

## **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, 2013 to May 31, 2014** (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 online public inspection file on **June 2, 2014** in accordance with the FCC's EEO Rules.

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

Time Period Covered: **June 1, 2013 – May 31, 2014**

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.	Master Control Operator (8/17/13)	Craigslist	3
2.	Account Executive (9/9/13)	Industry Referral	5
3.	Cameraman (9/30/14)	Walk-In	4
4.	Master Control Operator (11/2/13)	Employee Referral	1*
5.	Traffic and Business Manager (11/4/13)	Employee Referral	4
6.	Video Journalist (1/13/14)	Indeed	4
6.	Video Journalist (4/1/14)	ZGS Company Website	4
7.	Video Journalist (4/7/14)	Industry Referral	3
8.	Traffic Assistant (5/9/14)	Industry Referral	2
9.	Marketing Coordinator (5/19/14)	Employee Transfer	5

Total Number of Persons Interviewed for All Job Positions: 35

*\*Exigent circumstances. Previous employee left with no notice and the shifts needed to be filled immediately.*

## SECTION 2: Recruitment Sources

Time Period Covered: **June 1, 2013 – May 31, 2014**

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 <a href="http://washingtondc.craigslist.org/">http://washingtondc.craigslist.org/</a>	8	Video Journalist Master Control Traffic and Business Manager Account Executive Cameraman
2.	Employee Referral Gerardo Tamashiro Engineer Telemundo WZDC 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333	2	Master Control Marketing Coordinator
3.	Entertainment Careers <a href="http://www.entertainmentcareers.net/">http://www.entertainmentcareers.net/</a>	0	Video Journalist Master Control Traffic and Business Manager Account Executive
4.	Employee Referral Moises Linares Sports Anchor Telemundo WZDC 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333	1	Video Journalist
5.	Industry Referral Oscar Rodriguez General Manager Univision Washington 101 Constitution Ave NW Washington, DC 20001	3	Account Executive Video Journalist Cameraman

6.	Company Website Posting <a href="http://zgsgroup.com/employment.htm">http://zgsgroup.com/employment.htm</a> Cynthia Martinez Marketing Director ZGS Communications 2000 N. 14 <sup>th</sup> Street, Suite 400 Arlington, VA 22201 (703) 528-5656	5	All Positions
7.	Employee Referral Jacinto Vargas Regional Business Development Telemundo WZDC 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333	2	Traffic and Business Manager Traffic Assistant
8.	Industry Referral Debbie Durham Executive Producer Univision Washington 101 Constitution Ave NW Washington, DC 20001	1	Video Journalist
9.	Employee Transfer WILC – 900AM (Romantica) Linda Fuentes Director of Internal Controls ZGS Communications 2000 N. 14 <sup>th</sup> Street, Suite 400 Arlington, VA 22201 (703) 528-5656	1	Marketing Coordinator
10.	Indeed <a href="http://www.indeed.com/hire">http://www.indeed.com/hire</a>	5	Traffic and Business Manager Video Journalist Marketing Coordinator
11.	Industry Referral Andres Brender Video Journalist 3361 SW 33 <sup>rd</sup> Way Ft Lauderdale, FL 33312 (786) 657-0454	1	Video Journalist
12.	Industry Referral Phally Lambert Assistant to the General Manager NBC4 4001 Nebraska Avenue, NW	1	Account Executive

	Washington DC 20016 (202) 731-7173		
13.	Facebook <a href="https://www.facebook.com/">https://www.facebook.com/</a> Employee posts Douglas Mejia Jacinto Vargas Telemundo WZDC 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333	1	Cameraman
14.	Industry Referral Pete Manriquez Marketing Manager El Zol 4200 Parliament Place, Suite 300 Lanham, MD 20706 (301) 306-0991	1	Traffic and Business Manager
15.	Walk-In Spoke to Juan Pablo Zariquiey News Producer Telemundo WZDC 2775 S. Quincy Street, Suite 100 Arlington, VA 22206	1	Cameraman
16.	Industry Referral Mini Capers Business Manager Entravision 101 Constitution Ave. NW Suite L 100 Washington DC. 20001 (202) 522-8642	1	Traffic Assistant
17.	Employee Referral Mariana Barrientos Account Executive Telemundo WZDC 2775 S. Quincy Street, Suite 100 Arlington, VA 22206	1	Marketing Coordinator

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

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

Time Period Covered: **June 1, 2013 – May 31, 2014**

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

- **On-Going Internship Program** – 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 seven interns participate in our program, two in the Marketing Department and five in the News Department.
- **Mentoring Programs** –
  - On November 22<sup>nd</sup>, 2013 WZDC employees attended the annual Latino Youth Leadership Conference at Founders Hall on the Arlington Campus of George Mason University. The conference invites various companies to occupy booth space there while it also offered attendees opportunities such as the chance to participate in a motivational career workshop and an identity leadership development workshop. Our News Producer Juan Pablo Zariquiey, our Marketing Coordinator Daniela del Risco, and our Sports Anchor Moises Linares attended the job fair on behalf of the station to share with participants grades 8-12 how they personally pursued their education and careers.
  - Nicole Quiroga, WZDC's Station Manager serves on the Latino Student Fund's board of directors. Part of her involvement includes mentoring high school students to demystify the college application process. She guides and supports students as they pursue their options for higher education.
- **Station Visits** –
  - WZDC participated in a silent auction put on by Arlington County Public School System. We raffled a station visit for up to ten elementary school students to get a hands-on informational tour of the station and the broadcasting industry. On March 27<sup>th</sup> the students came to the station. Cristina Caicedo, Weather and Entertainment Reporter, gave them a tour of the station and took them into the studio room where she showed students how she does her weather segment. She also assisted them in giving their own weather report in front of the studio green screen as well as from the studio news desk. She talked about opportunities in the industry and how her career progressed as she has worked in a variety of different positions at the station.
  - In June of 2013 WZDC hosted a station visit for the young women in the National Hispania Leadership Institute's Latinas Learning to Lead Program. In order to help young Latinas stay in school and be prepared to enter the workforce, NHLI created the program to target college-enrolled 18-24 year old Latinas and selects 22 applicants to participate in a fellowship. NHLI's LLL promotes and fosters the career and educational development of these fellows through training, mentoring opportunities, and access to national networks. Every year station manager Nicole Quiroga – an active member of NHLI –

invites the fellows of that year to come to the station to meet with Nicole for a presentation and Q&A session, connect with various employees from different departments, and in general get a more detailed and hands-on understanding of how a television station operates as well as insight in the broadcasting industry.

- **Job Fair** –On March 19<sup>th</sup>, 2014 Telemundo attended the Greater Washington Hispanic Business Expo. This year's expo drew over 1,700 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. Ms. Quiroga spoke about entry into the broadcasting and communications field and encouraged more female and minority participation in the industry.
- **Hispanic Heritage Essay Contest** – Every year WZDC holds an essay contest for local high school students to celebrate Hispanic Heritage Month. The contest encourages high school students in the greater Washington DC metropolitan area to reflect on the unique Hispanic-American experience while emphasizing the importance of education for all Americans. This past year was the first time we accepted artistic submissions as well including drawings, paintings, The Hispanic Heritage Essay Contest Reception to announce the winners and honor the finalists was held in September at the NBC4 Studios. The finalists were awarded scholarships and other educational supplies. The contest gives students the opportunity to visit a television station and interact with station personnel during the awards reception.
- **Educational Partnerships/*Educación a Su Alcance*** – WZDC has ongoing partnerships with area universities and community colleges including Prince George's Community College, George Mason University, the University of Maryland and Montgomery College. WZDC works closely with these institutions to support and encourage Latino students to pursue higher education. From taking the SATs, to trade school offerings to completing PhDs, *Educación a su Alcance* addresses questions about access and preparation as well as professional development. The comprehensive campaign includes a website with instructional videos and relevant news articles, informational capsules, as well as informational public service announcements from recognizable figures, education experts and celebrities. The campaign connects students to companies, creating a pipeline that guides students into the workforce. The campaign also highlights companies that offer young Latino leaders and emerging Latino professionals a place to develop. The goal is to remove any apprehension or confusion surrounding the opportunities available to Hispanic youth and to illustrate the advantages of pursuing higher education. While the goal of the program is to encourage students to continue their education in any field students access the information through the on-air and on-line offerings of the station, and the news team serves as the conduit for all of the information giving students insight into the television industry.
- **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 its 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 various organization activities intended to promote meaningful internship opportunities in broadcasting/media to both students and organizations. She is involved in the annual orientation program for new interns and in June of 2013 she moderated the Business Communications panel during the student orientation. Additionally, Ms. Ballesteros and her colleague Cynthia Martinez mentored students from the program during the summer of 2013.
- **Georgetown University's Master's in Journalism Program Job Fair**, April 12, 2014 Washington, DC – included National Association of Hispanic Journalists, Asian American Journalists Association, the National Lesbian and Gay Journalists Association, the Society of Professional Journalists and the

Washington Association of Black Journalists. Cynthia Martinez from ZGS Communications, as well as members of the Telemundo Washington, DC news team Cristian Benavides, Sulema Salazar and Moises Linares attended to highlight opportunities across the ZGS station group.