

# WDAF-TV

## EEO PUBLIC FILE REPORT

### October 1, 2014 - September 30, 2015

#### 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) WDAF-TV, Kansas City, Missouri.

WDAF-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 720-595-8943.

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
Producer	2-3, 5-6, 8, 10-12, 14, 16-27, 30-34, 36, 38-48, 53-70	8
National Sales Manager	2-3, 5-7, 10-12, 17-27, 30-34, 36-42, 44-49, 52-70	49
Web Producer	3, 5-7, 10-12, 17-24, 26-27, 29-34, 36, 38-48, 52-70	29
Editor, Videotape	2-3, 5-7, 10-12, 17-27, 30-34, 36, 38-42, 44-48, 52-58, 60, 62, 64-67	7
Producer	3, 5-6, 8-12, 17-24, 26-27, 30-34, 36, 38-42, 44-48, 51-58, 60, 62-67	9
Producer	3, 5-6, 8-12, 17-24, 26-27, 30-34, 36, 38-42, 44-48, 51-58, 60, 62-67	55
Production Technician	3, 5-7, 10-12, 17-27, 30-34, 36, 38-48, 52-58, 60, 62-67	7
Reporter	1, 3, 5-6, 8, 10-12, 17-27, 30-34, 36, 38-42, 44-48, 52-58, 60, 62-67	52
Production Assistant	2-3, 5-6, 10-12, 15, 17-27, 30-34, 36, 38-42, 44-48, 52-58, 60, 62-67	15
Photographer	2-3, 5-8, 10-12, 17-27, 30-34, 36, 38-48, 52-58, 60, 62-67	43
Editor	2-3, 5-8, 10-12, 17-28, 30-34, 38-48, 52-58, 60, 62-67	43
Assignment Desk Editor	4, 8, 10, 43, 50-51	8

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<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Producer	3, 5-6, 10-12, 17-28, 30-34, 36, 38-42, 44-48, 51-58, 60, 62-67	51
Account Executive	3, 5-6, 8, 10-12, 17-28, 30-34, 36, 38- 42, 44-48, 52-58, 60, 62-67	42
Weekend Morning Anchor/Reporter	1, 3, 5-6, 8, 10-12, 17-28, 30-34, 36, 38 -42, 44-48, 52-58, 60, 62-67	1
Producer	2-4, 6, 8, 10-13, 17-28, 30-36, 38-48, 50-58, 60, 62-67	8

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Agency Referral	N	3
2	American Women in Radio and TV 8405 Greensboro Dr Suite 800 McLean, Virginia 22102 Email : info@awrt.org Fax : 1-703-506-3266 Melissa Lowe	N	0
3	Benedictine College 1020 North Second St Atchison, Kansas 66002 Email : kmcdowell@benedictine.edu Leah Blair	Y	0
4	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	0
5	Career Builders c/o The Kansas City Star 8420 W Bryan Mawr Ave, Suite 900 Chicago, Illinois 60631 Stephanie Hamilton Manual Posting	N	0
6	College of the Ozarks PO Box 17 Career Development Center Point Lookout, Missouri 65726 Email : career@cofo.edu Fax : 1-417-690-3246 Ron Martin	N	0
7	Current Employee	N	7
8	Employee Referral	N	18
9	Former Intern	N	1
10	FOX 4 Website fox4kc.com 3030 Summit Kansas City, Missouri 64108 Phone : 816-932-9249 Url : http://fox4kc.com Email : michelle.pekarsky@wdaftv4.com Michelle Pekarsky	N	0

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11	Haskell Indian National University 155 Indian Ave Career Planning & Placement Lawrence, Kansas 66046 Email : pgrantorosco@haskell.edu Patty Grant-Orosco	Y	0
12	Hispanic Chamber of Commerce 1600 Baltimore Ave Suite 250 Kansas City, Missouri 64108 Fax : 1-816-472-1252 Jason Meneses	N	0
13	Indeed 7501 N. Capital of Texas Hwy Bldg B Austin, Texas 78731 Phone : 203-564-2418 Url : <a href="http://www.indeed.com">http://www.indeed.com</a> Online Posting Manual Posting	N	0
14	Indeed.com	N	1
15	Indeed.com - not directly contacted by SEU	N	2
16	Internet Ad	N	1
17	Investigative Reporters & Editors Inc 138 Neff Annex Columbia, Missouri 65211 Fax : 1-573-884-5544 Missouri School of Journalism	N	0
18	Kansas Association of Broadcasters 1916 SW Sieben Ct Topeka, Kansas 66611 Fax : 1-785-233-3052 Harriet Lange	N	0
19	Kansas City Kansas Community College 7250 State Ave Kansas City, Kansas 66112 Email : lwyatt@kckcc.edu Linda Wyatt	Y	0
20	Kansas State University 105 Kedzie Hall, KSU Manhattan, Kansas 66502 Email : ces@k-state.edu Candy Walton	Y	1

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21	KDVR 100 E Speer Blvd Denver, Colorado 80203 Email : mercedes.romero@kdvr.com Mercedes Romero	Y	0
22	KFOR/KAUT 444 E. Britton Rd. Oklahoma City, Oklahoma 73114 Phone : 405-424-4444 Email : jobs@kfor.com Fax : 1-405-478-6228 Alecia Metscher	Y	0
23	KFSM PO Box 369 Fort Smith, Arkansas 72902 Phone : 214-252-3485 Email : mfontenot@tribunemedia.com Maiigaiin Fontenot	Y	0
24	KSTU 5060 Amelia Earhart Dr Salt Lake City, Utah 84116 Phone : 801-532-1300 Email : janet.gray@fox13now.com Janet Gray	Y	0
25	KTVI 2250 Ball Drive St. Louis, Missouri 63146 Phone : 314-213-7419 Email : vstrauss@tribunemedia.com Vincent Strauss	Y	0
26	Lincoln University of Missouri 820 Chestnut 103 Young Hall Jefferson City, Missouri 65012 Email : ccsjobs@lincolnu.edu Career Services	Y	0
27	Mid America Nazarene University 2030 E College Way Olathe, Kansas 66062 Email : bbatten@mnu.edu Billie Batten	N	0

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
28	Missouri Career Center Kansas City-South 1740 Paseo Kansas City, Missouri 64134 Phone : 816-471-2330 Email : rbehrmann@feckc.org Rohina Behrmann	N	0
29	Missouri School of Journalism, Career Services 215 A Reynolds Journalism Institute University of Missouri Columbia, Missouri 65211 Phone : 573-884-1909 Email : MUJourCareerServices@missouri.edu Laura Redfield-Jacobs	N	2
30	Missouri Western State University 4525 Downs Dr Career Develop SS/C202 St. Joseph, Missouri 64507 Email : garlinger@missouriwestern.edu Linda Garlinger	Y	0
31	Morgan State University C 224 Montebello Complex 1700 East Cold Spring Lane Baltimore, Maryland 21251-0001 Phone : 443-885-3505 Email : victoria.valentine@morgan.edu Victoria Valentine	N	0
32	NAACP 1601 E 18th St Suite 250 Kansas City, Missouri 64108 Email : naacpkcmo@sbcglobal.net Fax : 1-816-421-4939 Anita Russell	Y	0
33	NATAS Mid-America 3655 Olive St. Louis, Missouri 63108 Phone : 314-533-2993 Email : maggie@emmymid-america.org Maggie Eubanks	Y	0
34	National Assn. of Hispanic Journalists 1193 National Press Bldg Washington, District of Columbia 20045 Email : nahj@nahj.org Fax : 1-512-506-9989 Leticia Salazar	N	0

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
35	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
36	National Press Photographers Assn 3200 Croasdaile Dr Suite 306 Durham, North Carolina 27705 Phone : 919-383-7246 Email : smcgregor@nppa.org Fax : 1-919-383-7261 Sarah McGregor	N	0
37	Non-Employee Referral	N	1
38	Northwest Missouri State University 800 University Dr Maryville, Missouri 64468 Email : career@nwmissouri.edu Career Services	Y	0
39	Penn Valley Community College 3201 SW Trafficway Kansas City, Missouri 64111 Fax : 1-816-759-4087 Melanie Bowman	Y	0
40	Senior Comm Service Pro (AARP) 306 E 12th Kansas City, Missouri 64106 Fax : 1-816-931-1880 Rebecca Olson	N	0
41	South Asian Journalists Assn 2950 Broadway New York, New York 10027 Email : saja@columbia.edu Sreenath Sreenivasan	N	0
42	Spots N Dots 167 Oakdale Rd Johnson City, New York 13790 Dai Korba Manual Posting	N	1
43	Station Website	N	13

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44	Talent Dynamics 600 Las Colinas Blvd Suite 100 Irving, Texas 75039 Fax : 1-214-951-9610 Career Services	N	0
45	Television Photography 227 6th Street NE Washington, District of Columbia 20002 Email : support@b-roll.net Kevin Johnson	N	0
46	The Call Newspaper 1715 E 18th St Kansas City, Missouri 64108 Barbara Classified Dept Manual Posting	N	0
47	The Kansas City Art Institute 4415 Warwick Kansas City, Missouri 64111 Email : careerservices@kcai.edu Julie Metzler	N	0
48	The Kansas City Star 1729 Grand Kansas City, Missouri 64108 Stephanie Hamilton Manual Posting	N	0
49	Trade Website	N	4
50	Tribune - Intranet/Career 435 N Michigan Ave Chicago, Illinois 60611 Phone : 214-252-3485 Url : <a href="http://www.tribunemediacareers.com">http://www.tribunemediacareers.com</a> Online Posting Manual Posting	N	0
51	TribuneMediaCareers.com 435 N. Michigan Ave Chicago, Illinois 60611 Url : <a href="http://www.tribunemediacareers.com">http://www.tribunemediacareers.com</a> Online Posting Manual Posting	N	6



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52	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Email : <a href="mailto:admin@tvjobs.com">admin@tvjobs.com</a> Mark Holloway	N	1
53	University of Central Missouri Oak Hall Warrensburg, Missouri 64093 Email : <a href="mailto:recruiter@ucmo.edu">recruiter@ucmo.edu</a> Recruiter Recruiter	Y	0
54	University of Kansas 110 Burge Union Lawrence, Kansas 66045 Fax : 1-785-864-4572 Ann Hartley	Y	0
55	University of Missouri-Columbia 76 Gannett Hall School of Journalism Columbia, Missouri 65211 Phone : 573-882-0373 Email : <a href="mailto:Willisb@missouri.edu">Willisb@missouri.edu</a> Fax : 1-573-884-1841 Barbara Willis	Y	1
56	University of Missouri-Kansas City 4825 Troost Room 205 Kansas City, Missouri 64110 Email : <a href="mailto:careerservices@umkc.edu">careerservices@umkc.edu</a> Candice Stice	Y	0
57	University of Northern Iowa 326 Lang Hall Cedar Falls, Iowa 50614 Email : <a href="mailto:careerservices@uni.edu">careerservices@uni.edu</a> Chris Martin	N	0
58	Urban League of Greater KC 1710 Paseo Kansas City, Missouri 64108 Fax : 1-816-471-3064 Andrea Shelton	Y	0

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59	WDAF-TV 3030 Summit Kansas City, Missouri 64108 Phone : 816-932-9235 Email : kim.stripling@wdaftv4.com Kim Stripling	N	0
60	WGHP 2005 Francis St High Point, North Carolina 27263 Phone : 336-821-1204 Email : twilkins@TribuneMedia.com T'Kia Wilkins	Y	0
61	WHNT 200 Holmes Ave Huntsville, Alabama 35801 Phone : 214-252-3485 Email : mfontenot@tribunemedia.com Maiigaiin Fontenot	Y	0
62	WHO 1801 Grand Ave Des Moines, Iowa 50309 Phone : 515-242-3500 Email : mary.phares@whotv.com Mary Phares	Y	0
63	William Jewell College 500 College Hill Liberty, Missouri 64068 Phone : 816-415-5938 Email : careerdevelopment@william.jewell.edu Fax : 1-816-415-5027 Marissa Bland	Y	0
64	WITI 9001 N Green Bay Rd Milwaukee, Wisconsin 53209 Phone : 414-586-2206 Email : julie.bednarek@fox6now.com Julie Bednarek	Y	0
65	WJW 5800 S Marginal Rd Cleveland, Ohio 44103 Phone : 216-432-4293 Email : cthorne@tribunemedia.com Cheryl Thorne	Y	0

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66	WNEP 16 Montage Mountain Rd Moosic, Pennsylvania 18507 Phone : 570-346-7474 Email : debbie.drechin@wnep.com Debbie Drechin	Y	0
67	WQAD 3003 Park 16th St Moline, Illinois 61265 Phone : 309-764-8888 Email : molly.mayfield@wqad.com Molly Mayfield	Y	0
68	WREG 803 Channel 3 Dr Memphis, Tennessee 38103 Phone : 214-252-3485 Email : mfontenot@tribunemedia.com Maiigaiin Fontenot	Y	0
69	WTKR 720 Boush St Norfolk, Virginia 23510 Phone : 336-821-1204 Email : twilkins@tribunemedia.com T'Kia Wilkins	Y	0
70	WTVR 3301 W Broad St Richmond, Virginia 23230 Phone : 336-821-1204 Email : twilkins@tribunemedia.com T'Kia Wilkins	Y	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>63</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	10/10/2014	Participation in events sponsored by community groups	Guest Speaker at a North Kansas City Career Fair	1	Reporter
2	10/23/2014	Participation in events or programs sponsored by educational institutions	Guest Speaker at UMKC Broadcasting class to discuss careers in broadcasting with students.	1	Meteorologist
3	10/29/2014	Participation in events sponsored by community groups	Guest Speaker in a National Weather Service Seminar discussing careers in broadcasting.	1	Meteorologist
4	10/30/2014	Participation in events or programs sponsored by educational institutions	Guest speaker for a class at UMKC to discuss career opportunities in broadcasting.	1	Reporter
5	10/31/2014	Participation in events or programs sponsored by educational institutions	Guest speaker for an English class at Grandview High School to discuss career opportunities in broadcasting.	1	Reporter
6	11/6/2014	Participation in events or programs sponsored by educational institutions	Guest speaker at University Academy to speak to students about career opportunities in broadcasting.	1	Anchor
7	11/6/2014	Participation in events or programs sponsored by educational institutions	Guest speaker at Trailwood Elementary to speak to students about career opportunities in broadcasting.	1	Meteorologist
8	11/7/2014	Participation in events or programs sponsored by educational institutions	Guest Speaker at Academie Lafayette School to speak about career opportunities in broadcasting.	1	Anchor
9	11/7/2014	Participation in events or programs sponsored by educational institutions	Interview and station tour with a group of Meteorology students from the University of Missouri to discuss career opportunities in broadcasting.	1	Meteorologist
10	11/7/2014	Participation in events or programs sponsored by educational institutions	Guest Speaker at Martin City School for Career Day to speak about career opportunities in broadcasting.	1	Anchor
11	11/8/2014	Participation in events or programs sponsored by educational institutions	Guest Speaker/Mentor with students in the STEM Program (Science, Technology, Engineering, Math) to discuss career opportunities in broadcasting.	1	Meteorologist

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12	11/18/2014	Participation in events sponsored by community groups	Keynote Guest Speaker to talk at the Leavenworth/Lansing Chamber of Commerce's Women's Division Athena Award Luncheon to discuss how to excel in your career field and to help create career paths for women in broadcasting.	1	Anchor
13	11/21/2014	Participation in events or programs sponsored by educational institutions	Celebrity Guest Reader to the 6th grade classes at Center Middle School. Also shared how reading impacts your life, education and career in broadcasting.	1	Reporter
14	12/8/2014	Participation in events or programs sponsored by educational institutions	Guest Speaker at Oak Park High School discussing career opportunities in broadcasting.	1	Anchor
15	12/10/2014	Participation in events or programs sponsored by educational institutions	Interview and Tour with a Spring Hil High School Communications class to discuss career opportunities in broadcasting.	1	Anchor
16	12/10/2014	Participation in events or programs sponsored by educational institutions	Interview and tour for Cedar Hills Elementary in Overland Park to discuss career opportunities in broadcasting.	1	Anchor
17	12/13/2014	Participation in events sponsored by community groups	Interview and station tour with Cub Scouts to discuss career opportunities in broadcasting.	1	Promotions Producer
18	12/19/2014	Participation in events or programs sponsored by educational institutions	Interview and tour of station with students from the University of Chicago and Olathe North High School to discuss career opportunities in broadcasting.	1	Anchor
19	12/30/2014	Participation in events sponsored by community groups	Interview and tour with a group of boy scouts at the station to discuss career opportunities in broadcasting.	1	Meteorologist
20	1/12/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker to the 2nd Grade Classes at Basehor Elementary School to discuss career opportunities in broadcasting.	1	Meteorologist
21	1/16/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker to the 5th Grade Students at Lillian Schumacher Elementary School to discuss career opportunities in broadcasting.	1	Meteorologist

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22	1/27/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker at Blue Springs High School's Advanced Technical Education Classes about Broadcasting and Journalism and how changes in technology are driving and changing the industry.	1	Anchor
23	1/27/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker at St. Patrick's Catholic School's Career Day to discuss career opportunities in broadcasting.	1	Anchor
24	1/29/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker to the Martin City Lady Leaders Program at Martin City Middle School to discuss career opportunities in Broadcasting.	1	Reporter
25	2/27/2015	Participation in events or programs sponsored by educational institutions	Interview and tour with a group of High School students from De Sota High School to discuss career opportunities in broadcasting.	1	Sports Anchor
26	3/20/2015	Participation in events sponsored by community groups	Guest Speaker at the Shepherd's Center Central United Way's Adventures in Learning group to speak to them about how a newscast is put together.	1	Anchor
27	3/31/2015	Participation in Job Fairs	Participation in the University of Missouri job fair for students of the University of Missouri and candidates in the surrounding community.	1	News Director
28	4/2/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker at a UMKC Critical Thinking Class (100)	1	Reporter/Anchor
29	4/3/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker at Winnetonka High School's Theater Program – 64119 (25)	1	Anchor/Reporter
30	4/7/2015	Participation in events or programs sponsored by educational institutions	Presenter at the 2015 Kansas Association of Broadcasters Student Seminar and Career Fair to discuss career opportunities in broadcasting. – 66607 (145)	1	VP, Creative Services
31	4/7/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker for a UMKC – Department of Communications Class (30) speaking about career opportunities in broadcasting.	1	Reporter

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32	4/14/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker to the Wyandotte High School Chapter of the National Honor Society to discuss career opportunities in broadcasting – 66102 (50)	1	Reporter/Anchor
33	4/27/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker with the first graders at St. Michael the Archangel school to discuss career opportunities in broadcasting. (30)	1	Meteorologist
34	6/1/2015	Establishment of an intern program designed to assist members of the community	Summer Internship Program with Missouri Southern State University. Provided opportunity for student to work in News to assist in producing, editing, filming, and televising newscast. Also provided opportunity for student to observe Creative Services processes for promotion and graphics.	3	Assistant News Director VP, News Managing Editor
35	6/8/2015	Establishment of training programs for station personnel	Jim Doyle Training for Sales Staff to train Sales AE's and Managers on successful sales practices in broadcasting.	12	General Sales Manager Local Sales Manager National Sales Manager Digital Sales Manager
36	6/23/2015	Participation in events or programs sponsored by educational institutions	Meet and Greet with Parents and students at Holden High School to discuss career opportunities in TV News and Broadcasting	1	Anchor
37	6/29/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker to the Kansas City Association of Black Journalists – Urban Student Journalism Academy - to discuss career opportunities in broadcasting.	1	Anchor
38	8/6/2015	Participation in Job Fairs	Tribune Media participated in the National Association of Black Journalists National Conference Career fair in Minneapolis, MN from August 6th-August 7th.	7	HR Manager Director, News Projects VP, Operations Corporate Recruiter
39	8/13/2015	Participation in Job Fairs	Tribune Media participated in the Asian American Journalist Association National Conference Career fair in San Francisco, CA from August 12th-August 13th.	7	HR Manager Director, News Projects VP, Operations HR Manager
40	8/24/2015	Participation in events or programs sponsored by educational institutions	Guest Speaker and meet and greet at Pembroke Hill School's World History Class and discussed TV News, Broadcasting and career opportunities in broadcasting.	1	Anchor