

EEO Public File Report Form

WNEU/WTMU TV

EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WNEU/WTMU TV, Boston, MA and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites. December 01, 2006 to and including thru May 31, 2007 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
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 initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

Appendix 1 to

EEO Public File Report Form

Covering the Period from December 01, 2006 to thru May 31, 2007

Station(s) Comprising Station Employment Unit: WNEU/WTMU TV

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree
1	Administrative Assistant	www.zgsgroup.com
2	Administrative Assistant	boston.craigslist.org
3	Marketing Director	www.zgsgroup.com
4	Marketing Director	www.boston.com
5	Marketing Director	boston.craigslist.org
6	Account Executives	www.zgsgroup.com
7	Account Executives	www.boston.com
8	Account Executives	www.latpro.com
9	Account Executives	boston.craigslist.org
10	Account Executives	www.adclub.org/jobs
11	Production Manager	www.zgsgroup.com

Total Number of Persons Interviewed During Applicable Period: 50

Appendix 2 to

EEO Public File Report Form

Covering the Period from December 01, 2006 to thru May 31, 2007

Station(s) Comprising Station Employment Unit: WNEU/WTMU TV

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	<u>www.zgsgroup.com</u>	3	ACCOUNT EXECUTIVE MARKETING DIRECTOR PRODUCTION MANAGER ADMINISTRATIVE ASSISTANT
B	<u>boston.craigslist.org</u>	10	ACCOUNT EXECUTIVE MARKETING DIRECTOR ADMINISTRATIVE ASSISTANT
C	<u>www.boston.com</u>	10	ACCOUNT EXECUTIVE MARKETING DIRECTOR
D	<u>www.latpro.com</u>	19	ACCOUNT EXECUTIVE
E	<u>www.adclub.org/jobs</u>	8	ACCOUNT EXECUTIVE
F			
G			
H			

* Indicates sources that have requested notification of job openings.

Appendix 3 to

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Covering the Period from December 01, 2006 to thru May 31, 2007

Station(s) Comprising Station Employment Unit: WNEU/WTMU TV

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

WNEU/WTMU TV

OUTREACH AND COMMUNITY INVOLVEMENT FOR WNEU/WTMU TV

December 1, 2006 – May 31, 2007

A. Boston University Spring Career Fest - March

Level of Participation: Participant

Place: Boston, MA

WNEU Participants: General Manager & Sales Manager

Purpose: Branding, Job Opportunities

Sales Manager attended to actively recruit and interview any potential Account Executive candidates. General Manager discussed broadcast career opportunities with attendees and handed out fliers to promote the station's programming, upcoming event and opportunities.

February 13th, 2007

Ms. Wendy Thompson
Telemundo Boston
Charlestown, MA

Dear Wendy,

As mentioned during our conversation, I welcome the opportunity to apply to the position of General Manager of Telemundo - Boston/Providence.

Fifteen years ago I entered the world of media and advertising in New England with the creation of the Massachusetts Hispanic Yellow Pages. This is now a successful and well established publication. The company that my brother and I founded, Spanish Publishing Services (SPS), has gone beyond the publication of this niche directory to the development and promotion of key events that target the Hispanic community in New England. These two initiatives, the directory and the events, have positioned SPS as one of the strongest channels to reach the Hispanic community in this region.

This experience as well as my former professional experience and educational background allow me to offer the following assets and skill set to Telemundo:

- **Proven managerial skills**, in particular the capacity to lead and motivate a sales force and effectively manage the operational and administrative aspects of an organization.
- **Established relationships with over 1,500 businesses in the region**, ranging from small businesses to the largest corporations in the area. Many of these businesses seek actively my advice on additional channels that will allow them to reach the Hispanic market.
- **Ability to create and develop events** like the ones developed by SPS which include: The Hispanic Heritage Month Celebration celebrated every October at Boston City Hall, Diversity Job Fairs held twice a year and the organization of Latin Concerts.
- **In-depth knowledge of the Hispanic market**, Hispanic organizations, Hispanic professionals & businesses and extensive contacts with public officials both at the City and State level. (The Major of Boston as well as the last two Massachusetts Governors have publicly acknowledged SPS' role and efforts).

I trust these assets will allow me to make a very effective contribution to Telemundo. Thank you very much for your kind consideration.

Sincerely,

Pedro Romero

PEDRO G. ROMERO
17 A Sparhawk St.
Brighton, MA 02135
617-783-2542

PROFESSIONAL EXPERIENCE

Spanish Publishing Services (SPS) – Cofounder and General Manager 1992-Present
Responsible for all management functions of the Massachusetts Hispanic Yellow Pages, a family business established in 1992. The publication has experienced steady growth and is now in its 15th annual edition. It has over 1,500 clients ranging from small businesses to New England based Fortune 500 corporations. Responsibilities involve the management of a staff of seven persons: five sales representatives, one graphic designer and an administrative assistant.

Responsible for the production of events sponsored by SPS including:

- **Hispanic Heritage Celebration:** A series of four different events produced jointly with the City of Boston and held at Boston City Hall to commemorate the Hispanic Heritage Month (October).
- **Diversity Job Fairs:** Held twice a year with the participation of over 200 of the largest employers in the Boston area.
- **Latin Concerts:** Organization and promotion of artistic events featuring ethnic and modern latin groups.

Responsible for the Public Relations function of SPS including participation in events promoted by various local consulates and social services agencies and development of relationships with various State and City programs and initiatives.

Surmebank (a Peruvian bank) – Administrative and Finance Manager 1980-1992
Reported to the bank President & General Manager and was responsible for Administrative and Finance functions of Surmebank, a financial institution with \$1.2 billion US Dollars in assets and over 700 employees. Administrative responsibilities included supervision of the Human Resources Department, Purchasing Department, and Operations Department. As Finance Manager, I was responsible for the Treasury Department, Accounting Department and Strategic Planning Departments of the bank.

EDUCATION

MA in Economics, University of Strathclyde
MBA Institute of Social Studies
MA in Management, ESAN (a Stanford University affiliated Business School)
BS in Civil Engineering, Universidad Nacional de Ingenieria

Glasgow, Scotland -1979
The Hague Holland -1975
Peru -1970
Lima, Peru - 1968

OTHER

Born in Lima, Peru. U.S. resident

Marian Lozano

From: Ivete Pasini [ipasini@latpro.com]
Sent: Friday, May 11, 2007 4:57 PM
To: mlozano@zgsgroup.com
Subject: Re: copy of posting

Hello Marian,

Please see below my signature the copy of you posting on LatPro.

Best regards,

Ivete Pasini - Sales Manager
Phone: (954) 727-3848
ipasini@latpro.com

Account Executive - Charlestown, Massachusetts, United States

Job Information

Posted by:	Telemundo Boston	Languages:	English - Fluent Spanish - Conversational
Hiring Entity type:	Broadcasting	Minimum Education:	Associate Degree
Work Authorization:	Existing work authorization required for <u>United States</u>	Minimum Years Experience:	1
Position Type:	Direct, Full-Time	Resumes accepted in:	English Spanish
Compensation:	*****	Cover Letter:	Cover letter required
Benefits:	401(k) - Health Insurance - Paid Vacation -	Virtual Interview Questions:	No questions which require answers when applying for this job posting.
Relocation:	Not specified	Job Code:	/ Latpro-1268992
Position Functions:	Sales	Date Posted:	Jan-31-2007
Travel:	Minimal		

Description

Join one of the most fascinating and dynamic industries! Telemundo Boston, the fastest growing Spanish Language Television Station, is seeking experienced Account Executives.

Candidates must have the ability to establish new accounts and grow existing local business with an emphasis on generating new TV business. They must also customize presentations to fit client needs and create interest in local station events and network sports/specials.

We offer competitive salary, commission and benefits packages.

Requirements

Candidate must be a strong presenter, possess excellent interpersonal and communications skills, both written and oral. Attention to detail and follow through is critical. Candidates should have at least one year media sales

experience.

Knowledge of working Spanish preferred.

Below are the buttons candidates will see when applying to your job posting.