

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2026

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2025 through March 27, 2026. 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 04/01/25 to 03/31/26 | | | | | |
|--|--|-------------|-----------------------|---|---------------|
| | 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 | News Writer Espanol News | 438 | Internal | 1 | 04/28/25 |
| 2 | General Assignment Reporter | 454 | wfmz.com | 4 | 05/16/25 |
| 3 | Morning Reporter/Fill-in Anchor | 458 | Referral | 7 | 10/14/25 |
| 4 | Berks Photographer - Full-time | 459* | Referral | 10 | 06/16/25 |
| 5 | Berks Photographer - Full-time | 459* | Internal | 10* | 08/18/25 |
| 6 | TV News Producer | 460* | Internal | 9 | 05/12/25 |
| 7 | TV News Producer | 460* | Linkedin | 9* | 06/20/25 |
| 8 | Master Control Operator | 461 | wfmz.com | 7 | 04/23/25 |
| 9 | Assistant News Director | 463 | Internal | 10 | 07/02/25 |
| 10 | Morning Video Editor | 464 | Internal | 5 | 08/11/25 |
| 11 | Multi-Media Journalist | 466 | wfmz.com | 5 | 02/24/26 |
| 12 | Berks Photojournalist Full-time | 467 | Internal | 1 | 10/01/25 |
| 13 | Part-Time Digital Producer | 468 | Referral | 3 | 09/19/25 |
| 14 | Morning Executive Producer | 469 | Referral | 5 | 10/06/25 |
| | Total Number of Interviewees | | | 67 | |
| | *Duplicate Job Number | | | | |

| WFMZ-TV Dates: 04/01/25-03/31/26 | | |
|--|-----------------------------------|------------------------------|
| Recruitment Source | Total Number of Interviews | Total Number of Hires |
| WFMZ-TV | 7 | 3 |
| indeed.com | 6 | |
| tvjobs.com | | |
| Linkedin | 27 | 1 |
| National Association of Black Journalists Agency | | |
| Referral | 13 | 4 |
| Internal | 14 | 6 |
| Syracuse College Career Development Office | | |
| TOTALS | 67 | 14 |

| EEO Public File Report Start Date: 04/01/25 - End Date: 03/31/26 | | | |
|---|---------------|-------------------------------|-----------|
| Job #438 – News Writer, Spanish PT | | | |
| Source | Placed | Dates Adv. | RF |
| WFMZ-TV | 02/15/24 | 02/15/24-04/28/25 | |
| Linkedin | 02/16/24 | 02/16/24-03/17/24 | |
| Linkedin | 10/16/24 | 10/16/24-01/17/25 | |
| Internal | | | 1 |
| Applicant Hired: Internal | | | |
| Date Filled: 04/28/25 | | Total # of Interviews: | 1 |
| Job #454 – General Assignment Reporter | | | |
| Source | Placed | Dates Adv. | RF |
| WFMZ-TV | 11/18/24 | 11/18/24-07/17/25 | 2 |
| Indeed | 11/18/24 | 11/18/24-03/14/25 | |
| Linkedin | 11/19/24 | 11/19/24-07/18/25 | 1 |
| tvjobs.com | 11/19/24 | 11/19/24-12/19/24 | |
| National Association of Broadcasters | 11/19/24 | 11/19/24-12/19/24 | |
| National Association of Black Journalists | 11/19/24 | 11/19/24-01/19/25 | - |
| National Association of Hispanic Journalists | 11/19/24 | 11/19/24-01/19/25 | - |
| PAB | 04/16/25 | 04/16/25-05/16/25 | - |
| Referral | | | 1 |
| Applicant Hired: wfmz.com | | | |
| Date Filled: 05/16/25 | | Total # of Interviews: | 4 |
| Job #458 – Morning Reporter - Fill-In Anchor 011725 | | | |
| Source | Placed | Dates Adv. | RF |

| | | | |
|--|---------------|-------------------------------|-----------|
| WFMZ-TV | 01/17/25 | 01/17/25-10/14/25 | |
| Indeed | 01/17/25 | 01/17/25-03/14/25 | |
| Linkedin | 01/17/25 | 01/17/25-10/14/25 | 3 |
| tvjobs.com | 01/17/25 | 01/17/25-02/16/25 | |
| National Association of Broadcasters | 01/21/25 | 01/21/25-02/20/25 | |
| National Association of Black Journalists | 01/21/25 | 01/21/25-02/20/25 | - |
| National Association of Hispanic Journalists | 01/21/25 | 01/21/25-02/20/25 | - |
| PAB | 04/16/25 | 04/16/25-05/16/25 | - |
| Referral | | | 4 |
| Applicant Hired: Referral | | | |
| Date Filled: 10/14/25 | | Total # of Interviews: | 7 |
| Job #459 – Full-Time News Photographer | | | |
| Source | Placed | Dates Adv. | RF |
| WFMZ-TV | 02/07/25 | 02/07/25-04/28/25 | |
| Indeed | 02/07/25 | 02/07/25-03/14/25 | 1 |
| Linkedin | 02/07/25 | 02/07/25-04/28/25 | 6 |
| tvjobs.com | 02/11/25 | 02/11/25-03/11/25 | |
| National Association of Broadcasters | 02/11/25 | 02/11/25-03/11/25 | |
| National Association of Black Journalists | 02/11/25 | 02/11/25-03/11/25 | - |
| National Association of Hispanic Journalists | 02/11/25 | 02/11/25-03/11/25 | - |
| PAB | 04/16/25 | 04/16/25-05/16/25 | - |
| Internal | | | 1 |
| Referral | | | 2 |
| Applicant Hired: Referral | | | - |
| Date Filled: 06/16/25 | | | - |
| Applicant Hired: Internal | | | |
| Date Filled: 08/18/25 | | Total # of Interviews: | 10 |
| Job #460 – TV Producer 031125 | | | |
| Source | Placed | Dates Adv. | RF |
| WFMZ-TV | 03/12/25 | 03/12/25-06/26/25 | |
| Indeed | 03/12/25 | 03/12/25-06/26/25 | 1 |
| Linkedin | 03/12/25 | 03/12/25-06/26/25 | 4 |
| tvjobs.com | 03/12/25 | 01/09/25-04/12/25 | |
| National Association of Broadcasters | 03/12/25 | 03/12/25-04/12/25 | |
| National Association of Black Journalists | 03/12/25 | 03/12/25-04/12/25 | |
| National Association of Hispanic Journalists | 03/12/25 | 03/12/25-04/12/25 | |
| PAB | 04/15/25 | 04/15/25-05/15/25 | |
| Internal | | | 2 |
| Referral | | | 2 |
| Applicant Hired: Internal | | | |
| Date Filled: 05/12/25 | | | |
| Applicant Hired: LinkedIn | | | |
| Date Filled: 06/20/25 | | Total # of Interviews: | 9 |
| Job #461 Master Control Operator 040225 | | | |
| Source | Placed | Dates Adv. | RF |

| | | | |
|--|---------------|-------------------------------|-----------|
| WFMZ-TV | 04/02/25 | 04/02/25-04/22/26 | 2 |
| Indeed | 04/02/25 | 04/02/25-04/22/26 | 4 |
| Linkedin | 04/02/25 | 04/02/25-04/22/26 | 1 |
| tvjobs.com | 04/02/25 | 04/02/25-05/02/25 | |
| Applicant Hired: wfmz.com | | | |
| Date Filled: 04/23/25 | | Total # of Interviews: | 7 |
| Job #463 – Assistant News Director | | | |
| Source | Placed | Dates Adv. | RF |
| WFMZ-TV | 05/23/25 | 05/23/25-06/30/25 | |
| Linkedin | 05/27/25 | 05/27/25-06/30/25 | 3 |
| tvjobs.com | 06/04/25 | 06/04/25-07/04/25 | |
| National Association of Black Journalists | 06/04/25 | 06/04/25-07/04/25 | - |
| PAB - Go to Member Login | 06/04/25 | 06/04/25-07/04/25 | - |
| Internal | | | 7 |
| Applicant Hired: Internal | | | |
| Date Filled: 07/02/25 | | Total # of Interviews: | 10 |
| Job #464 – Morning Video Editor | | | |
| Source | Placed | Dates Adv. | RF |
| WFMZ-TV | 06/26/25 | 06/26/25- | 1 |
| Linkedin | 06/26/25 | 06/26/25- | 2 |
| tvjobs.com | 06/26/25 | 06/26/25-07/26/25 | |
| National Association of Black Journalists | 06/26/25 | 06/26/25-08/26/25 | - |
| PAB - Go to Member Login | 06/26/25 | 06/26/25-07/26/25 | - |
| Internal | | | 2 |
| Applicant Hired: Internal | | | |
| Date Filled: 08/11/25 | | Total # of Interviews: | 5 |
| Job #466 – Multimedia Journlist MMJ | | | |
| Source | Placed | Dates Adv. | RF |
| WFMZ-TV | 07/17/25 | 07/17/25-02/25/26 | 1 |
| Linkedin | 07/18/25 | 07/18/25-12/19/25 | 3 |
| Linkedin | 01/07/26 | 01/07/26-02/25/26 | |
| tvjobs.com | 07/22/25 | 07/22/25-08/22/25 | |
| National Association of Black Journalists | 07/23/25 | 7/23/25-09/25/25 | |
| PAB | 07/23/25 | 7/23/25-08/25/25 | - |
| Referral | | | 1 |
| Applicant Hired: wfmz.com | | | |
| Date Filled: 02/24/26 | | Total # of Interviews: | 5 |
| Job #467 – Berks Photojournalist | | | |
| Source | Placed | Dates Adv. | RF |
| WFMZ-TV | 07/22/25 | 07/22/25-10/01/25 | |
| Linkedin | 07/22/25 | 07/22/25-10/01/25 | |
| tvjobs.com | 07/22/25 | 07/22/25-08/22/25 | |
| Internal | | | 1 |
| Applicant Hired: Internal | | | |

| | | | |
|--|---------------|-------------------------------|-----------|
| Date Filled: 10/01/25 | | Total # of Interviews: | 1 |
| Job #468 – Part-Time Digital Producer | | | |
| Source | Placed | Dates Adv. | RF |
| WFMZ-TV | 08/13/25 | 8/13/2025-09/14/25 | |
| Linkedin | 08/13/25 | 8/13/2025-09/14/25 | 2 |
| tvjobs.com | 08/13/25 | 8/13/2025-09/14/25 | |
| Referral | | | 1 |
| Applicant Hired: Referral | | Total # of Interviews: | 3 |
| Date Filled: 09/19/25 | | | |
| Job #469 – Morning Executive Producer | | | |
| Source | Placed | Dates Adv. | RF |
| WFMZ-TV | 11/18/25 | 11/18/25-01/07/26 | 1 |
| Linkedin | 11/19/25 | 11/19/25-12/19/25 | 2 |
| tvjobs.com | 11/19/25 | 11/19/25-12/19/25 | |
| National Association of Black Journalists | 11/19/25 | 11/19/25-12/19/25 | |
| Referral | | | 2 |
| Applicant Hired: Referral | | | |
| Date Filled: 10/06/25 | | Total # of Interviews: | 5 |

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: Penn State
Department: Sports
Term: Spring 2025

Student: On File
School: Ithaca College
Department: News
Term: Spring/Summer 2025

Student: On File
School: Temple University
Department: News
Term: Spring/Summer 2025

Student: On File
School: West Chester University
Department: Sales
Term: Summer 2025

Student: On File
School: Penn State
Department: News
Term: Summer 2025

Student: On File
School: University of Miami
Department: News
Term: Summer 2025

Student: On File
School: Muhlenberg College
Department: News
Term: Spring 2026

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: 04/02/25
Student Name: On File
School: Quakertown High School
Person Shadowed: Kellie McGlynn

Date: 04/07/25
Student Name: On File
School: Nazareth High School
Person Shadowed: Kellie McGlynn

Date: 04/08/25
Student Name: On File
School: Nazareth High School
Person Shadowed: Rick Holmes

Date: 04/10/25
Student Name: On File
School: Catasauqua High School

Date: 05/21/25
Student Name: On File

School: Boyertown High School
Person Shadowed: Jennifer Dilliard

Date: 06/18/25
Student Name: On File
School: Parkland High School
Person Shadowed: Kellie McGlynn

Date: 07/17/25
Student Name: On File
School: Parkland High School

Date: 09/22/25
Student Name: On File
School: Easton High School
Person Shadowed: Dan Moscaritolo

Date: 11/06/25
Student Name: On File
School: Nazareth High School

Date: 12/15/25
Student Name: On File
School: Bloomsburg University
Person Shadowed: Rick Holmes

Date: 12/17/25
Student Name: On File
School: Kutztown University
Person Shadowed: Rick Holmes

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: Mike Reinert
Event: Berks Catholic High School Career Day
Date: April 11, 2025
Description: Spoke to students about careers in TV and media, and Chad brought along the "live truck" to demonstrate news coverage

Employee: Destiny Sanchez
Event: Girl Scout troop meeting
Date: April 25, 2025
Description: The age group was girls transitioning from middle school to high school, so I gave them tips and tricks on confidence, exploring career passions, and they asked

about my journey as a sports anchor. The theme was called 'MEdia', expiring careers in media and how you can make a positive impact on the world through media.

Employee: Eric Nazareus/News Director

Event: Penn State 27th Annual JobExpo.Comm 2026

Date: February 27, 2026

Description: Disseminating information about working in the WFMZ-TV News Department.

Employee: Tom Rader

Event: Center For Excellence in Local Government Municipal Dinner

Date: March 4, 2026

Description: Last year Tom served as MC and this year he served Guest Interviewer and Performer in a unique show called "Tom's Taxi" in which Tom interviewed various local leaders and newsmakers in a makeshift taxi on stage at Albright University.

Employee: Nancy Werteen

Event: Women's Wellness Event hosted by the Community Action Committee of the Lehigh Valley and American Heart Association

Date: March 19, 2026

Description: Served as a panelist

Employee: Chris Lundberg & Samantha Massad

Event: Temple Career and Internship Fair

Date: March 20, 2026

Description: Chris and Samantha went to the internship fair to recruit college students as internships and possibly future employment.

Employee: Karin Mallett

Event: Career Day - Morning Announcements

Date: March 26, 2026

Description: Did morning announcements and talked about my career in journalism.

Employee: Amy Dal Maso

Event: Read Across America

Date: March 27, 2026

Description: Nazareth combines Career Day with Read Across America. Parents come in and talk about what they do for a living and then read the kids a book.

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. Thirty-One high schools participated in the annual competition culminating in a live telecast which is 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 2025 - Working bigger accounts – Adcellerant

May 28th 2025 – Elevating your questions – PAB

August 27th 2025 – Digital Prospecting – Adcellerant

September 18th 2025 – Local Broadcast News Study – NAB

September 30th 2025 – Forward Sales Conference – TVB

October 16th 2025 Closing Broadcasting Canyon – PAB

October 30th 2025 – Broadcasting in the Age of AI – Futurimedia

January 27th 2026 – Building Stronger, faster Media Plans

March 5th 2026 – Purchasing Funnel - TVB

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. Some 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 5th, 2026. 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.