

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2025

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2024 through March 28, 2025. MBC is an 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 610-798-4080.

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 workforce, lead to referrals from current employees. The station also receives applications from qualified persons, of all genders and all 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. 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. The shortage of potential job seekers in general has made the normal hiring process difficult. Many jobs go unfilled and continue opened for longer periods of time.

WFMZ- TV EEO Vacancy Information 04/01/24 to 03/31/25					
	Full-time and Part-time Positions		Recruitment	Total Number of Interviewees	Date
	Filled by Job Title	Job#	Source of Hire	from All Sources for this Position	Filled
1	Digital Account Executive	433	Referral	1	08/08/25
2	Videographer	434	LinkedIn	19	04/15/24
3	Videographer *	434	LinkedIn	19	06/28/24
4	Videographer *	434	wfmz.com	19	08/26/24
5	Videographer *	434	Internal	19	09/11/24
6	General Assignment Reporter	431	LinkedIn	5	10/18/24
7	Promotions Director	437	Internal	3	07/05/24
8	TV Photojournalist On-Call Berks	439	wfmz.com	1	11/25/24
9	Producer	442	LinkedIn	8	05/01/24
10	Producer *	442	wfmz.com	8	05/29/24
11	Sports Reporter/Anchor	443	YouTube	7	07/11/24
12	News Producer, Digital	444	Internal	1	06/12/24
13	Producer	445	Internal	1	07/12/24
14	Video Production Specialist	447	Indeed	16	09/03/24
15	Assignment Editor	450	Mediabistro	5	11/25/24
16	Digital Producer	451	wfmz.com	4	10/10/24
17	Building Maintenance Person		Referral	3	08/02/24
18	Advertising Sales Professional (Medscreen)	456	wfmz.com	4	02/17/25
19	Meteorologist	457	wfmz.com	4	03/17/25
	*Duplicate Job Number				
	Total Number of Interviewees			82	

WFMZ-TV Dates: 04/01/24-03/31/25	Total Number of Interviews	Total Number of Hires
Recruitment Source		
WFMZ-TV	32	7
indeed.com	3	
tvjobs.com		
Linkedin	31	4
Media Bistro	1	1
Career Builder	1	
National Association of Broadcasters		
National Association of Black Journalists		
National Association of Hispanic Journalists		
Agency		
Referral	4	2
Internal	7	4
Syracuse College Career Development Office		
Outreach		
College Outreach		
YouTube	1	1
Unknown	2	
TOTALS	82	19

EEO Public File Report Start Date: 04/01/24 - End Date: 03/31/25			
Job #431 General Assignment Reporter-FT 083023			
Source	Placed	Dates Adv.	RF
WFMZ-TV	09/26/23	09/26/23-10/21/24	2
Indeed	08/14/24	08/14/24-10/21/24	
tvjobs.com	08/31/23	08/31/23-10/30/23	
Linkedin	08/14/24	08/14/24-09/14/24	3
Linkedin	09/17/24	09/17/24-10/21/23	
Media Bistro	08/31/23	08/31/23-09/30/23	
Career Builder	08/31/23	08/31/23-09/30/23	
National Association of Broadcasters	08/31/23	08/31/23-09/30/23	
National Association of Black Journalists	08/31/23	08/31/23-10/30/23	-
National Association of Hispanic Journalists	08/31/23	08/31/23-10/30/23	-
Diversity Jobs	08/31/23	08/31/23-09/30/23	-
Syracuse University	03/14/24	03/14/24-04/14/24	

Referral			
Agent			
Applicant Hired: LinkedIn			
Date Filled: 10/18/24		Total # of Interviews:	5
Job #433 Digital Account Executive 102723			
Source	Placed	Dates Adv.	RF
WFMZ-TV	10/27/23	10/27/2023-Still open	
Indeed	11/01/23	11/01/2023-11/10/23	
tvjobs.com	11/01/23	11/01/2023-12/01/23	
Linkedin	11/01/23	11/01/2023-01/11/24	
Media Bistro	11/01/23	11/01/2023-12/01/23	
Career Builder	11/01/23	11/01/2023-12/01/23	
Diversity Jobs	11/01/23	11/01/2023-12/01/23	-
Referral			1
Applicant Hired: Brandon Miller / Referral			
Date Filled: 08/08/24		Total # of Interviews:	1
Job #434 TV News Videographer-FT 110123			
Source	Placed	Dates Adv.	RF
WFMZ-TV	11/01/23	11/01/23-10/02/24	1
WFMZ-TV	11/08/24	11/8/24-11/18/24	5
Indeed	11/01/23	11/01/23-11/10/23	
Indeed	08/14/24	08/14/24-10/02/24	1
Indeed	11/08/24	11/8/24-11/18/24	
tvjobs.com	11/01/23	11/01/23-12/01/23	
Linkedin	11/01/23	11/01/23-04/04/24	2
Linkedin	08/14/24	08/14/24-09/14/24	
Linkedin	08/17/24	09/17/24-10/02/24	7
Linkedin	11/08/24	11/8/24-11/18/24	
Media Bistro	11/01/23	11/01/23-12/01/23	
Career Builder	11/01/23	11/01/23-12/01/23	1
National Association of Broadcasters	11/01/23	11/01/23-12/01/23	
National Association of Black Journalists	11/01/23	11/01/23-01/01/24	-
National Association of Hispanic Journalists	11/01/23	11/01/23-01/01/24	-
Diversity Jobs	11/01/23	11/01/23-12/01/23	-
Syracuse University	03/14/24	03/14/24-04/14/24	
Internal			1
Referral			1
Applicant Hired: LinkedIn			
Date Filled: 04/15/24			
Applicant Hired: LinkedIn			
Date Filled: 06/28/24			
Applicant Hired: wfmz.com			
Date Filled: 08/26/24			
Applicant Hired: Internal			
Date Filled: 09/11/24		Total # of Interviews:	19
C66A51:C65A66A51:CA51:D68			

Job #437 – Promotions Director - Full-time 011524			
Source	Placed	Dates Adv.	RF
WFMZ-TV	01/15/24	01/15/24-07/05/24	
Indeed	01/15/24	01/15/24-01/29/24	1
tvjobs.com	01/15/24	01/15/24-02/15/24	
Linkedin	01/15/24	01/15/24-02/11/24	
Media Bistro	01/15/24	01/15/24-02/11/24	
Career Builder	01/15/24	01/15/24-02/11/24	
National Association of Broadcasters	01/15/24	01/15/24-02/11/24	
National Association of Black Journalists	01/15/24	01/15/24-02/11/24	-
National Association of Hispanic Journalists	01/15/24	01/15/24-02/11/24	-
Diversity Jobs	01/15/24	01/15/24-02/11/24	-
Unknown			1
Internal			1
Applicant Hired: Internal			
Date Filled: 07/05/24		Total # of Interviews:	3
Job #439 – TV Photojournalist On-Call Berks 022124			
Source	Placed	Dates Adv.	RF
WFMZ-TV	2/21/2024	2/21/2024-11/15/24	1
Indeed	8/14/2024	8/14/2024-11/15/24	
tvjobs.com	2/22/2024	2/22/2024-03/22/2024	
Linkedin	2/22/2024	2/22/2024-04/22/2024	
Linkedin	8/14/2024	8/14/2024-09/24/2024	
Linkedin	9/17/2024	9/17/2024-11/15/24	
Applicant Hired: wfmz.com			
Date Filled: 11/25/24		Total # of Interviews:	1
Job #442 – Producer - News 0041024			
Source	Placed	Dates Adv.	RF
WFMZ-TV	04/10/24	04/10/24-05/29/24	2
Indeed	04/10/24	04/10/24-04/17/24	
Linkedin	04/11/24	04/11/24-05/04/24	6
tvjobs.com	04/11/24	04/11/24-05/11/24	
Media Bistro	04/11/24	04/11/24-05/11/24	
National Association of Broadcasters	04/11/24	04/11/24-05/11/24	
National Association of Black Journalists	04/11/24	04/11/24-06/11/24	-
National Association of Hispanic Journalists	04/11/24	04/11/24-06/11/24	-
Applicant Hired: LinkedIn			
Date Filled: 05/01/24			-
Applicant Hired: wfmz.com			
Date Filled: 05/29/24		Total # of Interviews:	8
Job #443 – Sports Reporter / Anchor 0041024			
Source	Placed	Dates Adv.	RF
WFMZ-TV	04/10/24	04/10/24-07/11/24	5
Indeed	04/10/24	04/10/24-04/17/24	
Linkedin	04/11/24	04/11/24-07/11/24	1

tvjobs.com	04/11/24	04/11/24-05/11/24	
Media Bistro	04/11/24	04/11/24-05/11/24	
National Association of Broadcasters	04/11/24	04/11/24-05/11/24	
National Association of Black Journalists	04/11/24	04/11/24-06/11/24	
National Association of Hispanic Journalists	04/11/24	04/11/24-06/11/24	
YouTube			1
Applicant Hired: YouTube			
Date Filled: 07/11/24		Total # of Interviews:	7
Job #444 – News Producer, Digital 050124			
Source	Placed	Dates Adv.	RF
WFMZ-TV	05/01/24	05/01/24-06/12/24	
Indeed	05/01/24	05/01/24-05/07/24	
Linkedin	05/01/24	05/01/24-06/01/24	
tvjobs.com	05/01/24	05/01/24-06/01/24	
Media Bistro	05/01/24	05/01/24-06/01/24	
National Association of Broadcasters	05/01/24	05/01/24-06/01/24	
National Association of Black Journalists	05/01/24	05/01/24-06/01/24	-
National Association of Hispanic Journalists	05/01/24	05/01/24-06/01/24	-
Internal			1
Applicant Hired: Internal			
Date Filled: 06/12/24		Total # of Interviews:	1
Job #445 – Producer, News 051424			
Source	Placed	Dates Adv.	RF
WFMZ-TV	05/14/24	05/14/24-07/12/24	
Indeed	05/14/24	05/14/24-05/20/24	
Linkedin	05/14/24	05/14/24-07/12/24	
tvjobs.com	05/14/24	05/14/24-06/14/24	
Media Bistro	05/14/24	05/14/24-06/14/24	
National Association of Broadcasters	05/14/24	05/14/24-06/14/24	
National Association of Black Journalists	05/15/24	05/15/24-07/15/24	-
National Association of Hispanic Journalists	05/15/24	05/15/24-06/15/24	-
Internal			1
Applicant Hired: Internal			
Date Filled: 07/15/24		Total # of Interviews:	1
Building Maintenance Person 07/12/25			
Source	Placed	Dates Adv.	RF
WFMZ-TV	07/12/25	07/12/25-08/08/25	2
Referral			1
Applicant Hired: Referral			
Date Filled: 08/02/24		Total # of Interviews:	3
Job #447 – Video Production Specialist 071524			
Source	Placed	Dates Adv.	RF
WFMZ-TV	07/15/24	07/15/24-08/08/24	7
Indeed	07/15/24	07/15/24-07/22/24	1

Linkedin	07/15/24	07/15/24-08/08/24	5
Internal			3
Applicant Hired: wfmz.com			
Date Filled: 09/03/2024		Total # of Interviews:	16
Job #450 – Assignment Editor 091724			
Source	Placed	Dates Adv.	RF
WFMZ-TV	09/17/24	9/17/24-10/07/24	1
Indeed	09/17/24	9/17/24-10/07/24	
Linkedin	09/17/24	9/17/24-10/07/24	3
tvjobs.com	09/17/24	9/17/24-10/17/24	
Media Bistro	09/17/24	9/17/24-10/17/24	1
National Association of Broadcasters	09/17/24	9/17/24-10/17/24	
National Association of Black Journalists	09/18/24	9/18/24-11/18/24	-
National Association of Hispanic Journalists	09/18/24	9/18/24-11/18/24	-
Applicant Hired: Media Bistro			
Date Filled: 11/25/24		Total # of Interviews:	5
Job #451 – Digital Producer, News FT 092624			
Source	Placed	Dates Adv.	RF
WFMZ-TV	09/26/24	9/26/24-10/16/24	2
Indeed	09/26/24	9/26/24-10/16/24	
Linkedin	09/27/24	9/27/24-10/16/24	2
tvjobs.com	09/27/24	9/27/24-10/27/24	
Media Bistro	09/27/24	9/27/24-10/27/24	
National Association of Broadcasters	09/27/24	9/27/24-10/27/24	
National Association of Black Journalists	09/27/24	9/27/24-11/27/24	-
National Association of Hispanic Journalists	09/27/24	9/27/24-11/27/24	-
Applicant Hired: wfmz.com			
Date Filled: 10/10/24		Total # of Interviews:	4
Job #456 Advertising Sales Professional 121624			
Source	Placed	Dates Adv.	RF
WFMZ-TV	12/16/24	12/16/24-03/25/25	2
Indeed	12/16/24	12/16/24-03/14/25	
tvjobs.com	12/17/24	12/17/24-01/16/25	
Linkedin	12/16/24	12/16/24-03/13/25	
Referral			1
Unknown			1
Applicant Hired: wfmz.com			
Date Filled: 02/17/25		Total # of Interviews:	4
Job #457 – Meteorologist 010925			
Source	Placed	Dates Adv.	RF
WFMZ-TV	01/09/25	01/09/25-03/11/25	2
Indeed	01/09/25	01/09/25-03/11/25	
Linkedin	01/09/25	01/09/25-03/11/25	2
tvjobs.com	01/09/25	01/09/25-02/09/25	

National Association of Broadcasters	01/09/25	01/09/25-02/09/25	
National Association of Black Journalists	01/09/25	01/09/25-02/09/25	-
National Association of Hispanic Journalists	01/09/25	01/09/25-02/09/25	-
Applicant Hired: wfmz.com			
Date Filled: 03/17/25		Total # of Interviews:	4

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. During the reporting period, the Assistant News Director oversaw the program.

Student: On File
School: Lafayette College
Department: IT and Engineering
Term: Summer 2024

Student: On File
School: University of Delaware
Department: News
Term: Summer 2024

Student: On File
School: Penn State
Department: News
Term: Summer 2024

Student: On File
School: Temple University
Department: News
Term: Summer 2024

Student: On File
School: Evangeline Crossley
Department: News
Term: Summer 2024

Student: On File
School: University of Scranton
Department: News
Term: Summer 2024

Student: On File
School: Iona College
Department: News
Term: Summer 2024

Student: On File
School: American University
Department: News
Term: Summer 2024

Student: On File
School: Pitt University
Department: Sports
Term: Summer 2024

Student: On File
School: Alvernia University
Department: News
Term: Spring 2025

Student: On File
School: Kutztown University
Department: News
Term: Spring 2025

Student: On File
School: Kutztown University
Department: News
Term: Spring 2025

Student: On File
School: Kutztown University
Department: News
Term: Spring 2025

SHADOWING PROGRAM

WFMZ-TV 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.

Date: 04/10/2024
Student: On File
School: Arcadia University
Person Shadowed: Reporter and Videographer

Date: 06/25/2024
Student: On File
School: Lehigh County Community College
Person Shadowed: Reporter and Videographer

Date: 07/11/2024
Student: On File
School: Berks County Intermediate Unit
Person Shadowed: Reporter and Videographer

Date: 10/01/2024-12/13/2024
Student: On File
School: Millersville University
Person Shadowed: Tom Houston

Date: 02/26/2025
Student: On File
School: Quakertown High School
Person Shadowed: Kellie McGlynn

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.

Person: Mike Reinert
Date: 04/19/2024
Place: Berks Catholic High School
Topic: Working in television advertising

Person: Priscilla Liguori
Date: 04/22/2024
Place: Ithaca College
Topic: An interview with an Ithaca College student about journalism and visual storytelling.

Person: Maggie Georges
Date: 04/24/24
Place: Northampton Community College
Topic: Social media in journalism

Person: Priscilla Liguori
Date: 06/11/2024
Place: Pennsylvania State Police's Camp Cadet Program
Topic: The relationship between law enforcement and media

Person: Clayton Stiver, Meteorologist
Date: 03/03/2025
Place: Seven Generations Charter School, Emmaus
Topic: I spoke with 77 1st graders about what it takes to become a meteorologist, how to make a weather forecast, and how we do things at WFMZ

Person: Clayton Stiver, Meteorologist
Date: 03/25/2025

Place: Kenneth Butz Elementary School, Nazareth

Topic: I spoke with 254 3rd and 4th graders about what it takes to become a meteorologist, how to make a weather forecast, and how we do things at WFMZ

Person: Amy Dal Maso

Date: 03/28/2025

Place: Nazareth Intermediate School

Topic: Working in television advertising

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. Nancy Skok, oversees and post the job openings as they occur.

PARTICIPATION IN SCHOLARSHIP PROGRAM DIRECTED AT STUDENTS

Throughout the reporting period, the licensee actively co-produced 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-eight high schools participated in the annual competition culminating in a live 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 \$1.8 million dollars of college scholarships were awarded to students since the inception of the program in 2003. The event has spurred the local community to support the performing arts more robustly in our local high-schools and has made high-school musicals must see events for the region. The General Manager oversees this program.

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

All Sales Executives are required to attend the following training sessions:

April 30th, 2024 – What Media Can do for your sales - Media Audit

May 16th, 2024 – Streaming Revenue Strategies for Local TV – Megaphone

May 28th, 2024 - The End of Identity-Based Ads? – LBS Training

June 26th, 2024 - Path to Purchase – EMARKETER

July 16th, 2024 – Everything you need to know about CTV – MNTN

August 9th, 2024 - From Inefficiency to Profitability: How Merging Linear and Streaming Can Save TV Ad Sales

October 22nd, 2024 – Selling the category of Auto – TVB

November 12th, 2024 - Selling the category of Attorneys – TVB

November 26th, 2024 - Selling the category of Home Improvement – TVB

December 12th, 2024 – Unwrapping Digital Mysteries – PAB

January 15th, 2025 – SEO/AI and their effects – Adcellerant

January 27th, 2025 - Selling the category of Medical & Senior Care – TVB

March 5th, 2025 – How to Prospect for Digital Advertising – Adcellerant

March 12th, 2025 – Objection Handling Part 1 - Adcellerant

The Pennsylvania Association for Broadcasters implemented an agreement with the SBE to help advance the knowledge of the technical staff. The program was initiated to help address the shortage of broadcast engineers. Staff members are enrolled in this program.

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 13th, 2025. All managers involved in the hiring process are required to attend this meeting.

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.