

Annual EEO Public File Report

Placed in the public file on Sept. 30<sup>th</sup> 2015

**Call Sign**  
WRMD – CD

**Community of License**  
Tampa, Florida

**Owner**  
ZGS Television of Tampa, INC.

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 the following stations, which collectively form a single Station Employment Unit for purposes of the EEO Rules:

The information contained in this Report covers the time period from **October 1, 2014 to and including September 30, 2015** (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) comprising the Station Employment Unit 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(s) 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 a list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station(s) during the Applicable Period.

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

This Annual Report was placed in each station's public inspection file on **September 30<sup>th</sup>, 2015** in accordance with the FCC's EEO rules.

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

Time Period Covered: **October 1, 2014 to September 30, 2015**

Stations in Employment Unit: **WGES – AM, WAMA – AM and WRMD-CD**

Full-time Positions Filled By Job Title and Date Filled		Recruitment Source that Referred the Person Hired	Number of Persons Interviewed
1.	Master Control Operator 04/25/2015	- Employee Referral (Humberto Crespo) - Indeed.com	5
2.	Sports Presenter 05/11/2015	- Indeed.com	4
3.	Account Executive 05/11/2015	- Linked in	6
4.	Account Executive 06/15/2015	- Linked in	4
5.	Account Executive 09/01/2015	- Linked in	6

Total Number of People Interviewed for All Job Postings: 25

## SECTION 2: Recruitment Sources

Time Period Covered: **October 1, 2013 to September 30, 2014**

Stations in Employment Unit: **WGES – AM, WAMA – AM and WRMD - CD**

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.	Linkedin.com	Account Executive (16)	Account Executive (3 positions)
2	Company web site: zgsgroup.com	0	Account Executive
	Indeed.com	0	Account Executive
2.	Indeed.com	Master Control Operator (4) Sports Presenter (4)	Master Control Operator Sports Presenter
	Company web site: zgsgroup.com	0	Master Control Operator Sports Presenter
	Linkedin.com	0	Master Control Operator Sports Presenter

\* Indicates sources that have requested notification of job openings.

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

Time Period Covered: **October 1, 2014 to September 30, 2015**

Stations in Employment Unit: **WGES – AM, WAMA – AM and WRMD – CD**

#### **OUTREACH INITIATIVES**

**1. Museum of Science and Industry's (MOSI) Hispanic Scientist of the Year Gala. Sponsored by WRMD.**

This annual gala event honors the achievements of Hispanic Scientists throughout the United States. It consists of a special dinner ceremony where various sponsors, as well as high school students gather to celebrate Hispanic diversity in the sciences. This year's event was held on 10/13/14, and was hosted by Telemundo's national news anchor José Diaz Balart. Telemundo Tampa, as a sponsor, receives considerable exposure as a station interested in diversity and the educational development of our youth. The station is able to highlight its internship program, its position as a strong employer in the community, careers in broadcasting as well as celebrate students and their success.

**2. La Feria de la Familia (The Family Expo) Hosted by WRMD**

**Mini Weather Studio**

Every year, Telemundo Tampa hosts a large Hispanic Expo called La Feria de la Familia (The Family Expo). Among many of the event's attractions is a special area where a mini weather broadcast studio is set up. The event's attendees are invited to come and create a recording of their own weather broadcasts, aided by our weather presenter, Raengel Solis. Aside from its entertainment component, the Mini Weather studio also provides an educational opportunity to patrons, giving them insight into the weather presenter profession. Patrons are thus exposed to a possible career path in the television industry.

**3. Tampa Advertising Federation Career roundtable**

On May 20, 2015, WRMD's General Manager Jayme Ribeiro Neto participated on a special roundtable discussion on employment opportunities within the broadcast industry. Professionals from other broadcast media were also present in the panel. The audience was composed of local media professionals as well as mass communications students. Topics of discussion included possible career paths such as technical, sales, management, and on-air. All attendees were invited to keep in touch with the station for future employment opportunities.

**4. Hispanic Heritage, Inc. Annual Hispanic Man and Woman of the year gala-Sponsored by WRMD**

This prestigious event honors the achievements of local Hispanic leaders in the areas of community service and business. WRMD Telemundo Tampa is an annual sponsor of this event and supports it through advertising. The event is attended by business leaders as well as students. At this event, the station makes it known that it possesses an internship program and that it always welcomes resumes and employment applications.

**5. Georgetown University's Master's in Journalism Program Job Fair.**

April 12, 2014 Washington, DC-included National Association of Hispanic Journalists, Asian American Journalists Association, the National Lesbian and Gay Journalists Association, the Society of Professional Journalists and the Washington Association of Black Journalists. Cynthia Martinez from ZGS Communications, as well as members of the Telemundo Washington, DC news team Cristian Benavides, Sulema Salazar and Moises Linares attended to highlight opportunities across the ZGS station group. The timing of this event as well as the focus was perfect to highlight the upcoming news opportunities at **WRMD Tampa**. The station will be launching a local newscast in September of 2014.

**6. Representative Janet Cruz's Job Fair. Sponsored by WRMD.**

State Representative Janet Cruz's annual Job Fair was held at the West Tampa Convention Center on August 07, 2014. Our station aired promotional spots inviting our viewers to attend the event, as a sponsor of the event we were allowed to have an information desk, where we had the opportunity to share information about both careers in radio and television. Resumes were collected throughout the day; amounting a total of 25 of them.

**7. WRMD-CD Marketing Department Internship Program.**

Jose Ibal, marketing coordinator, hires interns throughout the year for the marketing department. The interns help in all aspects of marketing and public relations. They participate in the execution of some of the station's largest promotional events, such as La Feria de la Familia (The Family Expo) and La Buena Vida Expo (The Good Life Expo). Interns are exposed to many aspects of the television industry receiving college credit for their internships. Interns are recruited by utilizing a page on facebook, and referrals from community organizations and area educational institutions. During the time-period covered in this report the station employment unit had 4 interns.