

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, 2012 to May 31, 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 **May 31, 2013** and posted on the station's website, in accordance with the FCC's EEO Rules.

SECTION 1: Full-Time Job Openings Filled During This PeriodTime Period Covered: **June 1, 2012 – May 31, 2013**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.	Technical Director (6/26/12)	Craigslist	6
2.	Video Journalist (8/9/12)	Industry Referral	5
3.	Producer (8/20/12)	Company website employment page	5
4.	Master Control (8/22/12)	Employee Referral	3
5.	Sports Anchor (10/1/12)	National Association of Hispanic Journalists	7
5.	Traffic Manager (10/15/12)	Internal Company Promotion	3
6.	Video Journalist (12/7/12)	Company website employment page	5
7.	Marketing and Promotions Coordinator (1/7/13)	Internal Station Promotion of Marketing Intern	3
8.	Marketing Director (3/4/13)	Craigslist/Candidate Inquiry	4
9.	News Producer (5/15/13)	Internal Station Promotion	7
10.	Cameraman (5/15/13)	Internal Station Promotion	1

Total Number of Persons Interviewed for All Job Positions: **49**

SECTION 2: Recruitment Sources

Time Period Covered: **June 1, 2012 – May 31, 2013**

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/	22	Video Journalist Producer Technical Director Master Control Sports Anchor Traffic Manager Marketing & Promotions Coordinator Marketing Director
2.	Company Website Posting http://zgsgroup.com/employment.htm Cynthia Martinez Marketing Director ZGS Communications 2000 N. 14 th Street, Suite 400 Arlington, VA 22201 (703) 528-5656	11	Video Journalist Producer Technical Director Master Control Sports Anchor Traffic Manager Marketing & Promotions Coordinator Marketing Director News Producer
3.	Employee Referral Rene Avelar Master Control Supervisor Telemundo WZDC 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333	1	Master Control
4.	External Reference Jeyben Castro Geico, Public Affairs Events Manager 4608 Willard Ave. Chevy Chase, MD 301-986-3175	1	Marketing Director

4.	Employee Referral Jacinto Vargas Regional Business Development Telemundo WZDC 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333	1	Marketing Director
5.	National Association of Hispanic Journalist Career Center http://nahj.ihispano.com/	1	Sports Anchor
6.	Employee Referral Juliana Monsalve Video Journalist Telemundo WZDC 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333	1	Video Journalist
7.	Social Media (Twitter, Facebook) @WZDCTelemundo http://www.facebook.com/WZDCTelemundo	3	Video Journalist Producer Traffic Manager Marketing & Promotions Coordinator News Producer Master Control Sports Anchor
8.	Industry Referrals Nicole Quiroga Station Manager Telemundo WZDC 2775 S. Quincy Street, Suite 100 Arlington, VA 22206 (703) 820-8333	8	Video Journalist Producer Traffic Manager Marketing & Promotions Coordinator Marketing Director

* Indicates sources that have requested notification of job openings.

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

Time Period Covered: **June 1, 2012 – May 31, 2013**

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

1. **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, three in the Marketing Department and four in the News Department.
2. **Mentoring Programs**
 - **T.C. Williams High School Mentoring Program** - Video Journalist Randy Serrano is currently participating in the T.C. Williams High School Senior Experience Program that runs from May 20 through June 7, 2013. Randy serves as a mentor to the student interested in journalism and broadcasting, giving her hands-on experience in the proper procedures involved in log creation, production, live shots, interviews, as well as other industry best practices.
 - **Latino Student Fund** – Nicole Quiroga, WZDC's Station Manager serves on the organization'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.
3. **Station Visits** - On February 23, 2013, Sulema Salazar – WZDC's News Anchor emceed Gunston Middle School's auction. The school had several items that were auctioned off during the evening – including an item donated by Telemundo Washington: a tour for students to visit the local Telemundo station to learn about the media industry and what the various professions at the station entail. On March 29th, the students came to the station for the tour. 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 in front of the green screen. She also had them write their own stories in Spanish and gave them writing tips.
4. **Job Fair** – On April 2nd, 2013 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.
5. **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. The Hispanic Heritage Essay Contest Reception to announce the winners and honor the finalists was held in October at the NBC4 Studios. The finalists were awarded scholarships and other educational supplies. The winning essay is also published in the weekly Spanish newspaper, El Tiempo Latino. The contest gives students the

opportunities to visit a television station and interact with station personnel during the awards reception.

6. **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, a weekly news segment on *Telenoticias Washington*, informational public service announcements from recognizable figures, education experts and celebrities as well as a half-hour informational program. 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.
7. **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. Additionally, Ms. Ballesteros mentors students from the program every summer.
8. **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.
9. **EEO Training to Upper Level Management** – Tara Ballesteros, Communications Director at ZGS Communications conducts training sessions on EEO best practices to upper level management and key station personnel involved in the hiring process. The training included information on effective ways to recruit and interview candidates to ensure a diverse pool of qualified candidates as well as ways to prevent discrimination during the search process. Individual discussions also take place with the hiring manager as each open position is posted and filled.