

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2022
Amended: March 15, 2023

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of March 25th, 2021 through April 1, 2022. 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 610-798-4080.

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. 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.

WFMZ- TV EEO Vacancy Information Covering the Period from 04/01/21 to 03/31/22				
	Full-time and Part-time Positions	Recruitment	Total Number of Interviewees	Date
	Filled by Job Title	Source of Hire	from All Sources for this Position	Filled
1	Reporter (362)	wfmz.com	8	06/10/21
2	Reporter (362)*	Agency	8*	11/29/21
3	TV New s Photojournalist /Show Editors (372)	Linkedin	1	04/12/21
4	Weekend Anchor/Reporter (373)	wfmz.com	6	06/11/21
5	Producer/Writer - Sunrise New s (375)	Referral	6	06/10/21
6	Assignment Editor - Web Producer (376)	Linkedin	7	05/07/21
7	Master Control Operator (377)	wfmz.com	4	04/23/21
8	Executive Producer (379)	Internal	1	09/20/21
9	TV New s Producer (380)	Syracuse College Career Development Office	6	10/01/21
10	TV New s Photojournalist (381)	Referral	3	07/05/21
11	TV New s Photojournalist (381)*	wfmz.com	3*	08/02/21
12	Video Editor (382)	Indeed	3	07/12/21
13	IT Technician (383)	wfmz.com	6	08/06/21
14	Executive Producer (386)	wfmz.com	1	11/04/21
15	Photojournalist/Editor (393)	wfmz.com	7	02/10/22
16	Video Production Assistant - MBC (394)	Internal	7	02/01/22
17	Digital Content Producer (395)	wfmz.com	4	03/20/22
18	Master Control Operator (396)	wfmz.com	1	01/12/22
19	Producer (398)	wfmz.com	1	03/17/22
*Duplicate Jo	Total Number of Interviewees		72	

Recruitment Source	Number of Interviews	Number of Hires
WFMZ.com	36	10
indeed.com	4	1
tvjobs.com		
Linkedin	13	2
Media Bistro	3	
Career Builder		
National Association of Broadcasters		
PAB		
Agency	6	1
Referral	6	2
Internal	3	2
Syracuse College Career Development Office	1	1
TOTALS	72	19

EEO Public File Report Start Date: 04/01/21 - End Date: 03/31/22			
Job #362 - Reporter			
Source	Placed	Dates Adv.	RF
WFMZ-TV	09/16/20	9/16/20-03/10/21	1
Indeed Sponsorship	09/01/21	9/01/21-10/08/21	1
tvjobs.com	09/16/20	9/16/20-11/16/20	
tvjobs.com	09/01/21	9/01/21-11/01/21	
Linkedin	09/01/21	9/01/21-10/01/21	2
Media Bistro	09/01/21	9/01/21-10/01/21	
Career Builder	09/01/21	9/01/21-10/01/21	
National Association of Broadcasters	09/01/21	9/01/21-10/01/21	
PAB (Notify when filled)	09/01/21	9/01/21-10/01/21	
Agency			3
Referral			1
Applicant Hired: wfmz.com			
Date Filled: 06/10/21			
Applicant Hired: Agency			
Date Filled: 11/29/21		Total # of Interviews:	8
Job #372- TV News Photojournalist - Show Editor 031821			
Source	Placed	Dates Adv.	RF
WFMZ-TV	03/18/21	03/18/21-04/12/21	
Indeed Sponsorship	03/18/21	03/18/21-03/24/21	
tvjobs.com	03/18/21	03/18/21-04/18/21	
Linkedin			1
Applicant Hired: Linkedin			
Date Filled: 04/12/21		Total # of Interviews:	1
Job #373 - Weekend Anchor / Reporter 032321			
Source	Placed	Dates Adv.	RF
WFMZ-TV	03/23/21	03/23/21-06/28/21	2

Indeed Sponsorship	03/25/21	03/25/21-03/31/21	
tvjobs.com	03/23/21	03/23/21-04/23/21	
tvjobs.com	05/21/21	05/21/21-06/21/21	
Linkedin (Revised 03/30/21)	03/25/21	03/25/21-04/23/21	1
Linkedin (Revised 03/30/21)	05/21/21	05/21/21-06/21/21	
Media Bistro (Revised 03/30/21)	03/25/21	03/25/21-04/25/21	
Career Builder	03/26/21	03/26/21-04/26/21	
National Association of Broadcasters	03/25/21	03/25/21-04/25/21	
PAB (Notify when filled)	03/26/21	03/26/21-04/26/21	
Agency			3
Applicant Hired: wfmz.com			
Date Filled: 06/11/21		Total # of Interviews:	6
Job #375 – TV News Producer			
	Placed	Dates Adv.	RF
WFMZ-TV	04/01/21	04/01/21-06/14/21	1
Indeed Sponsorship	05/10/21	05/10/21-06/11/21	
tvjobs.com	05/10/21	05/10/21-06/10/21	
Linkedin	05/10/21	05/10/21-06/11/21	2
Media Bistro	05/10/21	05/10/21-06/10/21	
Career Builder	05/10/21	05/10/21-06/10/21	
National Association of Broadcasters	05/10/21	05/10/21-06/10/21	
PAB (Notify when filled)	05/10/21	05/10/21-06/14/21	
Referral			2
Internal			1
Applicant Hired: Referral			
Date Filled: 06/10/21		Total # of Interviews:	6
Job #376 – Assignment Editor / Web Producer			
	Placed	Dates Adv.	RF
WFMZ-TV	04/02/21	04/02/21-04/19/21	2
WFMZ-TV	04/27/21	04/27/21-05/10/21	
Indeed Sponsorship	04/13/21	04/13/21-04/19/21	
tvjobs.com	04/02/21	04/02/21-05/02/21	
Linkedin	04/02/21	04/02/21-04/16/21	3
Media Bistro	04/02/21	04/02/21-05/02/21	
Career Builder	04/13/21	04/13/21-05/13/21	
National Association of Broadcasters	04/02/21	04/02/21-05/02/21	
PAB (Notify when filled)	04/02/21	04/02/21-05/10/21	
Referral			2
Applicant Hired: Linkedin			
Date Filled: 05/07/21		Total # of Interviews:	7
Job #377- Master Control Operator 041221			
	Placed	Dates Adv.	RF
WFMZ-TV	04/12/21	04/12/21-04/19/21	4
WFMZ-TV	04/23/21	04/23/21-05/02/21	
Indeed Sponsorship	04/13/21	04/13/21-04/19/21	

tvjobs.com	04/13/21	04/13/21-05/13/21	
Linkedin	04/13/21	04/02/21-05/02/21	
Media Bistro	04/13/21	04/13/21-05/13/21	
Career Builder	04/13/21	04/13/21-05/13/21	
National Association of Broadcasters	04/13/21	04/13/21-05/13/21	
PAB (Notify when filled)	04/13/21	04/13/21-05/02/21	
Applicant Hired: wfmz.com			
Date Filled: 04/23/21		Total # of Interviews:	4
Job #379 - Executive Producer 052721			
	Placed	Dates Adv.	RF
WFMZ-TV	05/28/21	05/28/21-06/03/21	
Indeed Sponsorship	05/28/21	05/28/21-06/03/21	
tvjobs.com	05/28/21	05/28/21-06/03/21	
tvjobs.com	09/17/21	09/17/21-09/20/21	
Linkedin	05/28/21	05/28/21-06/03/21	
Linkedin	09/17/21	09/17/21-09/20/21	
Media Bistro	05/28/21	05/28/21-06/28/21	
Media Bistro	09/17/21	09/17/21-09/20/21	
Career Builder	06/01/21	06/01/21-07/01/21	
National Association of Broadcasters	05/28/21	05/28/21-06/28/21	
PAB (Notify when filled)	05/28/21	05/28/21-06/28/21	
PAB (Notify when filled)	09/17/21	09/17/21-09/20/21	
Internal			1
Applicant Hired: Internal			
Date Filled: 09/20/21		Total # of Interviews:	1
Job #380 – TV News Producer 061421			
	Placed	Dates Adv.	RF
WFMZ-TV	06/14/21	06/14/21-11/09/21	3
Indeed Sponsorship	06/14/21	06/14/21-11/09/21	
tvjobs.com	06/14/21	06/14/21-07/14/21	
tvjobs.com	08/18/21	08/18/21-09/18/21	
Linkedin (This job is free)	06/14/21	06/14/21-07/14/21	2
Linkedin (This job is free)	08/18/21	08/18/21-09/18/21	
Media Bistro	06/14/21	06/14/21-07/14/21	
Media Bistro	09/01/21	09/01/21-10/01/21	
Career Builder	06/14/21	06/14/21-07/14/21	
National Association of Broadcasters	06/15/21	06/15/21-07/15/21	
PAB (Notify when filled)	06/15/21	06/15/21-07/15/21	
Syracuse College Career Development Office			1
Applicant Hired: Syracuse College Career Development Office			
Date Filled: 10/01/21		Total # of Interviews:	6
c			
Job #381 TV News Photojournalist 061421			
	Placed	Dates Adv.	RF
WFMZ-TV	06/14/21	06/14/21-09/07/21	2
Indeed Sponsorship	06/14/21	06/14/21-09/07/21	

tvjobs.com	06/14/21	06/14/21-07/14/21	
Linkedin	06/14/21	06/14/21-07/13/21	
Media Bistro	06/14/21	06/14/21-07/14/21	
Career Builder	06/14/21	06/14/21-07/14/21	
National Association of Broadcasters	06/15/21	06/15/21-07/15/21	
PAB	06/15/21	06/15/21-07/15/21	
Referral			1
Applicant Hired: Referral			
Date Filled: 07/05/21			
Applicant Hired: wfmz.com			
Date Filled: 08/02/21			
		Total # of Interviews:	3
Job #382 – Video Editor, Television News 070121			
	Placed	Dates Adv.	RF
WFMZ-TV	07/01/21	07/01/2021-07/13/21	
Indeed Sponsorship	07/02/21	07/02/2021-07/13/21	2
Career Builder	07/07/21	07/07/2021-08/07/21	
Linkedin	07/02/21	07/02/2021-07/13/21	1
Media Bistro	07/07/21	07/07/2021-08/07/21	
National Association of Broadcasters	07/07/21	07/07/2021-08/07/21	
PAB	07/07/21	07/07/2021-08/07/21	
tvjobs.com	07/02/21	07/02/2021-08/02/21	
Applicant Hired: Indeed			
Date Filled: 07/12/21			
		Total # of Interviews:	3
Job #383 – IT Technician 071521			
	Placed	Dates Adv.	RF
WFMZ-TV	07/15/21	07/15/21-08/06/21	6
Indeed Sponsorship	07/15/21	07/15/21-10/08/21	
tvjobs.com	07/15/21	07/15/21-08/15/21	
Linkedin	07/15/21	07/15/21-08/09/21	
Media Bistro	07/15/21	07/15/21-08/15/21	
Career Builder	07/15/21	07/15/21-08/15/21	
National Association of Broadcasters	07/15/21	07/15/21-08/15/21	
PAB	07/15/21	07/15/21-08/15/21	
Applicant Hired: wfmz.com			
Date Filled: 08/06/21			
		Total # of Interviews:	6
Job #386 - Executive Producer 092021			
	Placed	Dates Adv.	RF
WFMZ-TV	09/20/21	09/20/21-11/16/21	1
Indeed Sponsorship	09/20/21	09/20/21-11/16/21	
tvjobs.com	09/20/21	09/20/21-10/17/21	
Linkedin	09/20/21	09/20/21-10/20/21	
Media Bistro	09/20/21	09/20/21-10/17/21	
Career Builder	09/20/21	09/20/21-10/20/21	
National Association of Broadcasters	09/22/21	09/22/21-10/22/21	
PAB (Notify when filled)	09/20/21	09/20/21-10/17/21	

Applicant Hired: wfmz.com			
Date Filled: 11/04/21		Total # of Interviews:	1
Job #393 - TV News Photojournalist 111621			
	Placed	Dates Adv.	RF
WFMZ-TV	11/16/21	11/16/2021-02/15/22	6
Indeed Sponsorship	11/16/21	11/16/2021-02/15/22	
tvjobs.com	11/16/21	11/16/2021-12/16/2021	
Linkedin	11/16/21	11/16/2021-12/16/2021	
Media Bistro	11/16/21	11/16/2021-12/16/2021	1
Career Builder	11/17/21	11/17/2021-12/17/2021	
National Association of Broadcasters	11/17/21	11/17/2021-12/17/2021	
PAB (Notify when filled)	11/17/21	11/17/2021-12/17/2021	
Applicant Hired: wfmz.com			
Date Filled: 02/10/22		Total # of Interviews:	7
Job #394 - Video Production Assistant 112921			
	Placed	Dates Adv.	RF
WFMZ-TV	11/29/21	11/29/21-12/06/21	2
Indeed Sponsorship	11/29/21	11/29/21-12/06/21	1
tvjobs.com	11/29/21	11/29/21-12/29/21	
Linkedin	11/30/21	11/30/21-12/30/21	1
Media Bistro	11/30/21	11/30/21-12/30/21	2
Career Builder	11/30/21	11/30/21-12/30/21	
National Association of Broadcasters	11/30/21	11/30/21-12/30/21	
PAB (Notify when filled)	11/30/21	11/30/21-12/30/21	
Internal			1
Applicant Hired: Internal			
Date Filled: 02/01/22		Total # of Interviews:	7
Job #395 - Digital Content Producer - News 022322			
	Placed	Dates Adv.	RF
WFMZ-TV	02/23/22	02.23/22-03/23/22	4
Indeed Sponsorship	02/23/22	02.23/22-03/01/22	
tvjobs.com	02/23/22	02.23/22-03/23/22	
Linkedin	02/23/22	02.23/22-03/23/22	
Media Bistro	02/23/22	02.23/22-03/23/22	
Career Builder	02/23/22	02.23/22-03/23/22	
National Association of Broadcasters	02/24/22	2/24/2022-03/24/22	
PAB (Notify when filled)	02/23/22	02.23/22-03/23/22	
Applicant Hired: wfmz.com			
Date Filled: 03/20/22		Total # of Interviews:	4
Job #396 - Master Control Operator 010622 - EXIGENT CIRCUMSTANCES, see explanation below.			
	Placed	Dates Adv.	RF
WFMZ-TV	01/06/22	01/06/22-01/12/22	1
tvjobs.com	01/06/22	01/06/22-01/26/22	
Applicant Hired: wfmz.com			

Date Filled: 01/12/22		Total # of Interviews:	1
Job #398 - Producer, TV News 030122.xls			
	Placed	Dates Adv.	RF
WFMZ-TV	03/01/22	03/01/22-03/31/22	1
Indeed Sponsorship	03/01/22	03/01/22-03/08/22	
Indeed Sponsorship	03/23/22	03/23/22-03/30/22	
tvjobs.com	03/01/22	03/01/22-04/01/22	
Linkedin	03/01/22	03/01/22-03/15/22	
Media Bistro	03/04/22	03/04/22-04/23/22	
Career Builder	03/07/22	03/7/22-04/07/22	
National Association of Broadcasters	03/07/22	03/7/22-04/07/22	
PAB (Notify when filled)	03/07/22	03/7/22-04/07/22	
Applicant Hired: wfmz.com			
Date Filled: 03/17/22		Total # of Interviews:	1

EXIGENT CIRCUMSTANCES- Job#396

A Master Control Operator resigned and the position was immediately posted on the station’s website. Within hours of the ad being posted on WFMZ.com, a qualified candidate applied and was interviewed. Due to staffing shortages and a qualified candidate was interviewed, it was not practical to continue the posting and interview process to a wider pool. The candidate was hired and began training.

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 restrictions, only one Internship overlapped into the 2021 reporting period. During the reporting period, the Assistant News Director oversaw the program.

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

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. Visits have been limited due to Covid.

Employee: Drew Anderson/Meteorologist
Event: Lionville Middle School via Zoom
Date: April 22, 2021
Description: Spoke to around 100 students about climate change: what it is and how's it's affecting society.

Employee: Drew Anderson/Meteorologist
Event: Penn State Berks Education Major Senior Celebration via Zoom
Date: April 27, 2021
Description: Spoke to around two dozen students and around a dozen teachers about education, science communication, and technology.

Employee: Drew Anderson/Meteorologist
Event: Quakertown Community School District High School via Zoom
Date: May 13, 2021
Description: Spoke to 2 sections of a space class about space weather and the layers of the atmosphere as well as some how's and why's of weather. Each class had around 20 students.

Employee: Drew Anderson/Meteorologist
Event: East Penn School District Elementary School via Zoom
Date: June 7, 2021
Description: Spoke to a third-grade class about the how's and why's of weather. The class had about 20 students.

Employee: Clayton Stiver/Meteorologist
Event: Kirkland Village
Date: December 8, 2021
Description: It was a discussion about how meteorologists make a forecast and how we put together a TV forecast.

Employee: Clayton Stiver/Meteorologist
Event: Seven Generations Charter School 1st Grade/Emmaus via Zoom
Date: March 1, 2022
Description: It was a discussion about how meteorologists make a forecast and how we put together a TV forecast.

Employee: Clayton Stiver/Meteorologist
Event: Nazareth Area High School via Zoom
Date: March 2, 2022
Description: Spoke about careers in Meteorology.

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. Shadowing has been limited due to Covid restrictions. During the reporting period, the Assistant News Director oversaw the program.

Date: 12/31/21
Student Name: On File
School: Howard University
Person Shadowed: Jaciel Cordoba

Date: 02/09/22
Student Name: On File
School: Muhlenberg College
Person Shadowed: Melanie Falcon

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.

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. The General Manager schedules the announcements.

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

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

1/14/21 – TVB – What Local Advertisers really want from Digital Media

1/19/21 – Matrix – Local TV’s New Year

1/27/21 – PAB – Rising Above, Climbing Higher

1/28/21 – PAB – Rising Above, Climbing Higher Part 2

3/30/21 – TVB – Selling Auto in this new landscape

4/13/21 – LBS – Over-The-Top: What every Local TV seller must know

6/24/21 – TVB – The ABC’s of OTT

7/28/21 – TVB – Linear + OTT

9/21/21 – Matrix – Ad Supported Streaming TV

10/27/21 – TVB – Digital Media Audits: Sell More Digital & TV

2/17/22 – How to find 2022 Election Campaign Dollars in my community

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 January 25th, 2022. 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.