

**EEO Public File Report Form  
WRDM-CD/WDMR-LD**

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 WRDM-CD/WDMR-LP. **WRDM-CD/WDMR-LP** Hartford/Springfield is owned ZGS Communications and operated by ZGS Hartford, Inc.

| <b>Call Sign</b> | <b>Community of License</b> |
|------------------|-----------------------------|
| WRDM-CD          | Hartford, Connecticut       |
| WDMR-LD          | Springfield, Massachusetts  |

The information contained in this Annual EEO Report covers the time period from December 1, 2012- November 30, 2013 (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 November 27, 2013 in accordance with the FCC’s EEO Rules.

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

Time Period Covered: December 1, 2012- November 30, 2013

Stations in Employment Unit: **WRDM-CD/WDMR-LD**

| <b>Full-time Positions Filled By Job Title and Date Filled</b> |  | <b>Recruitment Source that Referred the Person Hired</b> | <b>Number of Persons Interviewed</b> |
|--|--|--|--------------------------------------|
| 1.   | <b>Local Sales Manager ( 1.8.2013)</b> | <b>Station on-air Ads</b>                                | 3                                    |
| 2.   | <b>Account Executive (4.4.2013)</b>    | <b>LinkedIn</b>  | 7                                    |
| 3.   | <b>Account Executive (6.6.2013)</b>    | <b>Applicant Interest</b>                                | 4                                    |
| 4.   | <b>Master Control (9.16.2013)</b>      | <b>Company Transfer</b>                                  | 1                                    |
| 5.   | <b>Master Control (11.1.2013)</b>      | <b>Temporary employee promoted to full-time</b>          | 1                                    |

Total Number of Persons Interviewed for All Job Positions: **(16)**

**SECTION 2: Recruitment Sources**

Time Period Covered: December 1, 2012- November 30, 2013  
 Stations in Employment Unit: **WRDM-CD/WDMR-LD**

| <b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>   | <b>Total Number of Interviewees This Source Has Provided During This Period</b> | <b>Full-time Positions for Which This Source Was Utilized</b> |
|---|---|---|
| 1. <b>On-air Recruitment Ads</b><br>WRDM<br>886 MAPLE AVENUE<br>HARTFORD, CT. 06114<br>860-956-1303<br>Brenda L. Mulero, Station Manager  | 3   | <b>LOCAL SALES MANAGER</b>                                    |
| 2. <b>LinkedIn</b><br><a href="http://www.linkedin.com/job">www.linkedin.com/job</a>  | 5   | <b>ACCOUNT EXECUTIVE</b>                                      |
| 3. <b>WALK-INS</b><br>WRDM<br>886 MAPLE AVENUE<br>HARTFORD, CT. 06114<br>860-956-1303<br>Brenda L. Mulero, Station Manager  | 2   | <b>ACCOUNT EXECUTIVE</b>                                      |
| 4. <b>INTERNAL STATION POSTING</b><br>ZGS COMMUNICATIONS<br>2000 N. 14TH STREET SUITE 400<br>ARLINGTON, VIRGINIA 22201<br>703.528.5656<br>LINDA FUENTES, HUMAN RESOURCES<br>MANAGER<br><a href="http://www.zgsgroup.com">www.zgsgroup.com</a> | 1   | <b>MASTER CONTROL</b>   |
| 5. <b>INTERNAL STATION POSTING</b><br>ZGS COMMUNICATIONS<br>2000 N. 14TH STREET SUITE 400<br>ARLINGTON, VIRGINIA 22201<br>703.528.5656<br>LINDA FUENTES, HUMAN RESOURCES<br>MANAGER   | 1   | <b>MASTER CONTROL</b>   |

|    |  |   |                          |
|----|--|---|--------------------------|
|    | <a href="http://www.zgsgroup.com">www.zgsgroup.com</a>   |   |                          |
| 6. | <b>LA VOZ HISPANA NEWSPAPER</b><br>32 ELM STREET<br>NEW HAVEN, CT. 06510<br>(203) 787-2272<br>NORMA RODRIGUEZ  | 3 | <b>ACCOUNT EXECUTIVE</b> |
| 7. | <b>APPLICANT INTEREST</b><br>WRDM<br>886 MAPLE AVENUE<br>HARTFORD, CT. 06114<br>860-956-1303<br>Brenda L. Mulero, Station Manager  | 1 | <b>ACCOUNT EXECUTIVE</b> |
| 8. | <b>www.zgsgroup.com</b><br>ZGS COMMUNICATIONS<br>2000 N. 14TH STREET SUITE 400<br>ARLINGTON, VIRGINIA 22201<br>703.528.5656<br>LINDA FUENTES, HUMAN RESOURCES<br>MANAGER | 0 | <b>ALL POSITIONS</b>     |

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

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

Time Period Covered: December 1, 2012- November 30, 2013

Station in Employment Unit: **WRDM-CD/WDMR-LD**

#### **INTERNSHIP PROGRAM - CAPITAL WORKFORCE PARTNERS**

WRDM/WDMR has a long-standing partnership with the Capitol Workforce Internship Program. Students are selected to participate in a 22-week intensive work-based learning program. Students work on a learning plan, honing interviewing and computer skills and learning how to excel in customer service. The station offers participants exposure to the different positions at a television station. By participating in this program the station has been very successful in attracting talented individuals to apply for part time positions that become available at the time of their internship, and later for fulltime positions. The program also gives the station an ongoing list of interested candidates. WRDM is proud to support students as they improve their workforce skills, and encourage personal and professional development through internships. The station hosted 3 students as part of this program during the time covered in this report.

#### **JOB FAIRS**

- **CONNECTICUT BUSINESS EXPO**

WRDM/WDMR was a media sponsor for this event. Brenda Mulero, Station Manager attended the annual expo on June 6, 2013. The event draws job seekers from across the region and highlights a variety of careers. During this year's expo the station accepted applications from interested attendees and distributed information about job openings as well as opportunities and the type of positions available at the station. Julissa Marengo, President of the ZGS Station Group participated in the workshop *Hispanic Biz Center* concentrating on the topic "Marketing to Hispanics and why it Makes Good Business Sense." The 4 panel members explored the benefits of advertising in Spanish-language TV and discussed the Spanish-language media industry.

- **AD CLUB OF CONNECTICUT**

WRDM/WDMR participated in this annual event which primarily focuses on the advertising and marketing industry. The event took place on Wednesday April 24<sup>th</sup> and was open to the public. The Ad Club of CT Job Fair gave attendees the unique opportunity to meet with the leaders in the industry and to learn about both employment opportunities and career development. The Job Fair included representatives from companies in television, radio, outdoor, agencies and design studios, public relations, printing and more. WRDM/WDMR met with candidates, collected resumes from interested individuals and discussed opportunities in marketing both across the Spanish-language television industry as well as at the station.

- **WESTERN MASS BUSINESS EXPO**

WRDM/WDMR participated in the annual Western Mass Business Exposition. Staff was available to network with an audience of 2500+ attendees as well as other exhibitors. The station had captive, and engaged audience to share information about the television station, its activities and the types of professional opportunities available. The station showcased their strength and

viability in the marketplace, introduced programming, events, and services, connected with interested members of the community, generated brand awareness and supported the local business community. As part of WRDM/WDMR's participation, the station was also able to give out applications and information, highlight opportunities and collect resumes from interested candidates.

### **STAY IN SCHOOL PROGRAM**

WRDM/WDMR'S Marketing Coordinator Valerie Zenteno participated in the Springfield Public Schools and the United Way of the Pioneer Valley Stay in School Program on March 25th held at the Putnam Vocational Technical Academy in Springfield. The station also sponsored the event launching the district-wide campaign which aims to increase the city's graduation rate to 77.4 percent by 2015. Public service announcements were produced in Spanish to reach the entire community which ran on WRDM/WDMR. Springfield Schools Superintendent Daniel Warwick and Springfield Mayor Domenic Sarno lead the day's activities. The campaign reaches students, parents and the community at large, in an effort to raise awareness about the rate of high school drop-outs, highlight effective solutions and provide resources and support to students who are in danger of dropping out. The station remains involved in the program and is committed to highlighting career opportunities in the media industry and support students interested in pursuing professional opportunities in television.