

Maranatha Broadcasting Company, Inc.

WFMZ-TV, Allentown, PA
KJWP-TV, Wilmington, DE
300 East Rock Road
Allentown, PA 18103

Effective Date: April 1, 2018

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2017 through March 31, 2018. MBC is equal opportunity employer and seeks the help of organizations in referring qualified applicants for various job openings. If your organization would like to be notified of job openings, please contact our office via our website at jobs@wfmz.com or call 610-798-4000 ext 284.

This report covers the employment units of WFMZ-TV in Allentown, PA and KJWP-TV in Wilmington, DE, which are located in the Philadelphia DMA. The information contained in the report is pursuant Section 73.2080 (c) (6) of the FCC 2002 EEO rules. The following information is included in this report:

- 1) A list of full-time vacancies filled by the Station(s) comprising the Station Employment Unit for this reporting period.
- 2) For each vacancy, the recruitment source(s) utilized to fill the vacancy.
- 3) The recruitment source that referred the hiree for each full-time vacancy during the reporting period.
- 4) Data reflecting the total number of people interviewed for full-time vacancies during the reporting period and the total number of interviewees referred by each recruitment source.
- 5) For the purposes of this report a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer.

Below are four tables of information:

*EEO Vacancy Information

*Recruitment Source Information

*Supplemental Recruitment Measures.

*Recruitment Source Summary

Below is a detailed list of the stations broad outreach efforts. In addition to these efforts, job vacancies are also posted on the employee intranet bulletin board. From time to time these notices, and widespread understanding of the station’s policies among our work force, lead to referrals from current employees. The station also receives applications from qualified persons, of all genders and from all ethnic and religious groups, even when there is no specific vacancy for which we are recruiting. When we receive “cold calls” from persons interested in employment, if an opening exists, they are considered and added into the pool of applicants. If no job is open, they are encouraged to check our website for any new job postings that they may be interested in and instructed to follow the application process listed. Applications are reviewed by a managerial-level employee, particularly when there is a vacancy to be filled. Similarly, where the initial contact is in person, the “source” may be denoted as a “walk-in.” “Walk-in” applications are treated in the same manner as “cold calls.” In a few instances, the source of an applicant referral may be described as “unknown,” where origin of the applicant’s interest was not documented.

WFMZ- TV EEO Vacancy Information Covering the Period from 04/01/17 to 03/31/18				
	Full-time and Part-time Positions Filled by Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for this Position	Date Filled
1	Producer (303)	wfmz.com	4	04/12/17
2	IT Technician (304)	wfmz.com	8	04/17/17
3	Television News Reporter (305)	Internal	1	04/25/17
4	Television News Reporter (270)*	tvjobs.com	10	08/26/17
5	Television News Reporter (270)*	tvjobs.com		08/30/17
6	Television News Reporter (270)*	wfmz.com		10/17/17
7	Television News Reporter (270)*	Referral		01/26/18
8	TV Photojournalist/On Call (278)	Reading Eagle	1	07/03/17
9	Broadcast Meteorologist (307)*	tvjobs.com	2	08/17/17
10	Broadcast Meteorologist (307)*	Referral		08/08/17
11	Digital Content Producer (310)	Internal	3	9/1/2017
12	Sales Executive (311)*	Career Builder	6	10/23/2017
13	Sales Executive (311)*	Career Builder		10/30/2017
14	Marketing Director (316)	Internal	12	01/30/18
	Total Number of Interviewees		47	

*Duplicate Job Number as multiple positions filled from same recruitment pool

Recruitment Source	Number of Interviews	Number of Hirees
WFMZ.com	12	3
Career Builder	8	2
READING EAGLE	2	1
PAJobs.com		
tvjobs.com	8	3
NAACP		
PAB		
California Chicano News Media Association (CCNMA)		
National Association of Hispanic Journal		
NAACP		
South Asian Journalists Association		
National Association of Black Journalists		
College Contact		
Reading Area Comm College		
Media Bestro	1	0
Indeed	2	0
Linkden	2	0
Internal	5	3
Referral	7	2
Agency		
Unknown		
Walk-in		
TOTALS	47	14

Full-Time Positions Filled

Job #303 - Producer				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	02/06/17	02/06/17-04/26/17	4
READING EAGLE	mharvan@readingeagle.com	02/06/17	02/08/17-02/14/17	
NAACP	glauray@gklauraycpa.com	02/14/17	02/14/17-03/13/17	
South Asian Journalist Assoc	sree@sree.net	02/14/17	02/14/17-03/13/17	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	02/14/17	02/14/17-04/26/17	
tvjobs.com	www.tvjobs.com	02/16/17	02/16/17-03/16/17	
PAB	http://www.pab.org/job-postings/	02/16/17	02/16/17-03/16/17	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	02/16/17	02/16/17-03/16/17	
Career Builder	www.careerbuilder.com	02/14/17	02/14/17-03/14/17	
National Association of Hispanic Journalists	http://www.nahjcareercenter.com/recruiters?	02/16/17	02/16/17-04/16/17	
National Association of Black Journalists	http://www.nabjcareers.org/			
Applicant Hired:	wfmz.com		Total # of Interviews:	4
Date Filled:	04/12/17			
Job #304 - IT Technician				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	02/14/17	02/14/17-03/15/17	2
READING EAGLE	mharvan@readingeagle.com	02/14/17	02/15/17-02/21/17	
Reading Area Community College	gzielinski@racc.edu	02/14/17	02/14/17-03/15/17	
Penn State	rpm163@psu.edu	02/14/17	02/14/17-03/15/17	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	02/14/17	02/14/17-03/15/17	
Career Builder	www.careerbuilder.com	02/14/17	02/14/17-03/12/17	2
College Central	www.collegecentral.com	02/16/17	02/16/17-03/14/17	
Alvernia University	-			
Kutztown University	-			
Lehigh Carbon Community College	-			
Northampton Community College	-			
Temple University	https://temple-csm.symlicity.com/employers	02/16/17	02/16/17-	

			03/14/17	
Lafayette College	https://lafayette-csm.symplicity.com/employers	02/16/17	02/16/17-03/14/17	
Muhlenberg College	https://muhlenberg-csm.symplicity.com/employers	02/16/17	02/16/17-03/14/17	
Lehigh University	https://lehigh-csm.symplicity.com/	02/16/17	02/16/17-03/14/17	
indeed.com	-			2
LinkedIn	-			1
Referral				1
Applicant Hired:	wfmz.com		Total # of Interviews:	8
Date Filled:	04/17/17			
Job # 305 Television News Reporter				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	04/13/17	04/13/17-04/26/17	
READING EAGLE	mharvan@readingeagle.com	04/13/17	04/14/17-04/20/17	
NAACP	glauray@gklauraycpa.com	04/21/17	04/21/17-05/21/17	
South Asian Journalist Assoc	sree@sree.net	04/21/17	04/21/17-05/21/17	
tvjobs.com	www.tvjobs.com	04/13/17	04/13/17-04/26/17	
PAB	http://www.pab.org/jobboard.html	04/21/17	04/21/17-05/21/17	
Career Builder	www.careerbuilder.com	04/13/17	04/13/17-05/13/17	
National Association of Hispanic Journalists	http://www.nahjcareercenter.com/recruiters?	04/21/17	04/21/17-06/21/17	
National Association of Black Journalists	http://www.nabjcareers.org/	04/21/17	04/21/17-06/21/17	
Internal				1
Applicant Hired:	Internal		Total # of Interviews:	1
Date Filled:	04/25/17			
Job # 270 Television News Reporter				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV (Revision)	-	09/03/15	09/03/15-01/30/18	1
PAJobs.com (Revision)	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	09/03/15	09/03/15-01/31/18	
tvjobs.com	www.tvjobs.com	06/29/17	06/29/17-08/29/17	
tvjobs.com	www.tvjobs.com	08/31/17	08/31/17-09/30/17	7
tvjobs.com	www.tvjobs.com	1/2/2018	1/02/18-2/02/18	
Referral				2
Applicant Hired:	tvjobs.com			
Date Filled:	08/26/17			
Applicant Hired:	tvjobs.com			

Date Filled:	8/30/2017			
Applicant Hired:	wfmz.com			
Date Filled:	10/17/17			
Applicant Hired:	Referral			
Date Filled:	01/26/18		Total # of Interviews:	10
Job # 278 TV Photojournalist/On Call				
Source	Fax/email/address		Sent	Dates Adv.
WFMZ-TV	-		11/18/15	11/18/15-07/03/17
READING EAGLE	mharvan@readingeagle.com		11/18/15	11/18/15-11/25/15
Applicant Hired:	Reading Eagle			Total # of Interviews:
Date Filled:	07/03/17			1
Job # 307 Broadcast Meteorologist				
Source	Fax/email/address		Sent	Dates Adv.
WFMZ-TV	wfmz.com		5/3/2017	05/03/17-08/10/18
READING EAGLE	mharvan@readingeagle.com		5/3/2017	05/04/17-05/10/17
NAACP	glauray@gklauraycpa.com		5/3/2017	05/03/17-06/03/17
South Asian Journalist Assoc	sree@sree.net		5/3/2017	05/03/17-06/03/17
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php		5/3/2017	05/03/17-
tvjobs.com	www.tvjobs.com		5/3/2017	05/03/17-06/03/17
PAB	http://www.pab.org/jobboard.html		5/3/2017	05/03/17-06/03/17
Reading Area Community College	https://www.collegecentral.com/racc		5/3/2017	05/03/17-06/03/17
Career Builder	www.careerbuilder.com		5/3/2017	05/03/17-06/03/17
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?		5/3/2017	05/03/17-07/03/17
National Association of Black Journalists	http://www.nabicareers.org/		5/3/2017	05/03/17-07/03/17
Referral			5/3/2017	05/03/17-06/03/17
Applicant Hired:	tvjobs.com			
Date Filled:	08/07/17			
Applicant Hired:	Referral			
Date Filled:	08/08/17		Total # of Interviews:	2
Job # 310 Digital Content Producer				
Source	Fax/email/address		Sent	Dates Adv.
WFMZ-TV	-		07/07/17	7/7/2017-7/10/17
WFMZ-TV (Revision)	-		07/10/17	7/10/2017-

			9/06/17	
Media Bistro	http://www.mediabistro.com/employers	07/10/17	7/10/2017-8/09/17	1
tvjobs.com	www.tvjobs.com	07/07/17	7/7/2017-8/07/17	
tvjobs.com (Revised)	www.tvjobs.com	07/10/17	7/10/2017-8/07/17	
National Association of Hispanic Journalists	http://www.nahjcareercenter.com/recruiters?	07/10/17	7/10/2017-9/09/17	
National Association of Black Journalists	http://www.nabjcareers.org/	07/10/17	7/10/2017-9/09/17	
Internal				1
Applicant Hired:	Internal		Total # of Interviews:	3
Date Filled:	09/01/17			
Job #311 - Television Senior Sales Executive				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	08/07/17	8/7/17-12/05/17	
READING EAGLE	mharvan@readingeagle.com	08/08/17	8/8/17-8/15/17	
Career Builder	www.careerbuilder.com	08/08/17	8/8/17-9/8/17	6
Applicant Hired:	Career Buildier			
Date Filled:	10/23/2017			
Applicant Hired:	Career Buildier			
Date Filled:	10/30/2017		Total # of Interviews:	6
Job #316- Marketing Director				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	wfmz.com	10/05/17	10/5/2017-01/30/18	4
READING EAGLE	mharvan@readingeagle.com	10/06/17	10/08/17-10/14/17	1
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	10/06/17	10/6/2017-01/30/18	
tvjobs.com	www.tvjobs.com	10/06/17	10/6/2017-11/06/17	
Career Builder	www.careerbuilder.com	10/17/17	10/17/17-11/17/17	
Linkedin	-			1
Internal	-			3
Referral	-			3
Applicant Hired:	Internal			
Date Filled:	01/30/18		Total # of Interviews:	12

NON-VACANCY SPECIFIC OUTREACH EFFORTS

The licensee has engaged in numerous non-vacancy specific outreach efforts to educate the community about broadcast jobs and job skill, and to train current employees to undertake more responsibilities in their positions. Examples of the efforts undertaken in the last year include those listed below.

INTERNSHIP PROGRAM

The licensee has a program where college students spend a semester in a position that gives them hands on experience in their chosen field of interest. Students generally spend 15 hours per week during the semester. Station management evaluates their performance and provides this information to the student's advisor. Below is a partial list of interns during this reporting period.

Student: On File
State University of NY at Oswego
Summer 2017

Student: On File
Temple University
Summer 2017

Student: On File
Ithaca College
Summer 2017

Student: On File
Ithaca College
Summer of 2017

Student: On File
West Chester University
Summer of 2017

Student: On File
East Stroudsburg University
Summer 2017 (or Spring)

Student: On File
Bloomsburg University
Summer 2017 (or Spring)

Student: On File
Alvernia University
Summer 2017 (or Spring)

SHADOWING PROGRAM

The licensee has a program that allows high school students to shadow anchors, reporters, producers, and camera operators. Students spend partial or full days with WFMZ-TV staff. Below is a list of Students.

Date: August 15, 2017
Student Name: On File
School: Brandywine Heights High School
Person Shadowed: Dan Skeldon

Date: October 16, 2017
Student Name: On File
School: Lehigh County Community College
Person Shadowed: Danielle Gehman

Date: October 20, 2017
Student Name: On File
School: Nazareth High School
Person Shadowed: Dan Moscaritolo and Jim Vaughn

Date: November 15, 2017
Student Name: On File
School: Hamburg High School
Person Shadowed: Karin Mallet

Date: January 5, 2018
Student Name: On File
School: Christopher Dock High School (Lansdale)
Person Shadowed: Dan Moscaritolo

Date: January 23, 2018
Student Name: On File
School: Palisades High School
Person Shadowed: Melanie Falcon and Jim Vaughn

Date: February 15, 2018
Student Name: On File
School: Boyertown High School
Person Shadowed: Various (Producer, Photographers, Reporters)

Date: February 15, 2018
Student Name: On File
School: DeSales University
Person Shadowed: Dan Moscaritolo

Date: March 23, 2018
Student Name: On File
Person Shadowed: Melanie Falcon

PARTICIPATE IN EVENTS RELATING TO CAREERS IN BROADCASTING

The licensee participates in a broad range of career events. Below is a partial list of events attended during the reporting period.

Employee: Will Lewis
Event: Sheckler Elementary School
Date: March 16, 2018
Description: Career Day

Employee: Will Lewis
Event: Easton Area Middle School
Date: March 26, 2018
Description: Career Day

Employee: Alexandra Hogan
Event: Elementary School
Date: May 22, 2018
Description: Career Day

PARTICIPATE IN GENERAL OUTREACH EFFORTS

The licensee participates in a broad range of outreach efforts to potential applicants, such as job banks, broadcast internet sites, and other notifications including distributing a full outline of jobs in broadcasting, what is required to attain such jobs and answer questions at major public events. The largest event is Musikfest, where over one-million people attend.

PARTICIPATION IN SCHOLARSHIP PROGRAMS DIRECTED AT STUDENTS

The licensee actively co-produces major theatre/performing arts scholarship program called the Freddy Awards. This program was developed in conjunction with the State Theatre in Easton, to encourage students to excellence and help them see career options in the performing artist. Twenty-Nine high schools participated in the annual competition culminating in a live three-hour telecast which was broadcast on WFMZ-TV. The program highlights the talents of the students as well as announcing the winners of various competitions in the performing arts. This year college scholarships were awarded exceeding \$100,000 in value to students. The event has spurred the local community to more robustly support the performing arts in our local high-schools and has made high-school musicals must see events for the region.

SPONSOR EVENTS IN THE COMMUNITY DESIGNED TO INFORM THE PUBLIC OF BROADCAST EMPLOYMENT OPPORTUNITIES:

The licensee has developed a Kids News Set, which is complete with a replica of the station's news set, teleprompter, camera and lighting. The Kids News Set was designed to allow kids to see how a newscast is produced and ask questions about broadcasting in general. Youth of all ages can sit at the set, read a prepared script from the teleprompter and be recorded. This year the set was at Musikfest in Bethlehem PA, which had over 1 million people in attendance over the 10 day festival.

The licensee has developed an on-going educational platform at the Da Vinci Discovery Center for Science in Allentown. The effort includes a multiple interactive kiosk where students and the general public can learn about meteorology and how the forecast and weather presentations are produced. A fully functional chroma-key wall allows the public to experience how forecasters present the weathercast.

In addition to the educational center at the Da Vinci Discovery Center that runs daily seven days a week, the licensee's Meteorologists speak to classrooms of children. The presentation includes an interactive tour of the television station, discussion of the various jobs available in broadcasting and encouraging children in general to study and prepare for their futures.

EMPLOYMENT OUTREACH

The licensee is committed to a broad outreach, and pursuant to that goal, seeks out organizations that may be interested in receiving job openings. The licensee also runs announcements on WFMZ, and will run them on KJWP which was just acquired within the last year, to make potential job services aware of how to become a part of the "Job Notification List" for openings at the licensee.

STATION TOURS

The licensee conducts regular tours of the station to grade schools, high schools, boy scouts, cub scouts, clubs and community groups. Tours range from 5-25 people per tour and are conducted approximately 8 months of the year, one - two tours per week. Tours include all aspects of the broadcast facility and attendee's questions are answer by news department personnel and other station employees.

SELF-ASSESSMENT AND MANAGEMENT TRAINING

The station conducts EEO training and self-assessment programs with managers that make hiring decisions. During programs, managers review hiring procedures and documentation. The NAB 10 Step EEO Compliance Manual is used as a guide for the review. The group reviews all procedures and documentation and makes recommendations on improving EEO procedures. The most recent session was conducted March 30th, 2018.

Maranatha Broadcasting Company, Inc., is committed to a policy of equal employment opportunity. At the same time, we recognize that the provision of true equality in employment opportunities is a continuing process and there is likely to be, at all times, room for improvement."