

## **2023 ANNUAL PUBLIC FILE EEO REPORT**

The information contained in this Report covers the time period beginning October 1, 2022 to and including September 30, 2023 (the “Applicable Period”).

### **WTMO-CD/WKME-CD/WMVJ-CD, Orlando, FL**

1. List all full-time job vacancies filled by any station covered by this report during the past year.
2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form.
3. In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in response to Question 1?
4. In total, how many persons interviewed by the station for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form.
5. Please summarize the employment unit’s broad outreach initiatives during the past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature and extent of the station’s participation in each initiative.

**NBCUNIVERSAL OWNED STATIONS GROUP IS AN EQUAL OPPORTUNITY EMPLOYER**

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### I. Vacancy Recruitment

Covering the period from October 1, 2022 through September 30, 2023

Station: WTMO-CD/WKME-CD/WMVJ-CD, Orlando, FL

Quantity	Position Title	Date Filled	Recruitment source(s) used to fill vacancy	Name of Recruitment Source that Referred the Ultimate Hire	Contact Person	Number Hired	Number Interviewed
1	Local Sales Manager	10/17/22	Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A)	www.nbcunicareers.com	Manny Vasquez	1	5
1	Digital Producer	11/7/22	Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A)	www.nbcunicareers.com	Wil Ocasio	1	3
1	Account Executive	12/12/22	Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A)	www.nbcunicareers.com	Carmen Jerez	1	3
1	Content Producer	02/6/23	Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A)	www.nbcunicareers.com	Carmen Jerez	1	3
1	Multimedia Journalist	02/27/23	Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A)	www.nbcunicareers.com	Wil Ocasio	1	2
1	Account Executive	06/26/23	Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A)	www.nbcunicareers.com	Manny Vasquez	1	4
1	Content Producer	09/11/23	Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A)	www.nbcunicareers.com	James Arroyave	1	2

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**II. Recruitment Source Information for Vacancies**

Covering the period from October 1, 2022 through September 30, 2023

Station: WTMO-CD/WKME-CD/WMVJ-CD, Orlando, FL

<b>Name of Recruitment Source</b> <b>See Appendix A</b>	<b>Total Number of Interviewees Referred During Year</b>
Please see Appendix A (except for nbcunicareers or YOH)	0
www.nbcunicareers.com	22
Employee Referral	0
<b>Total</b>	<b>22</b>

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### III. Non-Vacancy Specific Recruitment Activities

Covering the period from October 1, 2022 through September 30, 2023 Station: WTMO-CD/WKME-CD/WMVJ-CD, Orlando, FL

#### **RECRUITMENT/CAREER EXPO AND DEVELOPMENT**

**NATIONAL ASSOCIATION OF HISPANIC JOURNALIST:** NAHJ is an organization dedicated to the development and advancement of the next leaders in the news industry. On July 12 through July 15, 2023, several NewsTalent employees and News Leaders, James Arroyave--Talent Acquisition Recruiter, Wil Ocasio--Talent Acquisition Recruiter attended this career expo conference which consisted of training sessions, hands-on workshops, multiple seminars, panel discussions and networking opportunities to help leverage relationships.

**SOCIETY OF PROFESSIONAL JOURNALISTS** – SPJ is the nation’s most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior. On March 28, 2023 Migdalia Figueroa, President & General Manager, participated as a panelist on the discussion on the importance of having diverse people in Leadership roles across newsrooms United States.

**HISPANIC AMERICAN PROFESSIONAL & BUSINESS WOMEN’S ASSOCIATION –** HAPWA is a professional organization in Central Florida committed to supporting and developing its membership to reach their fullest potential by providing educational opportunities through the planning and implementation of seminars, courses, and / or workshops. On May 25, 2023 Migdalia Figueroa, President & general manager, participated in a business roundtable focused on the challenges of leading people and businesses in the current business environment.

**ORLANDO ECONOMIC PARTNERSHIP** – OEP serves as the home of the Chamber of Commerce and plays a critical role as a convener and catalyst to advance the benefits of our region’s growth to everyone who lives, works, learns, and plays in Central Florida. On June 15, 2023 Migdalia Figueroa, President & General Manager, served as a guest speaker on the forum: Insights, Best Practices, and Strategies to Help Organizations Reach DEI (Diversity, Equity, and Inclusion) Goals.

**TELEMUNDO LOCAL ACADEMY** - is a Telemundo Local initiative that serves to train a new generation of media leaders providing unique learning and professional development opportunities for high school and college students, and early career professionals. The Employment Unit participated in the following trainings:

- Telemundo Local Academy at Sagrado Corazon University in Puerto Rico - October 19-20, 2022. James Arroyave, Talent Acquisition Recruiter and Miguelangel Lopez, Vice President of News provided insights to the students on Linear Producing & Editorial trainings.
- Telemundo Local Academy at University of Florida - March 24-25, 2023. James Arroyave, Talent Acquisition Recruiter and Miguelangel Lopez, Vice President of News provided insights to the students on Digital Producing & Reporting & Branding trainings.

## **EMPLOYEE TRAINING**

**SKILLS ENHANCEMENT TRAINING:** NBCUniversal, the parent company of the Station, offers online learning resources at no cost to all employees to enhance personal and professional skills. Employees of the Station are provided with training and development opportunities designed to enhance their ability to assume positions of greater responsibility. Various programs are provided via external vendors and internal NBCUniversal-sponsored programs.

In addition, online courses on a variety of topics are available to all employees. Courses include: Crucial Conversations, Effective Coaching Skills, Feedback with Impact, Executive Presentation Skills, Influencing Skills, Presentation Skills, Hiring the Right People, Project Management, Time Management, Microsoft Office, Microsoft Word, Microsoft PowerPoint, and Microsoft Excel.

**EMPLOYEE DIVERSITY GROUPS:** NBCUniversal's diverse employee population is reflected in our affinity groups. These voluntary organizations focus on the professional development of their members by creating opportunities for coaching, mentoring and networking with employees and senior management. In addition, they are a major force in driving recruitment and retention of top talent in the organization. Participation in these groups is open to all employees. Established affinity groups at NBCUniversal, including Out@NBCUniversal, Unidos@NBCUniversal, Veterans Network, The Women's Network @ NBCUniversal (WNN) and others, provide professional networking and skill development courses to employees.

**EEO/HUMAN RESOURCES TRAINING PROGRAM:** During the reporting year the Employment Unit (WTMO/WKME/WMVJ) participated in the annual company compliance trainings, which address methods of ensuring equal employment opportunities and preventing discrimination. During the reporting period, these programs have included Annual Integrity Training and Comcast Corporation Code of Conduct, a course encompassing issues related to integrity, Solutions Program; Compliance Standards and Environmental Health and Safety training.

## **GENERAL BROAD OUTREACH**

During the reporting year, employees of WTMO participate in general outreach initiatives that provide an opportunity for dialogue to a broad and diverse audience about careers in broadcasting.

### **Full Sail Career Fair February 9, 2023**

The Employment Unit participated in the career fair, Jessica Pacheco, Assistant News Director & Abel Aluart, Production Director of WTVJ participated to identify candidates that are recently graduating from college with degrees in entertainment, media, arts, and technology.

### **El Poder en Ti Educational Campaign – May 2, 2023 through October 28, 2023**

The Employment Unit has created a multiplatform campaign “El Poder en Ti” designed to educate the community about the federal financial assistance program known as FAFSA, available for students who wish to pursue higher education through college, university, or vocational school. The initiative was the first of its kind in the Orlando Market. The idea was born from a need of knowing how to navigate the education system amongst Hispanics. Currently, Florida ranks 48th out of the 50 states for its FAFSA completion rate, leaving millions of dollars in Pell Grants on the table every year.

We have done a series of vignettes featuring financial aid counselors, students and parents to empower those interested in starting a career to apply for FAFSA. We aired stories every Tuesday at 6 pm to explain in depth the process of how it works, while highlighting successful stories of students all across Central Florida. Due to the gap we still found after some surveys on social media, we decided to do a phone bank on one of the Tuesdays with seven local experts on financial aid who represented all of our counties. They answered questions about financial assistance in Spanish and English, including FAFSA alternatives. We promoted it via social media with the use of reels, promos and throughout the newscasts a week before. We received over 100 calls and shared the results via Instagram in a bilingual reel since our goal is to attract second and third generation hispanics as well.

The stories that followed the phone bank were tailored to address the most common questions we received. All the stories can be found in our web page along with an interactive video using YouTube under “El Poder en Ti,” the slogan of our campaign.

### **Clear the Shelters August 1 through August 31, 2023**

The Employment Unit teamed up with more than 15 local shelters to promote pet adoption in this yearly pet adoption event. Acceso Total talent, Michelle Feliz, conducted interviews with new pet parents.

### **Voter Registration Phone Bank with Hispanic Federation September 19, 2023**

The Employment Unit joins forces with the Hispanic Federation by opening up the lines to the Hispanic community in Florida to answer questions and provide information of available resources due to voter registration rights and processes.

## Appendix A: Recruiting Sources 2023

<p>James Arroyave Talent Acquisition Recruiter <b>NBCUniCareers.com</b> 15000 SW 27<sup>th</sup> Street Miramar, FL 33027 954-622-6839 <a href="mailto:james.arroyave@nbcuni.com">james.arroyave@nbcuni.com</a></p> <p>Has this source requested notices? <b>NO</b></p>	<p>Wiliberto Ocasio Talent Acquisition Recruiter <b>NBCUniCareers.com</b> 30 Rockefeller Plaza New York, NY 10112-0002 212-664-3246 <a href="mailto:wiliberto.ocado@nbcuni.com">wiliberto.ocado@nbcuni.com</a></p> <p>Has this source requested notices? <b>NO</b></p>
<p>Manny Vasquez Talent Acquisition Recruiter <b>NBCUniCareers.com</b> 30 Rockefeller Plaza New York, NY 10112-0002 347-463-1308 <a href="mailto:manny.vasquez@nbcuni.com">manny.vasquez@nbcuni.com</a></p> <p>Has this source requested notices? <b>NO</b></p>	<p>Carmen Jerez Talent Acquisition Recruiter <b>NBCUniCareers.com</b> 30 Rockefeller Plaza New York, NY 10112-0002 212 664-3246 <a href="mailto:carmen.jerez@nbcuni.com">carmen.jerez@nbcuni.com</a></p> <p>Has this source requested notices? <b>NO</b></p>
<p>Renaldo Pena Industry Outreach Representative <b>Full Sail University</b> 3300 University Blvd Winter Park, FL 32792 800-757-5105 <a href="mailto:rprena@fullsail.com">rprena@fullsail.com</a></p> <p>Has this source requested notices? <b>NO</b></p>	<p>Mr. Steve McDowell College of Commun./R-42 <b>Motion Picture &amp; TV Advisory Council</b> Florida State University Tallahassee, FL 32306 850-644-2276/Fax:850-644-8642 <a href="mailto:karen.ball@comm.fsu.edu">karen.ball@comm.fsu.edu</a></p> <p>Has this source requested notices? <b>NO</b></p>

<p>Ms. Diane Herron  Director of Human Resources  <b>Natl. Assoc. of Black Journalists</b>  c/o WPBT; 14901 NE 20 Ave.  Miami, FL 33181  305-949-8321  <a href="mailto:dheron@southfloridapbs.org">dheron@southfloridapbs.org</a></p> <p>Has this source requested notices? <b>NO</b></p>	<p>Sirley Gomez  <b>Employ Florida</b>  7550 Davie Road Extension  Hollywood FL 33024  954-967-1010 ext 237  <a href="mailto:sigomez@wf1broward.com">sigomez@wf1broward.com</a></p> <p>Has this source requested notices? <b>NO</b></p>
<p>Elise Smith  Programs Coordinator  <b>Hispanic Chamber of Commerce of Metro Orlando</b>  3201 East Colonial Drive Suite A-29  Orlando, FL 32803  407-428-5870  <a href="mailto:elise.smith@hispanicchamber.net">elise.smith@hispanicchamber.net</a></p> <p>Has this source requested notices? <b>NO</b></p>	<p>Ms. Deborah Powell  <b>American Women in Radio &amp; TV</b>  <b>c/o WPLG</b>  3900 Bisc. Blvd.  Miami, FL 33137  305-576-1010  <a href="mailto:dpowell@wplg.com">dpowell@wplg.com</a></p> <p>Has this source requested notices? <b>NO</b></p>
<p>Pamela Nabors  President/Chief Executive Officer  <b>Career Source Central Florida</b>  609 N Powers Dr #340  Orlando, FL 32818  407-531-1223  <a href="http://careersourcecentralflorida.com">careersourcecentralflorida.com</a></p> <p>Has this source requested notices? <b>NO</b></p>	<p>Kelly Vizcarra  Program Coordinator  <b>Hispanic Federation</b>  6900 S Orange Blossom Trail Suite 200  Orlando, FL 32809  407-270-0597  <a href="mailto:kellyvizcarra@hispanicfederation.org">kellyvizcarra@hispanicfederation.org</a></p> <p>Has this source requested notices? <b>NO</b></p>