

KDAF-TV
EEO PUBLIC FILE REPORT
April 1, 2016 - March 31, 2017

Statement of EEO Policy

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's EEO Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of Station(s) KDAF-TV, Dallas, Texas.

KDAF-TV, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at the station should contact Human Resources at 214-252-9233.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer and passed a background check and drug test (if required). A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or via email. The Recruitment Sources are identified by number and listed (with complete contact information) in the attachment.

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
Multi-Media Journalist	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	16
Social Media Curator	13,14	16
Managing Editor	13,14	31
Producer	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	16
Associate Producer/Writer	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	10
Photographer	7, 10, 12, 16, 19, 30-31	10
Assistant Weekend Managing Editor	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	14
Traffic Coordinator	13,14	21
Assistant Weekend Managing Editor	13-14	14
Lead Generation Specialist	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	10
Associate Producer/Writer	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	21
Asst, National Sales	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	10
Sr Producer	21	21
Producer	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	10
Copy Coordinator	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	10
Business Development Specialist	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	6
Digital Producer	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	10

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Preditor	1-5, 7-8, 10-12, 16, 18-19, 22-28, 30-35	7
Technology/Operations Manager	1-5, 7-8, 11-13, 16, 18-19, 22-35	13
Associate Producer	1-5, 7-8, 10-12, 14, 16, 18-19, 21-35	14
Producer, News	1-5, 7-8, 11-12, 14, 16-19, 22-26, 28-35	14
Designer, Sound	1-5, 7, 10-12, 16, 18-19, 22-26, 28-35	31

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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	*Texas Workforce Commission 2707 Stemmons Fwy., Suite 150 Dallas, Texas 75207-2281 Phone : 214-920-3663 Email : gladys.amos@twc.state.tx.us Gladys Amos	Y	0
2	*University of North Texas Student Employment and Career Services Box 310859 Denton, Texas 76203 Phone : 940-565-2105 Email : careercenter@unt.edu Rachel Smith	Y	0
3	602 Communications 6839 Charter Hill Road Charlotte, North Carolina 82877 Phone : (704) 543-1426 Email : slizik@602communications.com Sandy Lizik	N	0
4	American Broadcasting School 712 North Watson Road Arlington, Texas 76011 Phone : (816) 695-2474 Email : michelle@radioschool.com Michelle McConnell	Y	0
5	Art Institute of Dallas Two Northpark 8080 Park Lane Dallas, Texas 75231 Email : eliasd@aia.edu David Elias	N	0
6	Call In	N	1
7	Career Builder 200 N. LaSalle Street Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Luke Scanlon Manual Posting	N	2

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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
8	Dallas Community College 801 N. Main Street Dallas, Texas 75201 Phone : (972) 860-1317 Email : jobs@dcccd.edu Sue Greenwood	N	0
9	Did not indicate (Source Unknown)	N	1
10	Employee Referral	N	15
11	Greater Dallas Hispanic Chamber of Commerce 4622 Maple Avenue, Suite 207 Dallas, Texas 75219 Phone : 214-521-6007 Email : gdhcc@gdhcc.com Rosie Aguilar	N	0
12	Indeed 7501 N. Capital of Texas Hwy Bldg B Austin, Texas 78731 Phone : 203-564-2418 Url : http://www.indeed.com Online Posting Manual Posting	N	9
13	Internal Candidate	N	5
14	Internal Transfer/Promotion	N	4
15	Job Board	N	2
16	KDAF 8001 John W. Carpenter Fwy Dallas, Texas 75247 Phone : 214-252-9233 Url : http://www.cw33.com Email : jshrum@tribunemedia.com Jennifer Shrum	N	6
17	Linked In	N	1
18	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	Y	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
19	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
20	None indicated (Source Unknown)	N	5
21	Other Source	N	7
22	Rick Gevers & Associates P.O. Box 577 Zionsville, Indiana 46077 Email : rick@rickgevers.com Rick Gevers	N	0
23	Society of Broadcast Engineers, Inc. 9247 North Meridian Street Suite 305 Indianapolis, Indiana 46260 Phone : 317-846-9000 Email : kjones@sbe.org Scott Jones	N	0
24	South Asian Journalists Association Columbia University Graduate School New York, New York 10020 Phone : 214-854-5973 Email : sree@sree.net Sree Sreeivasan	N	0
25	Southern Methodist University 502 E. 11th Street, Suite 200 Dallas, Texas 78701 Phone : 214-7682266 Email : janetl@mail.smu.edu Janet Lewis	N	0
26	Texas Association of Broadcasters 502 E. 11th Street, Suite 200 Austin, Texas 78701 Phone : 512-322-9944 Email : jobs@tab.org Craig Bean	N	0

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27	Texas Christian University Career Services Box 297300 Fort Worth, Texas 76129 Phone : 817-257-7860 Email : careers@tcu.edu Cheri Massey	N	0
28	Texas Womens University P.O. B 425619 Denton, Texas 75241 Phone : 940-896-2950 Email : careers@twu.edu Cindy Sansom	N	0
29	The Muse 1375 Broadway New York, New York 10018 Phone : 646-861-0284 Email : sbgresumes@sbgvtv.com Elysia Niemi	N	0
30	Tribune - Intranet/Career 435 N Michigan Ave Chicago, Illinois 60611 Phone : 214-252-3485 Url : http://www.tribunemediacareers.com Online Posting Manual Posting	N	0
31	TribuneMediaCareers.com 435 N. Michigan Ave Chicago, Illinois 60611 Url : http://www.tribunemediacareers.com Online Posting Manual Posting	N	7
32	TV Jobs P. O. Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Email : admin@tvjobs.com Mark Holloway	Y	1
33	University of Dallas 1845 East Northgate Drive Irving, Texas 75063 Phone : 972-721-4127 Email : career@udallas.edu Richard Paterik	N	0

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34	University of Texas at Arlington Box 19619 Arlington, Texas 76019 Phone : 817-272-2895 Email : ejameson@uta.edu Janet Peters	N	0
35	University of Texas at Dallas 2601 North Flord Road, MC16 Richardson, Texas 75083 Email : careercenter@utdallas.edu Linda Johnson	N	0
36	Unknown Referral Source	N	1
TOTAL INTERVIEWS OVER REPORTING PERIOD:			67

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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	8/3/2016	Co Sponsoring Job Fair	Tribune Media stations were represented for 3 days 8/3/16-8/5/16 at the NABJ/NAHJ Career Fair held at the Marriott Wardman Park Hotel in Washington, DC The 2016 NABJ and NAHJ annual career fair is a venue for journalism, education, and career development for media, business, arts, entertainment, and technology. The two largest minority journalist organizations in the United States.	5	Dir. HR HR Mgr. Dir. HR Sr. Dir. Talent Acquisition
2	2/16/2017	Participation in events or programs sponsored by educational institutions	Presentation on Media Broadcasting to students at Keller ISD	1	Narrator
3	3/4/2017	Participation in events or programs sponsored by educational institutions	Technology Media Broadcasting Presentation given at Cedar Valley College	1	Dir. Technology
4	3/9/2017	Participation in events or programs sponsored by educational institutions	Weather presentation to Highland Village Elementary School students.	1	Anchor
5	3/9/2017	Participation in events or programs sponsored by educational institutions	Weather presentation to Jones Elementary students	1	Anchor
6	3/9/2017	Participation in events or programs sponsored by educational institutions	Presentation on Technology in Media Broadcasting to students at Kennemer Middle School.	1	Director of Technology
7	3/26/2017	Participation in events or programs sponsored by educational institutions	Technology in a Media Broadcasting Environment given at Duncanville High School	1	Dir. Technology
8	3/30/2017	Participation in Job Fairs	Participation at North Lake College Spring Career Fair. Worked in the booth collecting resumes and speaking to individuals about various station openings at our Dallas and Houston stations	2	HR Generalist Accountant