

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2021

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2020 through March 25, 2021. 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 610-798-4080.

This report covers the employment units of WFMZ-TV Allentown, PA and WDPN-TV 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. In some cases an applicant likely saw the ad listed in an external source which motivated them to look at the wfmz.com website for more information. Subsequently this may have led them to list wfmz.com as where they learned of the job on their application.

<b>WFMZ- TV EEO Vacancy Information Covering the Period from 04/01/20 to 03/25/21</b>				
	<b>Full-time and Part-time Positions</b>	<b>Recruitment Source</b>	<b>Total Number of Interviewees</b>	<b>Date Filled</b>
<b>1</b>	Producer/Associate Producer (360)	wfmz.com	3	03/08/21
<b>2</b>	Remote Meteorologist (361)	Agency	4	08/05/20
<b>3</b>	Copy Editor (363)	wfmz.com	11	10/23/20
<b>4</b>	Assistant New Director (364)	internal	5	02/15/21
<b>5</b>	Assignment Editor (365)	wfmz.com	4	01/29/21
<b>6</b>	Photojournalist Part-Time (366)	wfmz.com	1	12/29/20
<b>7</b>	Digital Account Executive (370)	Indeed	5	03/09/21
<b>8</b>	Digital Producer - PT (371)	Indeed	1	03/12/21
	<b>Total Number of Interviewees</b>		<b>34</b>	

<b>WFMZ-TV</b>	<b>Date: 04/01/20-03/25/21</b>	
<b>Recruitment Source</b>	<b>Number of Interviews</b>	<b>Number of Hires</b>
wfmz.com	20	4
indeed.com	7	2
Agent	1	1
tvjobs.com		
Internal	5	1
Referral	1	
Media Bistro		
<b>TOTALS</b>	<b>34</b>	<b>8</b>

<b>Job #360 Producer or Associate Producer</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
wfmz.com	05/20/20	05/20/20-02/11/21	<b>2</b>
INDEED Sponsorship	05/20/20	05/20/20-02/11/21	
WFMZ-TV (Revision)	02/11/21	02/11/21-03/15/21	
INDEED Sponsorship	03/01/21	03/01/21-03/15/21	
MediaBistro	02/11/21	02/11/21-03/11/21	
tvjobs.com	05/19/20	05/19/20-06/19/20	
tvjobs.com	02/11/21	02/11/21-03/11/21	
Referral			<b>1</b>
<b>Applicant Hired: wfmz.com</b>			
<b>Date Filled: 03/08/21</b>		<b>Total # of Interviews:</b>	<b>3</b>
<b>Job #361 - Meteorologist - Remote</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
wfmz.com	08/13/20	08/13/20-01/26/21	<b>2</b>
tvjobs.com	08/13/20	08/13/20-09/13/20	
Internal			<b>1</b>
Agent			<b>1</b>
<b>Applicant Hired: Agency</b>			
<b>Date Filled: 08/05/20</b>		<b>Total # of Interviews</b>	<b>4</b>
<b>c</b>			
<b>Job #363 - Copy Editor</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
wfmz.com	09/18/20	09/18/20-10/26/20	<b>11</b>
Indeed Sponsorship	09/18/20	09/18/20-10/26/20	
Media Bistro	09/21/20	09/21/20-10/21/20	
<b>Applicant Hired: wfmz.com</b>			
<b>Date Filled: 10/23/20</b>		<b>Total # of Interviews:</b>	<b>11</b>
<b>c</b>			
<b>Job #364 Assistant News Director</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
wfmz.com	09/22/20	09/22/20-03/09/21	<b>1</b>
Indeed Sponsorship	09/22/20	09/22/20-03/09/21	
Internal			<b>4</b>
<b>Applicant Hired: Internal</b>			
<b>Date Filled: 02/15/21</b>		<b>Total # of Interviews:</b>	<b>5</b>
<b>Job #365 TV News Assignment Editor</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
wfmz.com	11/04/20	11/04/20-01/05/21	<b>3</b>
Indeed Sponsorship	11/04/20	11/04/20-01/05/21	<b>1</b>
wfmz.com	01/06/21	01/06/21-01/29/21	
Indeed Sponsorship	01/06/21	01/06/21-01/29/21	

tvjobs.com	11/04/20	11/04/20-12/04/20	
<b>Applicant Hired: wfmz.com</b>			
<b>Date Filled: 01/29/21</b>		<b>Total # of Interviews:</b>	<b>4</b>
<b>C</b>			
<b>Job #366 - Photojournalist - Part-time</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
wfmz.com	12/04/20	12/04/20-12/29/20	<b>1</b>
Indeed Sponsorship	12/09/20	12/09/20-12/29/20	
<b>Applicant Hired: wfmz.com</b>			
<b>Date Filled: 12/29/20</b>		<b>Total # of Interviews:</b>	<b>1</b>
<b>C</b>			
<b>Job #370 Digital Account Executive</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
wfmz.com	02/03/21	02/03/21-03/04/21	
Indeed Sponsorship	02/09/21	02/09/21-03/04/21	<b>5</b>
<b>Applicant Hired: Indeed</b>		<b>Total # of Interviews:</b>	<b>5</b>
<b>Date Filled: 03/09/20</b>			
<b>C</b>			
<b>Job #371- Digital News Producer, PT - Weekends</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
wfmz.com	03/02/21	03/02/21-03/15/21	
Indeed Sponsorship	03/02/21	03/02/21-03/15/21	<b>1</b>
Media Bistro	03/02/21	03/02/21-04/02/21	
<b>Applicant Hired: Indeed</b>			
<b>Date Filled: 03/12/21</b>		<b>Total # of Interviews:</b>	<b>1</b>

### **EXIGENT CIRCUMSTANCES**

A Meteorologist left as we approached the winter season after the department was already short staffed. We had a pool of candidates that interviewed for the remote Meteorologist position which involved the same skills, was posted, and had a number of qualified leads. We solicited from that list, and other sources to fill the position.

### **NON-VACANCY SPECIFIC OUTREACH EFFORTS**

Our non-vacancy specific outreach efforts from the last year are 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. Due to Covid-19, Internships this reporting period are limited. Below is a partial list of interns during this reporting period.

Student: On File

School: St. Joseph's University

Term: Fall 2020

Student: On File  
School: Kutztown University  
Term: Winter/Spring 2021 – Creative Department

### **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. Due to Covid-19, Shadowing has been put on hold until infections and government limitations are relaxed.

### **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: Jacci Farris  
Event: Lehigh University via Zoom  
Date: April 19, 2020  
Description: Spoke about careers in broadcasting to a Journalism Class.

Employee: Patrick Manwiller  
Event: Schuylkill Valley Community Library Home School Group via Zoom  
Date: May 5, 2020  
Description: Spoke about careers in broadcasting to students.

Employee: Jaciel Cordoba  
Event: Executive Education Academy Charter School via Zoom  
Date: May 28, 2020  
Description: Took questions about careers in broadcasting from a 5<sup>th</sup> grade class.

Employee: Drew Anderson  
Event: Department of Earth and Space Science at West Chester University Lecture via Zoom  
Date: September 3, 2020  
Description: Spoke to students and faculty about science communication and ways to communicate science effectively.

Employee: Jaciel Cordoba  
Event: Executive Education Academy Charter School via Zoom  
Date: September 10, 2020  
Description: Spoke about the importance of education and spoke about his own.

Employee: Brad Rinehart  
Event: Lafayette College via Zoom  
Date: October 7, 2020  
Description: Spoke about careers in broadcasting to a Journalism Class.

Employee: Drew Anderson  
Event Berks County Amateur Astronomical Society via Zoom  
Date: October 8, 2020  
Description: Spoke to the members about space and weather.

Employee: Barry Fisher  
Event Stroudsburg University via Zoom  
Date: February 2021  
Description: Spoke to Communication Students on 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 a major public event. The largest event is Musikfest, where over one-million people attend. However due to Covid-19, Musikfest was canceled during this reporting period.

### **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. Thirty high schools participated in the annual competition culminating in a 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. Over \$147,000 dollars of college scholarships were awarded to students this year. 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.

### **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.

### **ESTABLISH TRAINING PROGRAMS TO ENABLE STATION PERSONNEL TO ACQUIRE SKILLS TO ADVANCE**

4/16/20 –TVB Coronavirus and the effect on local TV advertising  
5/28/20 –Taking your local clients to the next level with E-commerce  
6/03/20 –How to keep new customers and re-engage the old, Post Covid  
6/25/20 –TVB – Auto on the rebound  
7/22/20 –Rising Above Summit  
9/15/20 –Google certification  
12/09/20 –TVB- 2021 Advertising Revenue Forecasts for Local TV  
12/17/20 –PAB – 7+ steps to a better 2021  
1/14/21 –TVB – What local advertisers really want from digital media

**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 (except during Covid-19). Tours include all aspects of the broadcast facility and attendee's questions are answer by news department personnel and other station employees. Due to Covid-19, station tours were limited and Virtual.

**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 11, 2021.

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.