

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2019

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2018 through March 31, 2019. 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 4284.

This report covers the employment units of WFMZ-TV in Allentown, PA and WDPN-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 04/01/18 to 03/31/19				
	Full-time and Part-time Positions Filled by Job Title	Recruitment	Total Number of Interviewees	Date Filled
1	Photojournalist (321)*	wfmz.com	4	02/22/18
2	Photojournalist (321)*	wfmz.com	Same pool as #1	03/01/18
3	Production Manager (320)	Internal	5	04/01/18
4	News Producer (324)	wfmz.com	2	04/17/18
5	Television News Writer PT (322)	wfmz.com	8	05/16/18
6	Business Reporter (323)	wfmz.com	4	05/31/18
7	Broadcast Meteorologist (326)	Agency	5	06/02/18
8	Digital Content Editor (332)	wfmz.com	3	07/19/18
9	Executive Producer (331)	Internal	3	08/23/18
10	TV News Assignment Editor (330)	Internal	3	08/29/18
11	Web Producer - Maternity Relief - Temporary (333)*	wfmz.com	5	09/07/18
12	Web Producer - Maternity Relief - Temporary (333)*	wfmz.com	Same pool as #11	09/07/18
13	TV News Writer Maternity Relief - Temporary (334)	wfmz.com	5	09/10/18
14	TV News Assignment Editor - Maternity Relief (335)	Indeed	3	10/02/18
15	Television Sales Executive (100M)	Referral	1	10/16/18
16	Bilingual Photojournalist, PT (337)	Referral	2	01/02/19
17	Digital Content Producer (339)	Internal	10	01/10/19
	Total Number of Interviewees		63	

*Duplicate Job Number

WFMZ-TV	Date: 04/01/18-03/31/19	
Recruitment Source	Number of Interviews	Number of Hirees
WFMZ-TV	32	9
Career Builder	2	
READING EAGLE	1	
tvjobs.com	1	
Internal	11	3
Referral	3	3
indeed.com	4	1
Media Bistro	3	
Agency	4	1
Penn State	2	
TOTALS	63	17

Positions Filled

Job # 100M Television Sales Executive 092818				
Source	Fax/email/address	Sent	Dates Adv.	RF
MeTV2	-	10/5/2018	10/05/18-10/12/18	
Career Builder	-	10/5/2018	10/05/18-11/05/18	
Delaware Online	-	9/28/2018	9/28/18-10/28/18	
tvjobs.com	www.tvjobs.com	9/28/2018	9/28/18-10/28/18	
Referral	-			1
Applicant Hired:	Referral			1
Date Filled:	10/16/18			
Job # 320 Production Manager				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	12/11/17	12/11/2017-04/01/18	
READING EAGLE	mharvan@readingeagle.com	12/12/17	12/13/2017-12/19/17	
tvjobs.com	www.tvjobs.com	12/12/17	12/12/2017-01/12/18	
Career Builder	www.careerbuilder.com	12/12/17	12/12/2017-01/11/18	
Internal	-			5
Applicant Hired:	Internal		Total # of Interviews:	5
Date Filled:	04/01/18			
Job # 321				

Photojournalist				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	01/03/18	01/03/18-05/08/18	3
READING EAGLE	mharvan@readingeagle.com	01/04/18	01/07/17-01/13/17	
Career Builder	www.careerbuilder.com	01/04/18	01/04/18-02/04/18	1
tvjobs.com	www.tvjobs.com	01/04/18	01/04/18-02/04/18	
National Association of Hispanic Journalists	http://www.nahjcareercenter.com/recruiters?	01/04/18	01/04/18-03/04/18	
National Association of Black Journalists	http://www.nabjcareers.org/	01/04/18	01/04/18-03/04/18	
Applicant Hired:	wfmz.com			
Date Filled:	03/01/18			
Applicant Hired:	wfmz.com			
Date Filled:	02/22/18		Total # of Interviews:	4
Job # 322 Television News Writer - PT				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	01/29/18	01/29/18-05/22/18	6
READING EAGLE	mharvan@readingeagle.com	01/29/18	01/31/18-02/06/18	
Career Builder	www.careerbuilder.com	01/30/18	01/30/18-02/28/18	
tvjobs.com	www.tvjobs.com	01/30/18	01/30/18-02/28/18	
Media Bistro	http://www.mediabistro.com/employers	01/30/18	01/30/18-03/01/18	2
Journalism Jobs	www.journalismjobs.com	01/30/18	01/30/18-03/01/18	
National Association of Hispanic Journalists	http://www.nahjcareercenter.com/recruiters?	01/30/18	01/30/18-03/30/18	
National Association of Black Journalists	http://www.nabjcareers.org/	01/30/18	01/30/18-03/30/18	
Applicant Hired:	wfmz.com		Total # of Interviews:	8
Date Filled:	05/16/18			
Job # 323 - Business Reporter, Television and Web				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	02/12/18	02/12/18-5/31/18	1
READING EAGLE	mharvan@readingeagle.com	02/12/18	02/13/18-02/19/18	
Career Builder	www.careerbuilder.com	02/12/18	02/12/18-03/12/18	
tvjobs.com	www.tvjobs.com	02/12/18	02/12/18-03/12/18	
tvjobs.com	www.tvjobs.com	04/03/18	04/03/18-05/03/18	1
Journalism Jobs	www.journalismjobs.com	02/15/18	02/15/18-03/23/18	

National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	02/15/18	02/15/18-04/14/18	
National Association of Black Journalists	http://www.nabicareers.org/	02/15/18	02/15/18-04/14/18	
Agency	-			2
Applicant Hired:	wfmz.com		Total # of Interviews:	4
Date Filled:	5/25/18			
Job #324 - Producer				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	03/02/18	03/02/18-04/24/18	2
READING EAGLE	mharvan@readingeagle.com	03/01/18	03/02/18-03/08/18	
Career Builder	www.careerbuilder.com	03/02/18	03/02/18-04/02/18	
PAJobs.com	https://www.pennsylvaniajobs.com/clients/clientlogin-en.php	03/02/18	03/02/18-04/24/18	
tvjobs.com	www.tvjobs.com	03/02/18	03/02/18-04/02/18	
tvjobs.com	www.tvjobs.com	04/03/18	04/03/18-05/03/18	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	04/03/18	04/03/18-6/3/2018	
National Association of Black Journalists	http://www.nabicareers.org/	04/03/18	04/03/18-6/3/2018	
Applicant Hired:	wfmz.com		Total # of Interviews:	2
Date Filled:	4/17/2018			
Job # 326 Broadcast Meteorologist				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	wfmz.com	5/15/2018	05/15/18-06/29/18	
READING EAGLE	mharvan@readingeagle.com	5/15/2018	05/16/18-05/22/18	
tvjobs.com	www.tvjobs.com	5/15/2018	05/15/18-06/14/18	
Career Builder	www.careerbuilder.com	5/17/2018	05/17/18-06/17/18	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	5/17/2018	05/17/18-07/17/18	
National Association of Black Journalists	http://www.nabicareers.org/	5/17/2018	05/17/18-07/17/18	
Referral				1
Agency				2
Penn State				2
Applicant Hired:	Agency			
Date Filled:	06/02/18		Total # of Interviews:	5
Job # 330 - TV News Assignment				

Editor 06/18/18				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	06/18/18	6/18/18-08/24/18	2
tvjobs.com		06/15/18	6/15/18-6/21/18	
Internal	-			1
Applicant Hired:	Internal		Total # of Interviews:	3
Date Filled:	08/29/18			
Job #331 Television News Executive Producer				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	06/18/18	6/18/18-	1
READING EAGLE	mharvan@readingeagle.com	06/18/18	6/19/18-6/25/18	
Career Builder	www.careerbuilder.com	06/18/18	6/18/18-7/18/18	
tvjobs.com	www.tvjobs.com	06/18/18	6/18/18-7/18/18	
tvjobs.com	www.tvjobs.com	07/19/18	7/18/18-8/17/18	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	06/18/18	6/18/18-8/18/18	
National Association of Black Journalists	http://www.nabicareers.org/	06/18/18	6/18/18-8/18/18	
Internal	-			2
Applicant Hired:	Internal		Total # of Interviews:	3
Date Filled:	08/23/18			
Job #332 - Digital Content Editor, Part Time				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	06/27/18	6/27/18-7/13/18	2
READING EAGLE	mharvan@readingeagle.com	06/27/18	6/19/18-6/25/18	1
Media Bistro	http://www.mediabistro.com/employers	06/27/18	6/27/18-07/27/18	
tvjobs.com	www.tvjobs.com	06/27/18	6/27/18-07/27/18	
Applicant Hired:	wfmz.com			
Date Filled:	07/18/18		Total # of Interviews:	3
Job #333 Web Producer-Maternity Relief-Temporary 08/03/18				
Source	Fax/email/address/website	Sent	Dates Adv.	RF
WFMZ-TV	wfmz.com	08/03/18	8/3/18-08/24/18	5
WFMZ-TV - Revision	wfmz.com	08/24/18	8/24/18-9/10/18	

READING EAGLE	mharvan@readingeagle.com	08/03/18	8/05/18-8/11/18	
Career Builder	www.careerbuilder.com	08/08/18	8/08/18-8/27/18	
Career Builder - Revision	www.careerbuilder.com	08/27/18	8/27/18-9/07/18	
Media Bistro	https://www.mediabistro.com	08/08/18	8/08/18-8/27/18	
Media Bistro - Revision	https://www.mediabistro.com	08/27/18	8/27/18-9/07/18	
tvjobs.com	www.tvjobs.com	08/08/18	8/08/18-8/27/18	
tvjobs.com - Revision	www.tvjobs.com	08/27/18	8/27/18-9/07/18	
Indeed	www.indeed.com	08/27/18	8/27/18-9/07/18	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters	08/08/18	8/08/18-8/27/18	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters	08/27/18	8/27/2018-10/08/18	
National Association of Black Journalists	http://www.nabicareers.org/	08/08/18	8/08/18-8/27/18	
National Association of Black Journalists	http://www.nabicareers.org/	08/27/18	8/27/2018-10/08/18	
Applicant Hired:	wfmz.com			
Date Filled:	9/7/2018			
Applicant Hired:	wfmz.com			
Date Filled:	9/7/2018		Total # of Interviews:	5
Job #334 TV News Writer-Maternity Relief-08/03/18				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	08/03/18	8/3/18-9/11/18	3
READING EAGLE	mharvan@readingeagle.com	08/03/18	8/05/18-8/11/18	
Career Builder	www.careerbuilder.com	08/08/18	8/08/18-9/07/18	1
Media Bistro	-	08/08/18	8/08/18-9/07/18	1
tvjobs.com	-	08/08/18	8/08/18-9/07/18	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	08/08/18	8/08/18-10/07/18	
Applicant Hired:	wfmz.com		Total # of Interviews:	5
Date Filled:	9/10/18			
Job #335 - TV News Assignment Editor - Maternity Leave 091118				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	09/11/18	09/11/18-11/13/18	1
READING	mharvan@readingeagle.com	09/11/18	09/12/18-09/18/18	

EAGLE				
Career Builder	www.careerbuilder.com	09/12/18	09/12/2018-10/12/18	
Indeed	www.indeed.com	09/12/18	09/12/2018-10/13/18	2
Applicant Hired:	Indeed		Total # of Interviews:	3
Date Filled:	10/02/18			
Job #337 - Bilingual Photojournalist, Part Time 110118				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	11/01/18	11/1/2018-01/10/19	1
Referral	-			1
Applicant Hired:	Referral		Total # of Interviews:	2
Date Filled:	01/02/19			
Job #339 Digital Content Producer				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	12/14/18	12/14/2018-01/10/19	5
READING EAGLE	mharvan@readingeagle.com	12/14/18	12/14/2018-12/22/18	
Mediabistro	https://www.mediabistro.com/employer/pricing/	12/14/18	12/14/2018-01/13/19	
tvjobs.com	www.tvjobs.com	12/14/18	12/14/2018-01/14/18	
Indeed.com	https://employers.indeed.com/p#post-job/getting-started	12/14/18	12/14/2018-01/14/18	2
Internal	-			3
Applicant Hired:	Internal		Total # of Interviews:	10
Date Filled:	01/10/19			

EXIGENT CIRCUMSTANCE

During this reporting period, a sales executive with significant experience in advertising sales became available and was hired before the job was posted.

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
School: Berks Catholic/Syracuse
Term: Summer 2018

Student: On file
School: Elon University
Term: Summer 2018

Student: On file
School: Bloomsburg University
Term: Summer 2018

Student: On file
School: Kutztown University
Term: Summer 2018

Student: On file
School: Centenary College
Term: Winter 2019

Student: On file
School: Lehigh University
Term: Winter 2019

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: April 3, 2018
Student Name: On File
School: Emmaus High School
Person Shadowed: Joy Howe

Date: January 13, 2019
Student Name: On File
School: Wilkes University
Person Shadowed: Wendy Davis

Date: January 21, 2019
Student Name: On File

School: Upper Merion High School
Person Shadowed: Various / Newsroom

Date: February 14, 2019
Student Name: On File
School: Upper Merion High School
Person Shadowed: Various / Newsroom

Date: March 22, 2019
Student Name: On File
School: Nazareth Area High School
Person Shadowed: Matt Broderick

Date: March 22, 2019
Student Name: On File
School: Wilkes University
Person Shadowed: Wendy Davis

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: Israel Alejandro
Event: Catasauqua High School
Date: April 10 & 11, 2018
Description: Speaker and supervised students filming senior class video

Employee: Mike Reinert
Event: Berks Catholic High School Career Day
Date: April 13, 2018
Description: Talked about opportunities in the TV industry

Employee: Israel Alejandro
Event: Catasauqua High School
Date: April 18, 2018
Description: Helped edit above mentioned video and answered questions on editing

Employee: Matt Roth
Event: Mt. Penn Elementary Center 6th Grade Career Fair
Date: May 4, 2018
Description: I was invited to represent 69 News at the school's 6th-grade career fair.

Employee: Will Lewis
Event: Scheckler Elementary School
Date: June 4, 2018
Description: Spoke to students at Career Day

Employee: Will Lewis
Event: Career Day at Lehigh Township Elementary School
Date: 11/30/18
Description: Spoke to six classes about WFMZ and job. Provided key chains and stickers. Also recorded the Monday morning announcements with the students

Employee: Patrick Manwiller
Event: Governor Mifflin Middle School Career Day
Date: March 21, 2019
Description: Spoke with four different sessions of middle school students about the job I do and took questions.

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. 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 children 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 9 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.

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 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. 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 February 21th, 2019.

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.