PUBLIC FILE REPORT
March 21, 2020 - March 20, 2021

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
31	2/11/2021	Establishment of training programs for station personnel	Transmitting data across the internet and through virtual private networks means that we must take important steps to protect sensitive information against malicious agents or from unauthorized use. A good rule of thumb is to safeguard company information as if it were your personal banking information. The Byte Back challenge showed all station employees how they can protect their computer and TEGNA's network against unauthorized access from a hacker.	210	All Station Employees
32	2/21/2021	Participation in events or programs sponsored by educational institutions	WFAA anchor addressed 40 media professionals from Texas A&M University system campuses across the state on how to successfully form a relationship with a broadcast journalist.	1	Multiskilled Journalist/Anchor
33	2/23/2021	Provision of training to management	National Center for Civil and Human Rights course was completed to ensure equal dignity within the workplace.	1	Director Marketing/Digital Group HR Director HR Director