

## EEO Public File Report Form

### WTMO-CA, WKME-CA, WMVJ-CA

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 the purposes of EEO Rules:

<b>Call Sign</b>	<b>Community of License</b>
WTMO-CA	Orlando, Florida
WKME-CA	Kissimmee, Florida
WMVJ-CA	Melbourne, Florida

All stations in the Employment Unit are owned and operated by ZGS Broadcasting of Orlando, Inc.

The information contained in this Annual EEO Report covers the time period from **October 1, 2010 to September 30, 2011** (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 October 1, 2011 and posted on the station's website, in accordance with the FCC's EEO Rules.

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

Time Period Covered: October 1, 2010 to September 30, 2011

Stations in Employment Unit: **WTMO-CA, WKME-CA, WMVJ-CA**

Full-time Positions Filled By Job Title and Date Filled		Recruitment Source that Referred the Person Hired	Number of Persons Interviewed
1.	Account Executive 10/12/10	Industrial Referral	1
2.	Account Executive 10/18/10	Orlando Sentinel	9
3.	Master Control Operator 1/17/11	Employee Promotion	1
4.	Photo Reporter 02/14/11	Employee referral	2
5.	Audio Technician 02/14/11	Walk in	2
6.	Sport Anchor 02/28/11	Employee referral	7
7.	News Audio 03/14/11	Employee Promotion	2
8.	Account Executive 05/09/11	Walk in	5
9.	Account Executive 05/31/11	Employee referral	8

Total Number of Persons Interviewed for All Job Positions: 37

**SECTION 2: Recruitment Sources**

Time Period Covered: October 1, 2010 to September 30, 2011

Stations in Employment Unit: **WTMO-CA, WKME-CA, WMVJ-CA**

	<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.	Orlando Sentinel, El Sentinel Scott Farrer Advertising Representative The Daily Press P: 757-247-4700   F: 312-222-4014 The Orlando Sentinel P: 800-669-5757   F: 312-222-4014	6	Position 1,2,8,9
2.	WTMO Casting Call Larry De La Rosa 1650 Sand Lake Rd Orlando, FL 32809 (407) 888.2288 ldelarosa@zgsgroup.com	5	Positions 6
3.	Walk-in inquires Telemundo WTMO-CA Joan Marrero 1650 Sand Lake Rd Orlando, FL 32809 (407) 888.2288 jmarrero@zgsgroup.com	5	All Positions
4.	Orlando Craigslist <a href="http://orlando.craigslist.org/">http://orlando.craigslist.org/</a>	8	Positions 1,2,8,9
5.	Career Builders <a href="http://www.careerbuilder.com/">http://www.careerbuilder.com/</a> 866-438-1485.	10	Positions 1,2,8,9

6.	Internal Station Posting 1650 Sand Lake Rd Orlando, FL 32809 (407) 888.2288	0	All Positions
7.	Company Site <a href="http://www.zgsgroup.com">www.zgsgroup.com</a> ZGS Communications 2000 N. 14th St. Suite 400 Arlington, VA 22201	0	All Positions
8.	Employee Referral Harry Pabon 1650 Sand Lake Rd. Suite 340 Orlando FL. 32809 407.888.2288	1	Position 4
9.	Employee Referral Rafael Carderera 1650 Sand Lake Rd. Suite 340 Orlando FL. 32809 407.888.2288	1	Position 6
10.	Employee Referral Eduardo Echenique 1650 Sand Lake Rd. Suite 340 Orlando FL. 32809 407.888.2288	1	Position 9

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

Time Period Covered: October 1, 2010 to September 30, 2011

Station in Employment Unit: **WTMO-CA, WKME-CA, WMVJ-CA**

- **National Hispanic Corporate Achievers Job Fair**

The Station Employment Unit sponsored two job fairs hosted by the National Hispanic Corporate Achievers. The fairs took place in October 2010 and June 2011. The Diversity Career Fairs are a vehicle to promote the advancement of diversity in Corporate America by encouraging employers to hire, promote and retain minorities, and also highlighting minority role models and sharing knowledge and best practices between corporations. General Manager, Larry De La Rosa participated in both job fairs on behalf of the station. Also, Christina Hernandez, the Promotions and Marketing Director managed the Telemundo booth, met with job seekers and solicited resumes.

- **The Hispanic Business and Consumer Expo**

The Station Employment Unit sponsored the 18<sup>th</sup> annual Hispanic Business and Consumer Expo which took place April 29 - May 1 at the Orange County Convention Center. The event provides an environment to strengthen the economic development and community integration between businesses and the Hispanic community in the region. The Station Employment Unit also had a booth at the Expo where resumes were accepted and information about the station was disseminated.

- **National Association of Hispanic Journalists 29<sup>th</sup> Annual Multimedia Convention and Career Expo**

Eduardo Zavala, President and Vice-Chairman of ZGS Communications participated as a panel member at the Newsmaker Luncheon on June 16. The panel titled *A View from the Top: The Impact of Spanish-language News Media* discussed the changing media landscape and emphasized the importance of social media in its growth. Over 900 people attended this year's conference in Orlando. The event was covered and highlighted on *Telenoticias Orlando*, the station's local news.

- **Community Event with Florida A&M University Students**

A group of local law students from Florida A&M University's Hispanic-American Law Student Association (HALSA) received firsthand advice for their legal careers from Telemundo's Dra. Ana María Polo, prominent attorney, judge, and host of *Caso Cerrado* at WTMO Orlando's La Feria de la Familia. La Feria de la Familia is a free family event organized and hosted by the Station Employment Unit that attracts over 25,000 people each year. Dra. Polo spoke about intersection of her legal career, the television industry and the current landscape of Spanish-language television. She encouraged students to use their expertise, education and ultimately their careers to help those in need. The HALSA members also spent the day volunteering at the event.

- **Internship Program for Area College Students**

This on-going semester internship program has been in place since 2004. The Station Employment Unit welcomes students from area universities and colleges who are motivated and excited about expanding their knowledge and hands-on experience in a vibrant broadcasting environment. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and constantly monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. During the period covered by this report, WTMO-CA has had six student interns involved in this program two in the News Department and four in Promotions and Marketing.