

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2020

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2019 through March 31, 2020. 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](mailto: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.

<b>WFMZ- TV EEO Vacancy Information Covering the Period from 04/01/19 to 03/31/20</b>				
	<b>Full-time and Part-time Positions Filled by Job Title</b>	<b>Recruitment</b>	<b>Total Number of Interviewees</b>	<b>Date Filled</b>
1	Digital Account Executive (341)	Linkedin	2	04/05/09
2	Web Reporter, Part-Time (343)*	wfmz.com	4	05/08/19
3	Web Reporter, Part-Time (343)*	wfmz.com	Duplicate Job #	05/12/19
4	Web Reporter, Part-Time (343)*	wfmz.com	Duplicate Job #	05/28/19
5	Web Producer - Part-Time (342)	wfmz.com	4	05/28/19
6	Photojournalist (344)	indeed.com	8	09/05/19
7	Photojournalist, Part-Time (346)	indeed.com	3	09/12/19
8	Reporter (347)*	Internal	5	09/09/19
9	Reporter (347)*	wfmz.com	Duplicate Job #	09/19/19
10	Reporter (347)*	wfmz.com	Duplicate Job #	09/30/19
11	Producer/Associate Producer (350)	Internal	3	01/03/20
12	Web Reporter, Part-Time (353)	wfmz.com	2	01/03/20
13	Traffic Manager (354)	Internal	3	01/15/20
14	On-Call Photojournalist (349)	wfmz.com	2	02/04/20
15	Producer (351)	wfmz.com	4	02/11/20
16	Web Producer - Part-Time Weekends (352)	indeed.com	5	02/25/20
17	Writer/Web Producer - Part-time - Espanol	Internal	1	03/11/20
<b>*Duplicate Job Number</b>	<b>Total Number of Interviewees</b>		<b>46</b>	

<b>WFMZ-TV</b>	<b>Date: 04/01/19-03/31/20</b>	
<b>Recruitment Source</b>	<b>Number of Interviews</b>	<b>Number of Hirees</b>
WFMZ-TV	23	9
Career Builder		
READING EAGLE		
tvjobs.com		
Internal	5	4
Referral		
indeed.com	15	3
Linkedin	2	1
Media Bistro		
Agency	1	
Penn State		
<b>TOTALS</b>	<b>46</b>	<b>17</b>

<b>Job #341 - Digital Account Executive</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>R F</b>
WFMZ-TV	-	01/19/19	01/19/19-02/17/20	
Career Builder		02/01/19	2/1/2019-03/01/19	
Indeed.com	<a href="https://employers.indeed.com/p#post-job/getting-started">https://employers.indeed.com/p#post-job/getting-started</a>	01/21/19	1/21/2019-02/21/19	
Professional Diversity Network	<a href="https://www.prodivnet.com">https://www.prodivnet.com</a>	01/21/19	1/21/2019-03/21/19	
Linkedin	-	02/15/19	02/15/19-03/12/19	2
<b>Applicant Hired: LinkedIn</b>			<b>Total # of Interviews:</b>	<b>2</b>
<b>Date Filled: 04/05/19</b>				
<b>Job #342 - Web Producer Part-time</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>R F</b>
WFMZ-TV	-	03/26/19	03/26/19-05/28/19	3
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	03/27/19	03/26/19-04/05/19	
Indeed.com	<a href="https://employers.indeed.com">https://employers.indeed.com</a>	03/27/19	3/27/19-04/27/19	1
<b>Applicant Hired: wfmz.com</b>			<b>Total # of Interviews:</b>	<b>4</b>
<b>Date Filled: 05/28/19</b>				
<b>Job #343 - Reporter Part-time</b>				

Source	Fax/email/address	Sent	Dates Adv.	R F	
WFMZ-TV	-	03/29/19	03/29/19-05/28/19	3	
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	03/27/19	03/28/19-04/05/19		
Mediabistro	<a href="https://www.mediabistro.com/employer/pricing/">https://www.mediabistro.com/employer/pricing/</a>	04/22/19	04/22/19-05/22/19		
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	04/22/19	04/22/19-05/22/19		
Indeed.com	<a href="https://employers.indeed.com">https://employers.indeed.com</a>	04/22/19	04/22/19-05/22/19	1	
Professional Diversity Network	<a href="https://www.prodivnet.com">https://www.prodivnet.com</a>	04/22/19	04/22/19-05/22/19		
<b>Applicant Hired: wfmz.com</b>					
<b>Date Filled: 05/08/19</b>					
<b>Applicant Hired: wfmz.com</b>					
<b>Date Filled: 05/12/19</b>					
<b>Applicant Hired: wfmz.com</b>					
<b>Date Filled: 05/28/19</b>					
				<b>Total # of Interviews:</b>	<b>4</b>
<b>Job #344 - Photojournalist</b>					
Source	Fax/email/address	Sent	Dates Adv.	R F	
WFMZ-TV	-	05/30/19	05/30/19-10/04/19	1	
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	05/30/19	06/02/19-06/08/19		
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	05/30/19	05/30/19-06/30/19		
Indeed.com	<a href="https://employers.indeed.com">https://employers.indeed.com</a>	06/07/19	6/7/2019-07/08/19	7	
Indeed.com	<a href="https://employers.indeed.com">https://employers.indeed.com</a>	09/02/19	9/2/2019-9/05/19		
<b>Applicant Hired: Indeed</b>					
<b>Date Filled: 09/05/19</b>					
				<b>Total # of Interviews:</b>	<b>8</b>
<b>Job #346 - TV News Photojournalist</b>					
Source	Fax/email/address	Sent	Dates Adv.	R F	
WFMZ-TV	-	07/12/19	7/12/19-10/04/19		
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	07/12/19	7/15/19-7/21/19		
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	07/15/19	7/15/19-8/15/19		
Indeed.com	<a href="https://employers.indeed.com">https://employers.indeed.com</a>	07/15/19	7/15/19-8/15/19	3	
<b>Applicant Hired: Indeed</b>					
<b>Date Filled: 09/12/19</b>					
				<b>Total # of Interviews:</b>	<b>3</b>
<b>Job #347 - Reporters</b>					
Source	Fax/email/address	Sent	Dates Adv.	R F	
WFMZ-TV	-	08/02/19	08/02/19-10/04/19	3	
READING EAGLE	<a href="mailto:mswann@readingeagle.com">mswann@readingeagle.com</a>	08/02/19	08/04/19-08/10/19		

tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	08/02/19	08/02/19-09/02/19	
Indeed.com	<a href="https://employers.indeed.com">https://employers.indeed.com</a>	08/02/19	08/02/19-09/02/19	
Internal				1
Agency				1
<b>Applicant Hired: Internal</b>				
<b>Date Filled: 09/09/19</b>				
<b>Applicant Hired: wfmz.com</b>				
<b>Date Filled: 09/19/19</b>				
<b>Applicant Hired: wfmz.com</b>				
<b>Date Filled: 09/30/19</b>			<b>Total # of Interviews:</b>	<b>5</b>
<b>Job #349 - On-Call Photojournalist</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>R F</b>
WFMZ-TV	-	11/14/19	11/14/19-02/05/20	2
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	11/14/19	11/14/19-12/14/19	
Indeed.com	<a href="https://employers.indeed.com/p#post-job/getting-started">https://employers.indeed.com/p#post-job/getting-started</a>	11/14/19	11/14/19-12/14/19	
<b>Applicant Hired: wfmz.com</b>				
<b>Date Filled: 02/04/20</b>			<b>Total # of Interviews:</b>	<b>2</b>
<b>Job #350 - PRODUCER / ASSOCIATE PRODUCER</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>R F</b>
WFMZ-TV	-	11/14/19	11/14/19-11/19/19	2
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	11/14/19	11/14/19-11/19/19	
Indeed.com	<a href="https://employers.indeed.com/p#post-job/getting-started">https://employers.indeed.com/p#post-job/getting-started</a>	11/14/19	11/14/19-11/19/19	
Internal	-			1
<b>Applicant Hired: Internal</b>				
<b>Date Filled: 01/03/20</b>			<b>Total # of Interviews:</b>	<b>3</b>
<b>Job #351 - PRODUCER</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>R F</b>
WFMZ-TV	-	11/19/19	11/19/19-02/17/20	4
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	11/19/19	12/19/19-01/19/20	
Mediabistro	<a href="https://www.mediabistro.com/employer/pricing/">https://www.mediabistro.com/employer/pricing/</a>	11/29/19	11/29/19-12/29/19	
Indeed.com	<a href="https://employers.indeed.com/p#post-job/getting-started">https://employers.indeed.com/p#post-job/getting-started</a>	11/19/19	11/19/19-11/26/19	
Indeed.com	<a href="https://employers.indeed.com/p#post-job/getting-started">https://employers.indeed.com/p#post-job/getting-started</a>	11/29/19	11/29/19-12/29/19	
<b>Applicant Hired: wfmz.com</b>				
<b>Date Filled: 02/11/20</b>			<b>Total # of Interviews:</b>	<b>4</b>

<b>Job #352 - Web Producer PT Weekends</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>R F</b>
WFMZ-TV	-	11/26/19	11/26/2019-02/28/20	3
Mediabistro	<a href="https://www.mediabistro.com/employer/pricing/">https://www.mediabistro.com/employer/pricing/</a>	11/26/19	11/26/2019-12/26/19	
Indeed.com	<a href="https://employers.indeed.com/p#post-job/getting-started">https://employers.indeed.com/p#post-job/getting-started</a>	11/26/19	11/26/2019-12/26/19	2
<b>Applicant Hired: Indeed</b>				
<b>Date Filled: 02/25/20</b>			<b>Total # of Interviews:</b>	<b>5</b>
<b>Job #353 - Web Reporter, Part Time</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>R F</b>
WFMZ-TV	-	11/29/19	11/29/2019-02/17/20	2
Mediabistro	<a href="https://www.mediabistro.com/employer/pricing/">https://www.mediabistro.com/employer/pricing/</a>	11/29/19	11/29/2019-12/29/19	
Indeed.com	<a href="https://employers.indeed.com/p#post-job/getting-started">https://employers.indeed.com/p#post-job/getting-started</a>	11/29/19	11/29/2019-12/29/19	
<b>Applicant Hired: wfmz.com</b>				
<b>Date Filled: 01/03/20</b>			<b>Total # of Interviews:</b>	<b>2</b>
<b>Job #354 - TV Traffic Manager</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>R F</b>
WFMZ-TV	-	12/03/19	12/03/19-12/05/19	
READING EAGLE	<a href="mailto:mswann@readingeagle.com">mswann@readingeagle.com</a>	12/03/19	12/04/19-12/14/19	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	12/03/19	12/03/19-02/03/19	
Indeed.com	<a href="https://employers.indeed.com/p#post-job/getting-started">https://employers.indeed.com/p#post-job/getting-started</a>	12/03/19	12/03/19-02/03/19	1
Internal	-			2
<b>Applicant Hired: Internal</b>				
<b>Date Filled: 01/15/20</b>			<b>Total # of Interviews:</b>	<b>3</b>
<b>Job #355 - Writer / Web Producer, Part Time - Spanish</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>R F</b>
WFMZ-TV	-	12/06/19	12/06/19-03/11/20	
Indeed.com	<a href="https://employers.indeed.com/p#post-job/getting-started">https://employers.indeed.com/p#post-job/getting-started</a>	12/06/19	12/06/19-01/05/20	
Mediabistro	<a href="https://www.mediabistro.com/employer/pricing/">https://www.mediabistro.com/employer/pricing/</a>	12/06/19	12/06/19-01/05/20	
Internal	-			1
<b>Applicant Hired: Internal</b>				
<b>Date Filled: 03/11/20</b>			<b>Total # of Interviews:</b>	<b>1</b>

### **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. We had more interns, however due to the Covid-19 crisis, our staff is working from home and access to their notes is not readily available.

Student: On File  
School: Alvernia College  
Term: Spring/Summer 2019 - Sports

Student: On File  
School: Ithaca College  
Term: Spring/Summer 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. More shadowing has occurred, however due to the Covid-19 crisis, our staff is working from home and access to their notes is not readily available.

Date: April 25, 2019  
Student Name: On File  
School: Conrad Weiser  
Person Shadowed: Andrew McKeever

Date: February 14, 2020  
Student Name: On File  
School: Reading Area Community Collete  
Person Shadowed: Andrew McKeever

**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. More events were attended, however due to the Covid-19 crisis, our staff is working from home and access to their notes is not readily available.

Employee: Israel Alenjandro  
Event: Valley Forge Baptist Academy Career Day  
Date: April 2, 2019  
Description: Spoke about careers in broadcasting to students K-12.

Employee: Caleb Cawley  
Event: Whitehall High School Career Day  
Date: April 4, 2019  
Description: Spoke about careers in broadcasting.

Employee: Matt Roth  
Event: Mt. Penn Elementary Center's 6<sup>th</sup> Grade Career Fair  
Date: May 3, 2019  
Description: Spoke about careers in broadcasting.

Employee: Will Lewis  
Event: Sheckler Elementary School  
Date: May 31, 2019  
Description: Spoke at Career Day.

Employee: Will Lewis  
Event: Shawnee Elementary School  
Date: June 10, 2019  
Description: Spoke about careers in broadcasting.

**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 arts. 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. Several college scholarships are awarded 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.

### **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 March 24, 2020.

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.