

EEO Public File Report Form

WWSI-TV

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by **WWSI**. **WWSI** is owned and operated by **ZGS Philadelphia, Inc.**

The information contained in this Annual EEO Report covers the time period from **February 1, 2010 to January 31, 2011** (the "Applicable Period"). Consistent with the FCC's Rules, this Annual EEO Report Contains the following information:

1. A list of all full-time vacancies filled by the Station(s) during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station about any new job openings, which are separately identified;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station during the Applicable Period.

The following sections provide the required information, and summarize the station EEO efforts during the Applicable Period.

This Annual Report was placed in the station's public inspection file on **February 1, 2011** and posted on the station's website, in accordance with the FCC's EEO Rules.

SECTION 1: Full-Time Job Openings Filled During This Period

Time Period Covered: **February 1, 2010 to January 31, 2011**

Stations in Employment Unit: **WWSI**

| Full-time Positions Filled By Job Title and Date Filled | | Recruitment Source that Referred the Person Hired | Number of Persons Interviewed |
|---|------------------------------|---|-------------------------------|
| 1. | Marketing Coordinator 1/8/10 | Craigslist.org | 10 |
| 2. | Account Executive 5/1/10 | Craigslist.org | 15 |
| 3. | Account Executive 10/01/10 | Station Walk-in | 1 |
| 4. | Account Executive 11/1/10 | Station Walk-in | 1 |

Total Number of Persons Interviewed for All Job Positions: **27**

SECTION 2: Recruitment Sources

Time Period Covered: February 1, 2010 to January 31, 2011]

Stations in Employment Unit: **WWSI**

| | Recruitment Source (Name, Address, Telephone Number, Contact Person) | Total Number of Interviewees This Source Has Provided During This Period | Full-time Positions for Which This Source Was Utilized |
|----|--|---|---|
| 1. | Station Walk-ins WWSI Telemundo Philadelphia 1341 N. Delaware Ave., Suite 408 Philadelphia, PA 19125 Judy Flores 215-634-8862 | 2 | Account Executive |
| 2. | ZGS Website – www.zgsgroup.com ZGS Communications 2000 N.14 th St. Suite 400 Arlington, VA 22201 Jacklyn Carrillo, Human Resource Manager 703-528-5656 | 15 | Position 1 and 2 |
| 4. | Craigslis Philadelphia philadelphia.craigslist.org | 2 | Position 1 and 2 |
| 5. | Congreso de Latinos Unidos 2800 N. American St. Philadelphia, PA 19133 Nick Torres 215-763-8870 | 8 | Position 2 |

* Indicates sources that have requested notification of job openings.

SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered: **February 1, 2010 to January 31, 2011**

Station in Employment Unit: **WWSI**

1. National Association of Hispanic Journalists Career Fair

WWSI participated in the National Association of Hispanic Journalists (NAHJ) Career Fair in April 2010. The Career Fair was held in conjunction with NAHJ's National Conference which was held in Philadelphia. Both station personnel and the Human Resources Manager from WWSI's parent company, ZGS Communications attended. The conference attracted students from around the country and provided a unique recruitment opportunity for WWSI and the other television stations in the ZGS Station Group.

2. WWSI Internship Program

Beginning the summer of 2010 WWSI implemented a summer internship program for interns in the areas of marketing and promotions and digital development. Several candidates were identified at the NAHJ Conference and Career Fair. Other interns were identified through local industry and organization partnerships. The interns were incorporated to the daily operation of the station and assisted WWSI with the following tasks: creating and uploading content to our web portal www.holaciudad.com, reaching out to viewers with different contests, and helping to assemble our local program *En Portada*. Interns also played an integral part of our local grass-root events including event organization and participation.

3. School Career Days

Yolanda Jimenez Colon, WWSI's Marketing Director represented the television station and spoke about opportunities in the broadcasting industry, specifically the Spanish-language channels, as well as a career in communications at the following career days:

- North Philadelphia Community High School Career Day - April 16th, 2010
- Winslow Township Elementary School 6 - June 2010 Career Week