

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.

The information contained in this Annual EEO Report covers the time period from **June 1, 2011 to May 29, 2012** (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 May 29, 2012 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, 2011 – May 29, 2012**

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.	Account Executive (6/27/11)	LinkedIn – saw notification of open position posted on the LinkedIn page of one of our employees	5
2.	News Anchor (10/10/11)	National Association of Hispanic Journalists (NAHJ) – job opening posted on website by News Director	8
4.	Producer (2/22/11)	Internal Promotion – previously News intern	2
5.	Weather and Entertainment Reporter (1/16/12)	Internal Promotion – previously Marketing Producer who tried out for the position	10
6.	Marketing Producer (1/17/12)	On-Air Spot – came initially to interview for Weather/Entertainment Reporter	1
7.	Sports Anchor (2/1/12)	Internal Reference – contacted by reporter who remembered his work with our sister radio station Romantica900; hired after 3 months freelancing with WZDC	4
8.	Technical Director (3/19/12)	External Industry Reference – notified of opening by a coworker who was a former WZDC employee	2

Total Number of Persons Interviewed for All Job Positions: 32

SECTION 2: Recruitment Sources

Time Period Covered: **June 1, 2011 – May 29, 2012**

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.	Craigslist http://washingtondc.craigslist.org/	8	Account Executive News Anchor Weather/Entertainment Reporter Marketing Producer Graphics/Technical Director
2.	External Industry Reference Christian Siaden-Pena NTN24 Post Producer 1333 H St NW Washington DC 20005	1	Graphics/Technical Director
3.	Internal Reference Angelica Herrera Telemundo WZDC Reporter 2775 South Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333 EXT 133	5	Weather/Entertainment Reporter Sports Anchor
4.	LinkedIn http://www.linkedin.com/pub/jacinto-vargas/25/850/439 Jacinto Vargas Telemundo WZDC Regional Business Development Executive 2775 South Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333 EXT 127	2	Account Executive
4.	On-Air Spots Telemundo WZDC Regional Business Development Executive 2775 South Quincy Street, Suite 100	7	Weather/Entertainment Reporter News Anchor

	Arlington, VA 22206 (703) 820-8333		
5.	Social Media (Twitter, Facebook) @WZDCTelemundo http://www.facebook.com/WZDCTelemundo	1	Weather/Entertainment Reporter News Anchor Marketing Producer Graphics/Technical Director
6.	National Association of Hispanic Journalist Career Center http://nahj.hispano.com/	3	News Anchor
6.	Company Website Posting http://zgsgroup.com/employment.htm Cynthia Martinez Marketing Director ZGS Communications 2000 N. 14th Street, Suite 400 Arlington, VA 22201 703-528-5656 EXT. 108	2	Account Executive News Anchor Weather/Entertainment Reporter Marketing Producer Graphics/Technical Director
7.	Other References/Word of Mouth Nicole Quiroga Station Manager 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333	3	Graphics/Technical Director Account Executive

* Indicates sources that have requested notification of job openings.

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

Time Period Covered: **June 1, 2011 – May 29, 2012**

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

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 eight interns participate in our program, five in the News Department and three in the Marketing Department.
2. **Job Fairs**
 - On June 25, 2011 Telemundo Washington was a sponsor and exhibitor at El Pregonero's summer Multicultural Fair, bringing together local and national companies to share and exchange ideas, products and services with other businesses along with the community at large. The focus of this fair was on the importance of a multicultural workplace. Marketing Director Brian van Hoven and Marketing Producer Cristina Caicedo Smit attended the event which was put on by *El Pregonero*. They represented WZDC at the event booth, and they spoke to individuals about their personal experience working in the broadcasting industry. Resumes were collected at the event.
 - On September 5, 2011 Telemundo Washington attended the 2011 Maryland Hispanic Business Conference (MDHBC). The MDHBC is the premier Hispanic Business event in the entire Washington, D.C. metropolitan region, serving more than 20,000 Hispanic businesses in Maryland. The event is a joint collaboration of the Hispanic Chambers of Commerce of Maryland, Baltimore and Montgomery County, in close cooperation with government agencies that support business and economic development. The Conference hosts a variety of workshops, training and business sessions focused on creating opportunities for participants from all industries and promoting business relationship building. The 2011 Maryland Hispanic Business Conference focused on expanding opportunities, creating wealth and connecting a network atmosphere that targets the fast growing Hispanic market. As a sponsor and exhibitor, Telemundo Washington and its staff participated in workshops, networking and exhibiting to participants all the station has to offer as far as sales opportunities as well as employment opportunities. Station employees discussed their experiences in the broadcasting industry.
 - On March 15, 2012 Telemundo attended the Greater Washington Hispanic Business Expo. This year's expo drew over 1,200 participants, including exhibitors and attendees. Exhibitors included small companies, corporations, embassies, prime contractors as well as federal and local government agencies in the Washington, DC metro area. Station representatives were on hand to speak to participants about the station, sales opportunities, community events and job opportunities. Station Manager Nicole Quiroga was a panelist for the session on Media and the Hispanic Market: Challenges and Opportunities. Ms. Quiroga spoke about entry into the broadcasting and communications field.

3. **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 Silver Spring, MD 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 panel at Howard University's Annual Communications Job and Internship Fair on October 27, and the reviewing of Scott Weiss scholarship applications for students involved in the program. Additionally, Ms. Ballesteros mentors a student from the program every summer.

4. **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.