

EEO Public File Report Form
WZDC-CD
Community of License: Washington, DC

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 WZDC-CD which is owned and operated by ZGS Communications, Inc.

The information contained in this Annual EEO Report covers the time period from **June 1, 2010 to May 31, 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 hire 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 June 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: **June 1, 2010 – May 31, 2011**

Stations in Employment Unit: **WZDC-CD**

Full-time Positions Filled By Job Title and Date Filled		Recruitment Source that Referred the Person Hired	Number of Persons Interviewed
1.	Reporter (7/26/10)	External Industry Reference – notified of position by a freelance reporter who had done work for Telemundo WZDC	3
1.	News Anchor (8/16/10)	On-Air Spots	13
2.	Office Manager (8/9/10)	Internal Reference	4
3.	Office Manager (9/8/10)	Trak Companies	4
4.	Traffic Manager (10/25/10)	External Industry Reference – notified of position by former boss	3
5.	Account Executive (1/10/11)	Craigslist	6
6.	Producer (2/22/11)	Internal Promotion – previously News intern	2
7.	Weather/ Entertainment Reporter (3/17/11)	Company Website Posting	5
8.	Master Control (3/29/11)	Internal Reference	1
9.	Camerman (5/31/11)	Internal Reference – previous freelancer contracted by former Producer; notified of open position by News Director who had information on file from his previous work with us	3

Total Number of Persons Interviewed for All Job Positions: **44**

SECTION 2: Recruitment Sources

Time Period Covered: **June 1, 2010 – May 31, 2011**

Stations in Employment Unit: **WZDC-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.	Trak Companies Kelly Falconi 8200 Greensboro Drive, Suite 275 McLean, VA 22102 (703) 917-8770	2	Office Manager
2.	Craigslist http://washingtondc.craigslist.org/	8	Office Manager Account Executive Traffic Manager News Anchor Weather/Entertainment Reporter
3.	Internal Reference Rene Avelar Master Control Supervisor 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333 ext. 114	1	Master Control
4.	Internal Reference Valdemar Rodriguez Graphics/ Technical Director 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333 ext. 134	2	Office Manager
5.	On-Air Spots Telemundo WZDC 2775 S. Quincy Street Suite 100 Arlington, VA 22206 (703) 820-8333	9	News Anchor Weather/Entertainment Reporter
	External Industry Reference Luisa Fernanda Montero	1	News Reporter

	Hispanic Communications Network 1126 16th Street NW Suite 350 Washington, DC 20036 T. 202.637.8800		
6.	Tiempo Latino 2200 Wilson Blvd # 201 Arlington, VA 22201-3324 (703) 527-7860	0	News Reporter
7.	Social Media (Twitter, Facebook) @WZDCTelemundo http://www.facebook.com/WZDCTelemundo	0	News Anchor Weather/Entertainment Reporter
8.	External Industry Reference Iliana Jauregui NBC 6 Miami 15000 Southwest 27th Street Miramar, FL 33027 (954) 622-6000	1	Traffic Manager
9.	Other References/Word of Mouth Nicole Quiroga Station Manager 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333	14	All Positions
9.	Company Website Posting http://zsgsgroup.com/employment.htm Cynthia Martinez Marketing Director ZGS Communications 2000 N. 14th Street, Suite 400 Arlington, VA 22201 703-528-5656 EXT. 108	5	News Anchor Traffic Manager Account Executive Weather/Entertainment Reporter
10.	Internal Reference Jamillah Echeverria TV and Radio Producer 601 E Street, NW Washington, DC 20049 (202) 434-2277	1	Cameraman

* Indicates sources that have requested notification of job openings.

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

Time Period Covered: **June 1, 2010 – May 31, 2011**

Station in Employment Unit: **WZDC Telemundo Washington DC**

1. **On-Going Internship Program (§73.2080(c)(2)(v))** – This on-going semester internship program has been in place at the station for at least fifteen years. The station welcomes students from area universities and colleges who are motivated about expanding their knowledge and hands-on experience in a broadcasting environment. They 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. Upon completion of the semester-long program, students are rewarded with course credit hours. The internship periods include the Fall, Spring, and Summer semesters of each year. During the period covered by this report, WZDC Telemundo Washington DC has had nine interns participate in our program, six in the News Department and three in the Marketing Department.
2. **Job Fairs**
 - On September 18, 2010 various staff members attended “Triunfando en los Negocios” Business Conference. It was put on by the Triunfando en los Negocios Network Group which is a premier Hispanic business group whose main mission is to provide helpful coaching, advice, training, and general information to its members. Information was given out by Telemundo staff, and resumes were collected.
 - In February 2011 Telemundo Washington was a sponsor and exhibitor at El Pregonero’s winter Business Expo, bringing together local and national companies to share and exchange ideas, products and services with other businesses along with the community at large. Station representatives were on hand to speak to participants about the station, sales opportunities, community events and job opportunities.
 - In March of 2011 one of our reporters Angelica Herrera attended a job fair on behalf of our station. It was a fair on bilingual professionals at which WZDC Telemundo Washington DC had a booth. She talked to students about the importance and professional advantages of being bilingual, and she explained how she utilizes that skill in her own job.
3. **Community Events** – During the week of April 25th to April 30th in 2011 various members of our News Department participated in a reading event put on by the District of Columbia public libraries. Each individual went to a specific DC library on different days and read children’s books written in Spanish, and afterwards they shared with the children stories about their experience as a new reporter.
4. **T. Howard Foundation Community Advisory Board** - Tara Ballesteros, Communications Director of ZGS Communications, is a member of the organization’s Advisory Board. The T. Howard Foundation is based in Washington, DC and mission 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 activities such as the T. Howard Foundation’s annual Summer Internship Orientation held in early June. Ms. Ballesteros conducted a workshop on preparing cover letters and resumes for participating students. Additionally, Ms. Ballesteros mentors a student from the program every summer.

5. **Howard University Media Sales Institute** – Julissa Marengo, President of the ZGS Station Group, teaches at the annual Howard University Media Sales Institute, an intense twelve-day workshop designed to introduce 35 graduating seniors to the nuts and bolts of media sales as a career, offered by the Department of Radio, Television and Film and sponsored by the National Association of Broadcasters Education Foundation (NABEF). The NABEF Media Sales Institute serves as a pipeline to funnel excellent students into the business of media sales. Ms. Marengo also serves on the Board of Directors of the NABEF.