

KMPX, WFAA-TV
EEO PUBLIC FILE REPORT
March 21, 2022 - March 20, 2023

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- 11496	1-5, 7, 12-13, 18-19, 21, 27-29, 32-33, 35, 39-41, 43, 47-48, 50	39
Morning Executive Producer-11826	2-5, 7, 11-13, 18-19, 27-29, 32-35, 39, 41-43, 47-48, 50	29
Motion Graphics Artist - 012321	2-5, 7, 11-13, 18-19, 21, 25, 27-28, 32-35, 39-43, 47-48, 50	25
Account Manager - 012366	2-5, 7, 11-13, 18-19, 21, 25, 27-28, 32-35, 39-43, 47-48, 50	25
Digital Executive Producer	2-5, 7-15, 17-22, 25-28, 30-50	22
Studio Production Technician - 012392	2-5, 7, 11-13, 18-19, 21, 24, 27-29, 32-35, 39, 41-43, 47-48, 50	29
Reporter - 012408	2-5, 7, 11-13, 18-19, 21-22, 27-29, 32-35, 39-43, 47-48, 50	39
Content Editor - 012471	2-5, 7, 11-13, 16, 18-19, 21-22, 27-28, 32-35, 39-43, 47-48, 50	16
Content Editor - 012471	2-5, 7, 11-13, 16, 18-19, 21-22, 27-28, 32-35, 39-43, 47-48, 50	2
Content Editor - 012471	2-5, 7, 11-13, 16, 18-19, 21-22, 27-28, 32-35, 39-43, 47-48, 50	39
Broadcast Director-12552	2-5, 7, 11-13, 18-19, 21, 24, 27-29, 32-35, 39-43, 47-48, 50	39
Video Editor-12588	2-5, 7, 11-13, 18-19, 27-29, 32-35, 39-43, 47-48, 50	39
Video Editor-12588	2-5, 7, 11-13, 18-19, 27-29, 32-35, 39-43, 47-48, 50	39
Video Editor-12588	2-5, 7, 11-13, 18-19, 27-29, 32-35, 39-43, 47-48, 50	39
Video Editor-12588	2-5, 7, 11-13, 18-19, 27-29, 32-35, 39-43, 47-48, 50	39
Visual Storyteller-12636	2-5, 7, 11-13, 18-19, 22, 27-29, 32-35, 39-43, 47-48, 50	39
Producer-12716	2-5, 7, 11, 13, 18-19, 27-28, 32, 34-35, 39-43, 47-48, 50	39
Sr. Photographer & Producer-13000	2-5, 7, 11, 13, 18, 23, 27-28, 32-35, 39-43, 47-48, 50	23
Senior Content Editor-13143	2-5, 7, 11, 13, 18, 22, 27-28, 32-35, 39-43, 47-48, 50	22
Director of Photography-13193	2-5, 7, 11, 13, 18, 27-28, 32-35, 39-43, 47-48, 50	39

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Head of Technology and Operations-13310	2-5, 7, 11, 13, 18-19, 23, 27-28, 32-35, 39-43, 47-48, 50	23
Content Editor - 13528	2-5, 7, 11, 13, 18, 25, 27-28, 32, 34-35, 39-43, 47-48, 50	39
Supervisor of Technology & Operations -	2-7, 11, 13, 18, 27-28, 32-35, 39-43, 47 -48, 50	39
Visual Storyteller - 13590	2-5, 7, 11, 13, 18, 23-24, 27-28, 32, 34- 35, 39-43, 47-48, 50	23
Anchor/Reporter - 13620	2-5, 7, 11, 13, 18, 27-28, 32-35, 39-43, 47-48, 50	39
Investigative Photographer - 13698	2-4, 7, 11, 13, 18, 23, 25, 27-28, 32-35, 39-43, 47-48, 50	23
Studio Production Technician - 13701	2-4, 7, 11, 13, 18, 27-28, 32-35, 39-43, 47-48, 50	39

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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	Agency Referral	N	1
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	7
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 : careers@ccdallas.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	N	2
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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	Dallas-Fort Worth Urban League Young Professionals 4315 south Lancaster Road Dallas, Texas 75216 Phone : 405-473-1492 Url : http://info@dfwulyp.org Email : vice.president@dfwulyp.org Tiffany Howell	N	0
12	Deaf Action Center 3115 Crestview Drive Dallas,, Texas 75235 Phone : 214-521-0407 Url : http://dactexas.org Email : heather.hughes@dactexas.org Heather Hughes	N	0
13	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
14	Eastfield College 3737 Motley Drive Mesquite, Texas 75150 Phone : 972-860-8310 Url : http://www.efc.dcccd.edu Ron Rollinson Manual Posting	N	0
15	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
16	Employee Referral	N	2
17	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
18	Ft. Worth Veterans Center 1305 W. Magnolia Street Suite B Ft. Worth, Texas 76104 Phone : 817-921-9095 Url : http://www2.va.gov Email : ancilla.moses@va.gov Ancilla Moses	N	0
19	Goodwill Industries of Dallas 3020 N. Westmoreland Road Dallas, Texas 75212 Phone : 214-638-2800 Url : http://www.goodwill.org Email : kbrookshire@goodwilldallas.org Kevisha Brookshire	N	0

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20	Harmony Community Development Corp 6969 Pastor Bailey Drive Suite 110 Dallas,, Texas 75237 Phone : 214-393-5151 Url : http://harmoniycdc.org/ Candy Bradshaw Manual Posting	N	0
21	I Am that I Am Training Center PO Box 41614 Dallas,, Texas 75241 Phone : 214-372-4272 Delores Beall Manual Posting	N	0
22	Indeed.com	N	5
23	Internal Transfer/Promotion	N	4
24	Job Board	N	3
25	Linked In	N	12
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	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
28	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	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
29	Self Referral 606 Young St Dallas, Texas 75202 Natalie Stanford Manual Posting	N	8
30	SMU University Valerie Evans 6101 Bishop Blvd Dallas, Texas 75205 Phone : 111111111 Valerie Evans Manual Posting	N	0
31	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
32	Southern Methodist University 6425 Boaz Lane Dallas,, Texas 75205 Phone : 214-768-2000 Url : http://www.smu.edu/ Email : stu_employ@mail.smu.edu Career Services	N	0
33	Sports Talent Agency of America 26101 Del Rey Mission Viejo, California 92691 Phone : 949.648.7822 Url : staatalent.com Email : jon@staatalent.com Jon Chelesnik	N	0
34	Spots N Dots 167 Oakdale Road Johnson City, New York 13790 Phone : 607-729-7295 Url : http://spotsndots.com Email : ads@spotsndots.com Kevin Owens	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
35	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
36	Tarleton State University Box T 0550 Stephenville, Texas 76402 Phone : 254-968-9000 Url : http://www.tarleton.edu Alana Hefner Manual Posting	N	0
37	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
38	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
39	Tegna 8350 Broad Street Ste 2000 Tysons, Virginia 22102 Career Page Manual Posting	N	62
40	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

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41	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
42	The Women's Center 1723 Hemphill Ft. Worth, Texas 76110 Phone : 817-927-4050 Url : http://www.thewomenscenterstc.com Email : Trios@womenscentertc.org Terri Rios	N	0
43	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
44	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
45	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
46	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

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47	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
48	Urban Inter-Tribal Center of Texas 1261 Record Crossing Dallas, Texas 75235 Phone : 214-941-1050 Email : s_villanueva03@yahoo.com Stephanie Villanueva	N	0
49	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
50	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:			106

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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	3/23/2022	Participation in events or programs sponsored by educational institutions	WFAA's Investigative Reporter spoke to a Journalism class at the Dawson Middle School about careers in broadcast journalism.	20	Journalist, Investigative
2	3/30/2022	Establishment of training programs for station personnel	Severe Weather Training - All news staff participated in a Severe Weather Training program to ensure their safety during severe weather news gathering for on-air broadcasts.	50	Various
3	4/6/2022	Establishment of training programs for station personnel	Center for Sales Strategy - WFAA's sales team underwent a day of training on prospecting and business development	26	Various
4	4/14/2022	Establishment of training programs for station personnel	WFAA's Director of Photography attended a "Best of Photojournalism" video workshop to enhance storytelling skills. Careers in Broadcast Journalism were discussed	1	Dir of Photographer
5	4/22/2022	Participation in events or programs sponsored by educational institutions	WFAA's Anchor/ Reporter spoke to the Berkner Men's Basketball team about careers in sports journalism.	100	Anchor/MSJ
6	5/2/2022	Participation in events or programs sponsored by educational institutions	Uplift Education - WFAA's Anchor/Reporter spoke to the Uplift Education North Hills Prep Primary school about careers in journalism.	100	Morning Ensemble Anchor/Reporter
7	5/11/2022	Establishment of training programs for station personnel	Chyron Training for Directors - WFAA is changing its on-air character generation system from Vertigo to Chyron. All WFAA Broadcast Directors were trained on the operation of the new system.	4	Broadcast Director, Senior Production Operations Manage Broadcast Director Broadcast Director
8	5/16/2022	Participation in events or programs sponsored by educational institutions	2022 STEAM Expo - WFAA's Anchor/Reporter spoke at the Belt Line Elementary School to students about a career in journalism.	100	Morning Ensemble Anchor/Reporter
9	5/22/2022	Establishment of training programs for station personnel	Leadership Development Program (LDP) at the Center for Creative Leadership (CCL) - The Director of Sales attended TEGNA's LDP program focusing on TEGNA's leadership skills.	1	Dir of Sales

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10	6/6/2022	Establishment of a mentoring program	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. 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.	1	PIR
11	6/12/2022	Establishment of an intern program designed to assist members of the community	Gabi Carden, Senior at the University of North Texas and WFAA's Summer Intern - Converged Broadcast Media with a certification in news producing	1	Executive Producer of Innovation
12	6/24/2022	Establishment of training programs for station personnel	Second quarter Secure TEGNA cybersecurity training was launched. The training provides information on social engineering, a series of manipulative practices cyber criminals adopt to convince users to surrender confidential information or fall victim to phishing attacks.	200	Various

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13	8/19/2022	Participation in events or programs sponsored by educational institutions	University of North Texas - WFAA's Executive Producer of Innovation spoke to a class at the University of North Texas, about News Producing. Careers in Broadcast Journalism were discussed.	1	Executive Producer of Innovation
14	8/25/2022	Participation in events or programs sponsored by educational institutions	Texas A&M Commerce - WFAA's Executive Producer of Innovation spoke to a class at Texas A&M Commerce about OTT/Streaming. Careers in Broadcast Journalism were discussed	1	Executive Producer of Innovation
15	9/8/2022	Establishment of training programs for station personnel	WFAA Hosted "Producer Day", a day of training and team building, for all Station Producers. This event was hosted by WFAA news leadership.	15	Various
16	9/23/2022	Establishment of training programs for station personnel	Ensuring the security of our data and networks requires that all of us understand the threat to our secure landscape and recognize the actions cybercriminals employ to breach our systems. In September, TEGNA launched the third of our Secure TEGNA quarterly training modules, Internet Security and You. This important course includes real-life examples of criminal practices often used to convince employees to surrender confidential data to gain access to data and networks.	70	GM News Dir Dir of Sales Dir of Marketing
17	10/20/2022	Participation in events or programs sponsored by educational institutions	Open Doors Open Minds - 2 WFAA Anchors spoke at a Collin College event educating students on careers in journalism.	2	Special Projects MSJ Anchor/MSJ
18	11/4/2022	Establishment of training programs for station personnel	CNN's Ramon Escobar, senior vice president of talent recruitment and development for CNN Worldwide, hosted 2 training sessions at WFAA for all news staff. Training focused on diversity, equity, and inclusion in storytelling.	75	Various

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19	11/28/2022	Establishment of training programs for station personnel	The final Secure TEGNA quarterly training module for 2022 was titled Spot the Phish. This interactive exercise demonstrates the subtle differences between legitimate online communications and scams. This training will help staff recognize risks and increase their understanding of the ever-changing security threats to our landscape. Keeping our systems safe requires constant vigilance.	200	Various
20	1/9/2023	Establishment of training programs for station personnel	TEGNA Ethics Training: Part I: TEGNA's Annual Ethics Survey must be completed by all employees to disclose any issues that may conflict with TEGNA's interests. Part II: Code of Ethics: Our Shared Purpose, an online course that focuses on section three of the TEGNA Ethics Policy, addressing fair dealings and open competition, must be taken. It outlines the risks that remote work and online communications with competitors can present and offers guidance on how to navigate complex situations	200	Varioius
21	1/15/2023	Participation in events sponsored by organizations representing the community	Guide Right and Beautillion Militaire - WFAA Reporter offers mentoring to high school black males in the metroplex. Broadcast careers were discussed.	1	Journalist
22	1/16/2023	Participation in events sponsored by organizations representing the community	DFW Association of Black Journalists - 2023 REALIZING THE DREAM MLK EVENT. - WFAA's Reporter represented DFWABJ by serving as a celebrity judge. Numerous conversations from vendors and attendees took place during the course of the event, including those with young people interested in broadcasting careers.	1	Journalist
23	Ongoing Event	Establishment of training programs for station personnel	TEGNA conducted a training program titled Producer with a Purpose to focus on enhancing skills and abilities for all station Producers.	15	Various

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24	1/21/2023	Establishment of training programs for station personnel	TEGNA launched a company-wide training program to increase employees understanding of company policies around professional ethics and whistleblower legal protection. All TEGNA employees were required to complete the training.	200	Various