

# WDAF-TV

## EEO PUBLIC FILE REPORT

### October 1, 2016 - October 2, 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) 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
Anchor/Reporter	1-12, 14-31, 33-44	1
FT Executive Producer	2-10, 12, 14-39, 41-44	6
Local Account Executive	2-5, 7-10, 12-39, 41-45	37
Promotions Producer/Videographer	2-5, 7-10, 12, 14-20, 22-39, 41-44	37
Video Journalist	1-10, 12, 14-20, 22-31, 33-39, 41-44	1
Reporter	2, 5-10, 12, 14-20, 22-29, 31, 33-39, 41-44	37
Anchor/Reporter	1-2, 5, 7-10, 12, 14-20, 22-29, 31-39, 41-44	1
Traffic Manager	2, 5-10, 12-20, 22-29, 31, 33-39, 41-44	6
Reporter	2, 5-10, 12-15, 18-20, 23-27, 29, 31-39, 41-44	13
News Director	1-2, 5, 7-10, 12, 14-15, 18-20, 23-27, 29, 31-39, 41-44	1
Photographer	2, 5, 7-10, 12, 14-15, 18-20, 23-27, 29, 31-39, 41-44	37

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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	12
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	N	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	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
6	Employee Referral	N	9
7	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
8	Haskell Indian National University 155 Indian Ave Career Planning & Placement Lawrence, Kansas 66046 Email : pgrantorosco@haskell.edu Patty Grant-Orosco	N	0

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9	Hispanic Chamber of Commerce 1600 Baltimore Ave Suite 250 Kansas City, Missouri 64108 Fax : 1-816-472-1252 Jason Meneses	N	0
10	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
11	Internal Posting	N	1
12	Investigative Reporters & Editors Inc 138 Neff Annex Columbia, Missouri 65211 Fax : 1-573-884-5544 Missouri School of Journalism	N	0
13	Job posting on internet	N	4
14	Kansas Association of Broadcasters 1916 SW Sieben Ct Topeka, Kansas 66611 Fax : 1-785-233-3052 Harriet Lange	N	0
15	Kansas City Kansas Community College 7250 State Ave Kansas City, Kansas 66112 Email : <a href="mailto:lw Wyatt@kckcc.edu">lw Wyatt@kckcc.edu</a> Linda Wyatt	N	0
16	Kansas State University 105 Kedzie Hall, KSU Manhattan, Kansas 66502 Email : <a href="mailto:ces@k-state.edu">ces@k-state.edu</a> Candy Walton	N	0
17	Lincoln University of Missouri 820 Chestnut 103 Young Hall Jefferson City, Missouri 65012 Email : <a href="mailto:ccsjobs@lincolnu.edu">ccsjobs@lincolnu.edu</a> Career Services	N	0

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18	Mid America Nazarene University 2030 E College Way Olathe, Kansas 66062 Email : bbatten@mnu.edu Billie Batten	N	0
19	Missouri Career Center Kansas City-South 1740 Paseo Kansas City, Missouri 64134 Phone : 816-471-2330 Email : rbehrmann@feckc.org Rohina Behrmann	N	0
20	Missouri Western State University 4525 Downs Dr Career Develop SS/C202 St. Joseph, Missouri 64507 Email : garlinger@missouriwestern.edu Linda Garlinger	N	0
21	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
22	NAACP 1601 E 18th St Suite 250 Kansas City, Missouri 64108 Email : naacpkcmo@sbcglobal.net Fax : 1-816-421-4939 Anita Russell	N	0
23	NATAS Mid-America 3655 Olive St. Louis, Missouri 63108 Phone : 314-533-2993 Email : maggie@emmymid-america.org Maggie Eubanks	N	0
24	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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25	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
26	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
27	Northwest Missouri State University 800 University Dr Maryville, Missouri 64468 Email : career@nwmissouri.edu Career Services	N	0
28	Penn Valley Community College 3201 SW Trafficway Kansas City, Missouri 64111 Fax : 1-816-759-4087 Melanie Bowman	N	0
29	Senior Comm Service Pro (AARP) 306 E 12th Kansas City, Missouri 64106 Fax : 1-816-931-1880 Rebecca Olson	N	0
30	South Asian Journalists Assn 2950 Broadway New York, New York 10027 Email : saja@columbia.edu Sreenath Sreenivasan	N	0
31	Spots N Dots 167 Oakdale Rd Johnson City, New York 13790 Dai Korba Manual Posting	N	0
32	Talent Dynamics 600 Las Colinas Blvd Suite 100 Irving, Texas 75039 Fax : 1-214-951-9610 Career Services	N	0

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33	Television Photography 227 6th Street NE Washington, District of Columbia 20002 Email : support@b-roll.net Kevin Johnson	N	0
34	The Call Newspaper 1715 E 18th St Kansas City, Missouri 64108 Barbara Classified Dept Manual Posting	N	0
35	The Kansas City Star 1729 Grand Kansas City, Missouri 64108 Stephanie Hamilton Manual Posting	N	0
36	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
37	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	12
38	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 : admin@tvjobs.com Mark Holloway	N	0
39	University of Central Missouri Oak Hall Warrensburg, Missouri 64093 Email : recruiter@ucmo.edu Recruiter Recruiter	N	0

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40	University of Missouri-Columbia 76 Gannett Hall School of Journalism Columbia, Missouri 65211 Phone : 573-882-0373 Email : Willisb@missouri.edu Fax : 1-573-884-1841 Barbara Willis	N	0
41	University of Missouri-Kansas City 4825 Troost Room 205 Kansas City, Missouri 64110 Email : careerservices@umkc.edu Candice Stice	N	0
42	University of Northern Iowa 326 Lang Hall Cedar Falls, Iowa 50614 Email : careerservices@uni.edu Chris Martin	N	0
43	Urban League of Greater KC 1710 Paseo Kansas City, Missouri 64108 Fax : 1-816-471-3064 Andrea Shelton	N	0
44	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	N	0
45	Word of Mouth Referral	N	3
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>41</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	10/11/2016	Participation in events or programs sponsored by educational institutions	Guest speaker for the Journalism class at Johnson County Community College	1	Traffic Reporter
2	10/12/2016	Participation in events or programs sponsored by educational institutions	Guest speaker at Liberty North High School's Debate class. Visited with the Broadcasting class at Liberty North High School to view a video news report centering on the visit at the school for a "Reaching 4 Excellence" story	1	Anchor
3	10/18/2016	Participation in events or programs sponsored by educational institutions	Guest speaker at the Independence School District's Career Exploration Fair	1	Reporter/Anchor
4	10/20/2016	Participation in events or programs sponsored by educational institutions	Guest speaker at Benedictine College	1	Anchor
5	3/8/2017	Participation in Job Fairs	Attended at the University of Kansas Journalism School.	2	Manager, New Business Managing Editor
6	4/3/2017	Participation in job banks, internet programs and other programs designed to promote outreach	Weekly aired PSA which announces job vacancies, the station's contact information for organizations/Applicant's that are interested in receiving employment notifications.	1	VP News
7	6/5/2017	Establishment of an intern program designed to assist members of the community	Creates an internship program for students to receive hands on experience working in the broadcast industry. Interns were able to shadow members of the news, digital, and creative services teams. Toa receive a better understanding on the different opportunities that are available in broadcast.	2	Executive Producer News Director
8	6/12/2017	Provision of training to management	Harassment and non-discrimination training sessions were conducted at the station. All employees and management were in attendance.	140	Regional Director, HR Managing Editor