

## **2019 ANNUAL PUBLIC FILE EEO REPORT**

The information contained in this Report covers the time period beginning October 1, 2018 to and including September 30, 2019 (the “Applicable Period”).

### **WRMD-CD, Tampa, FL**

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

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;
5. Summarize the employment unit’s broad outreach initiatives during the past year. 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**

## 2019 ANNUAL PUBLIC FILE EEO REPORT

### I. Vacancy Recruitment

Covering the period from October 1, 2018 through September 30, 2019

Station: WRMD-CD, Tampa, FL

| Quantity | Positon 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        | Video Journalist                | 1/14/19     | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | James Arroyave | 1            | 2                  |
| 1        | IT Systems Engineer             | 2/11/19     | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | Wil Ocasio     | 1            | 4                  |
| 1        | Customer Service Representative | 3/30/19     | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | James Arroyave | 1            | 5                  |
| 1        | Chief Engineer                  | 4/8/19      | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | Wil Ocasio     | 1            | 11                 |
| 1        | Video Journalist                | 5/28/19     | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | James Arroyave | 1            | 5                  |

| Quantity | Positon 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        | Content Producer       | 5/27/19     | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | Wil Ocasio     | 1            | 5                  |
| 2        | Account Executive      | 8/12/19     | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | Lilly Zhang    | 2            | 8                  |
| 1        | Assignment Desk Editor | 8/12/19     | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | Wil Ocasio     | 1            | 7                  |
| 1        | Video Journalist       | 9/16/19     | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | Karen Mendez   | 1            | 3                  |
| 1        | News Producer          | 9/16/19     | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | Karen Mendez   | 1            | 2                  |
| 1        | Content Producer       | 9/16/19     | Recruitment Source List Contacted for Each Full-time vacancy (see Appendix A) | www.nbcunicareers.com                                      | Karen Mendez   | 1            | 1                  |

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### II. Recruitment Source Information for Vacancies

Covering the period from October 1, 2018 through September 30, 2019

Station: WRMD-CD, Tampa, FL

| Name of Recruitment Source                                | Total Number of Interviewees Referred During Year |
|---|---|
| Please see Appendix A<br>(except nbcunicareers or<br>YOH) | 0   |
| www.nbcunicareers.com                                     | 51  |
| YOH Staffing Agency                                       | 0   |
| Employee Referral   | 2   |
| <b>Total</b>  | <b>53</b>   |

## 2019 ANNUAL PUBLIC FILE EEO REPORT

### III. Non-Vacancy Specific Recruitment Activities

Covering the period from October 1, 2018 through September 30, 2019

Station: WRMD-CD, Tampa, 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 September 5-7, 2019, news talent employees-- Javier Ortiz, VP of HR, James Arroyave, Talent Acquisition Recruiter, Wil Ocasio, Talent Acquisition Recruiter and Karen Mendez, Talent Acquisition Recruiter, attended the career expo conference consisting of training sessions, hands-on workshops, multiple seminars, panel discussions and networking opportunities to help leverage relationships.

#### **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.

**Respect in the Workplace, December 12, 2019** – Larissa Garriga, Legal Counsel and Javier Ortiz, VP of HR conducted Respect in the Workplace training to all WRMD station employees.

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 WRMD 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 WRMD participate in general outreach initiatives that provide an opportunity for dialogue to a broad and diverse audience about careers in broadcasting.

**Feria Telemundo Tampa Event, September 30, 2018**

Participants: All Station Event – WRMD sponsored and hosted a Hispanic community event and the Florida State Fairgrounds. During the event, all WRMD employees interacted with viewers and gave away premiums.

**Echale Ganas Event, March 29, 2019**

Telemundo 49 (WRMD) along with the Hillsborough School District participated in this initiative. The mission was to help Hispanic immigrant children integrate into our society by improving their reading skills.

Participants: Pedro Guerrero, News Reporter, read a several books with the middle school students and was able to also share his personal and professional experience as a Journalist.

**Back to School Event, August 3, 2019**

Telemundo 49 (WRMD) participated in this event coordinated by the Hillsborough School District to help low income families with all back to school resources. WRMD employees interacted with viewers and gave away premiums.

Participants: On-Air WRMD News Talent and Creative Services Team.

**Clear the Shelters, August 17, 2019**

WRMD was part of this national event to help clear animal shelters in Hillsborough County, we promoted and highlighted stories from different shelters across the Tampa Bay area.

Participants: On-Air WRMD News Talent and Creative Services Team.

**Festival Hispano Hernando County, September 21, 2019**

WRMD participated on the festival promoting the Hispanic Heritage month.

Participant: On-Air WRMD News Talent and Creative Services Team.

## Appendix A: Recruiting Sources 2019

|   |   |
|---|---|
| <p>Karen Mendez<br/>Talent Acquisition Recruiter<br/><b>NBCUniCareers.com</b><br/>15000 SW 27<sup>th</sup> Street<br/>Miramar, FL 33027<br/>954-622-6839<br/><a href="mailto:karen.mendez@nbcuni.com">karen.mendez@nbcuni.com</a></p> <p>Has this source requested notices? <b>NO</b></p>                   | <p>James Arroyave<br/>Talent Acquisition Recruiter<br/><b>NBCUniCareers.com</b><br/>15000 SW 27<sup>th</sup> Street<br/>Miramar, FL 33027<br/>954-622-6839<br/><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<br/>Talent Acquisition Recruiter<br/><b>NBCUniCareers.com</b><br/>30 Rockefeller Plaza<br/>New York, NY 10112-0002<br/>212 664-3246<br/><a href="mailto:wiliberto.ocio@nbcuni.com">wiliberto.ocio@nbcuni.com</a></p> <p>Has this source requested notices? <b>NO</b></p>                | <p>Mariela Montoya<br/><b>YOH Staffing</b><br/>2350 NW 117<sup>th</sup> Place<br/>Miami, FL 33182<br/>786-585-7442<br/><a href="mailto:mariela.montoya@yoh.com">mariela.montoya@yoh.com</a></p> <p>Has this source requested notices? <b>NO</b></p>   |
| <p>Ms. Diane Herron<br/>Director of Human Resources<br/><b>Natl. Assoc. of Black Journalists</b><br/>c/o WPBT; 14901 NE 20 Ave.<br/>Miami, FL 33181<br/>305-949-8321<br/><a href="mailto:dheron@southfloridapbs.org">dheron@southfloridapbs.org</a></p> <p>Has this source requested notices? <b>NO</b></p> | <p>Mr. Steve McDowell<br/>College of Commun./R-42<br/><b>Motion Picture &amp; TV Advisory Council</b><br/>Florida State University<br/>Tallahassee, FL 32306<br/>850-644-2276/Fax:850-644-8642<br/><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> |

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|--|--|
| <p>Sirley Gomez<br/> <b>Employ Florida</b><br/> 7550 Davie Road Extension<br/> Hollywood FL 33024<br/> 954-967-1010 ext 237<br/> <a href="mailto:sigomez@wf1broward.com">sigomez@wf1broward.com</a></p> <p>Has this source requested notices? <b>NO</b></p>  | <p>Charlotte Andreson<br/> Vice President of Operations<br/> <b>Pinellas County Urban League</b><br/> 333 31<sup>st</sup> St., No.<br/> St. Petersburg, FL 33713<br/> 727-327-2081<br/> <a href="mailto:skillsbank@pcul.org">skillsbank@pcul.org</a></p> <p>Has this source requested notices? <b>NO</b></p>               |
| <p>Ileana Martin<br/> President<br/> <b>Hispanic Chamber of Commerce of Tampa Bay</b><br/> PO Box 20933<br/> Tampa, FL 33622<br/> 813-867-3550<br/> <a href="mailto:ileanamartin@tampahispanicchamber.com">ileanamartin@tampahispanicchamber.com</a></p> <p>Has this source requested notices? <b>NO</b></p>         | <p>Ms. Deborah Powell<br/> <b>American Women in Radio &amp; TV</b><br/> c/o WPLG<br/> 3900 Bisc. Blvd.<br/> Miami, FL 33137<br/> 305-576-1010<br/> <a href="mailto:dpowell@wplg.com">dpowell@wplg.com</a></p> <p>Has this source requested notices? <b>NO</b></p>  |
| <p>Pamela Nabors<br/> President/Chief Executive Officer<br/> <b>Career Source Central Florida</b><br/> 609 N Powers Dr #340<br/> Orlando, FL 32818<br/> 407-531-1223<br/> <a href="http://careersourcecentralflorida.com">careersourcecentralflorida.com</a></p> <p>Has this source requested notices? <b>NO</b></p> | <p>Kelly Vizcarra<br/> Program Coordinator<br/> <b>Hispanic Federation</b><br/> 6900 S Orange Blossom Trail Suite 200<br/> Orlando, FL 32809<br/> 407-270-0597<br/> <a href="mailto:kellyvizcarra@hispanicfederation.org">kellyvizcarra@hispanicfederation.org</a></p> <p>Has this source requested notices? <b>NO</b></p> |