

## **EEO Public File Report Form**

### **WTMO-CD, WKME-CD, WMVJ-CD**

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 **WTMO-CD, WKME-CD, WMVJ-CD** is owned and operated by **ZGS Broadcasting of Orlando, Inc.**

The information contained in this Annual EEO Report covers the time period from **October 1, 2012 to September 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 **September 30, 2013** in accordance with the FCC's EEO Rules.

**SECTION 1: Full-Time Job Openings Filled During This Period**Time Period Covered: **October 1, 2012 to September 30, 2013**Stations in Employment Unit: **WTMO-CD, WKME-CD, WMVJ-CD**

Full-time Positions Filled By Job Title and Date Filled		Recruitment Source that Referred the Person Hired	Number of Persons Interviewed
1.	Acct. Executive 10-01-12	Orlando Sentinel	7
2.	Video Journalist 10-15-12	Internal Promotion	5
3.	News Producer 10-22-12	Internal Promotion	3
4.	Acct. Executive 11-12-12	Word of Mouth	8
5.	Traffic Assistant 04-15-13	Employee Referral	3
6.	Video Journalist 05-27-13	Industry Referral	4
7.	Acct. Executive 07-01-13	Monster.com	9
8.	Marketing Coordinator 08-26-13	Employee Referral	6

Total Number of Persons Interviewed for All Job Positions: 45

## SECTION 2: Recruitment Sources

Time Period Covered: October 1, 2012 to September 30, 2013

Stations in Employment Unit: WTMO-CD, WKME-CD, WMVJ-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.	Internal email University of Central Florida Nicholson School of Communications 12405 Aquarius Agora Dr. Orlando, FL 32816-1344 407-823-1711 nassc@ucf.ed	3	Position 2 & 7
2.	Walk-in inquires/resume drop-offs Telemundo WTMO-CD 1650 Sand Lake Rd Orlando, FL 32809 (407) 888.2288	15	All Positions
3.	Monster.com <a href="http://www.monster.com">www.monster.com</a>	12	Position 7&8
4.	Internal Station Posting Larry De La Rosa General Manager 1650 Sand Lake Rd Orlando, FL 32809 (407) 888.2288	5	All Positions
5.	Company Website <a href="http://www.zgsgroup.com">www.zgsgroup.com</a> ZGS Communications 2000 N. 14th St. Suite 400 Arlington, VA 22201	4	All Positions
6.	Orlando Sentinel Scott Farrer Advertising Representative The Daily Press	2	Position 1

	757-247-4700 The Orlando Sentinel 800-669-5757		
7.	Word of Mouth (candidate contact GM directly) Larry de la Rosa WTMO Telemundo Orlando 1650 Sand Lake Rd Orlando, FL 32809 (407) 888.2288	1	Position 4
8.	Employee Referral Joan Marrero Traffic Manager WTMO Telemundo Orlando 1650 Sand Lake Rd Orlando, FL 32809 (407) 888.2288	1	Position 3
9.	Employee Referral Marisol Otero Account Executive WTMO Telemundo Orlando 1650 Sand Lake Rd Orlando, FL 32809 (407) 888.2288	1	Position 8
10.	Industry Referral Univision Orlando 523 Douglas Avenue Altamonte Spring, FL 32714 407-774-2626	1	Position 6

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

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

Time Period Covered: October 1, 2012 to September 30, 2013

Station in Employment Unit: WTMO-CD, WKME-CD, WMVJ-CD

#### **The Hispanic Business and Consumer Expo**

The station employment unit sponsored the 20th annual Hispanic Business and Consumer Expo which took place in April 12-14 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 careers at the station and in the industry was disseminated. Homan Machuca, a reporter for WTMO participated in a panel about the power of Hispanics in Central Florida. He spoke about his position as a local reporter and discussed the role of the industry in the upcoming elections.

#### **Internship Program**

This on-going semester internship program has been in place at WTMO since 2004. The station 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, the Station Employment Unit has had four student interns involved in this program 3 in the News Department and 1 in Promotions and Marketing

**T. Howard Foundation Community Advisory Board.** Tara Ballesteros, Communications Director for ZGS Communications, owner and operator of ZGS Broadcasting of Orlando, is a member of the organization's Advisory Board. The mission of the T. Howard Foundation is to diversify the multimedia and entertainment industry by increasing the representation of minority young men and women within the industry. Ms. Ballesteros attends quarterly meetings, and participates in various organization activities intended to promote meaningful internship opportunities in broadcasting/media to both students and organizations. On June 4, Ms. Ballesteros moderated the Business Communication & Etiquette: Putting Your Best Forward panel at the 2013 Summer Intern Orientation. Additionally, Cynthia Martinez also of ZGS, mentored 2 students from the program during the summer of 2013.