

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2023

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2022 through March 27, 2023. 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. 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 04/01/22 to 03/27/23</b>					
	<b>Full-time and Part-time Positions</b>		<b>Recruitment</b>	<b>Total Number of Interviewees</b>	<b>Date</b>
	<b>Filled by Job Title</b>	<b>Job#</b>	<b>Source of Hiree</b>	<b>from All Sources for this Position</b>	<b>Filled</b>
1	Reporter	399	CareerBuilder	3	09/30/22
2	Digital Content Producer, PT	400	wfmz.com	5	07/27/22
3	Sports Shooter	403	Linkedin	5	06/13/22
4	New s Videographer, Temporary	404	Linkedin	4	06/17/22
5	Berks Weekend PT Photographer	405	Referral	2	05/26/22
6	TV New s Technical Director	406	Internal	4	07/28/22
7	Master Control Operator	407	Internal	2	07/13/22
8	Digital New s Producer	408	Internal	6	08/08/22
9	Reporter, Morning & Noon	409	Referral	4	10/24/22
10	Reporter, Part-Time Web	410*	wfmz.com	3	08/10/22
11	Reporter, Part-Time Web	410*	wfmz.com	3	10/05/22
12	Berks Assignment Editor	411	wfmz.com	6	10/21/22
13	TV New s Videographer, Weekends	412	Reading Eagle	2	11/01/22
14	Assignment Editor/Manager	416*	Linkedin	3	01/17/23
15	Assignment Editor/Manager	416*	wfmz.com	3	01/25/23
	<b>*Duplicate Job Number</b>				
	<b>Total Number of Interviewees</b>			<b>49</b>	

<b>WFMZ-TV</b>	<b>Date: 04/01/22-03/27/23</b>	
<b>Recruitment Source</b>	<b>Number of Interviews</b>	<b>Number of Hires</b>
WFMZ.com	15	5
indeed.com		
tvjobs.com		
Linkedin	19	3
Reading Eagle	4	1
Media Bistro		
Career Builder	2	1
National Association of Broadcasters		
PAB		
Agency	2	
Referral	3	2
Internal	4	3
Syracuse College Career Development Office		
<b>TOTALS</b>	<b>49</b>	<b>15</b>

<b>EEO Public File Report Start Date: 04/01/22 - End Date: 03/27/23</b>			
<b>Job #399 - Reporter</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com (Original Number 362)	09/16/20	09/16/20-03/10/22	
WFMZ.com (Assigned new #399)	03/10/22	03/10/22-11/02/22	1
Indeed Sponsorship	09/01/21	09/01/21-10/08/21	
Indeed Sponsorship	03/10/22	03/10/22-03/17/22	
tvjobs.com	09/16/20	09/16/20-11/16/20	
tvjobs.com	09/01/21	09/01/21-11/01/21	
tvjobs.com	03/10/22	03/10/22-04/10/22	
Linkedin	09/01/21	09/01/21-10/01/21	
Media Bistro	09/01/21	09/01/21-10/01/21	
Career Builder	09/01/21	09/01/21-10/01/21	1
National Association of Broadcasters	09/01/21	09/01/21-10/01/21	
PAB (Notify when filled)	09/01/21	09/01/21-10/01/21	
Agency			1
<b>Applicant Hired: CareerBuilder</b>			
<b>Date Filled: 09/30/22</b>		<b>Total # of Interviews:</b>	<b>3</b>
<b>Job #400 - Digital Content Producer, PT WEEKENDS - 032122</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com	03/21/22	03/21/22-04/06/22	
WFMZ.com	05/10/22	05/10/22-07/28/22	3

Indeed	05/25/22	05/25/22-06/01/22	
tvjobs.com	05/10/22	05/10/22-06/10/22	
Linkedin	05/10/22	05/10/22-06/28/22	2
Media Bistro	05/10/22	05/10/22-06/10/22	
<b>Applicant Hired: wfmz.com</b>			
<b>Date Filled: 07/27/22</b>		<b>Total # of Interviews:</b>	<b>5</b>
<b>Job #403 - Sports Shooter 041822</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com	04/18/22	04/18/22-06/16/22	
Indeed	04/18/22	04/18/22-05/02/22	
tvjobs.com	04/18/22	04/18/22-05/18/22	
Linkedin	04/18/22	04/18/22-05/12/22	5
Media Bistro	04/18/22	04/18/22-05/18/22	
Career Builder	04/18/22	04/18/22-05/18/22	
National Association of Broadcasters			
<b>Applicant Hired: LinkedIn</b>			
<b>Date Filled: 06/13/22</b>		<b>Total # of Interviews:</b>	<b>5</b>
<b>Job #404 - TV News Temporary 050522</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com	05/05/22	05/05/22-06/17/22	
Indeed	05/05/22	05/05/22-05/12/22	
Reading Eagle	05/05/22	05/07/22-05/12/22	1
Linkedin	05/06/22	05/06/22-05/20/22	3
Linkedin	06/03/22	06/03/22-06/17/22	
<b>Applicant Hired: LinkedIn</b>			
<b>Date Filled: 06/17/22</b>		<b>Total # of Interviews:</b>	<b>4</b>
<b>Job #405 - TV News Videographer</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	05/05/22	05/05/22-05/26/22	
Indeed	05/05/22	05/05/22-05/12/22	
Reading Eagle	05/05/22	05/07/22-05/12/22	
Linkedin	05/06/22	05/06/22-05/20/22	1
Referral			1
<b>Applicant Hired: Referral</b>			
<b>Date Filled: 05/26/22</b>		<b>Total # of Interviews:</b>	<b>2</b>
<b>Job# 406 - Technical Director 053122</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com	05/31/22	05/31/22-06/09/22	2
Indeed Sponsorship	05/31/22	05/31/22-06/09/22	
WFMZ-TV (Job Description Amended)	06/09/22	06/09/22-07/28/22	
Indeed Sponsorship	06/09/22	06/09/22-07/28/22	
tvjobs.com	05/31/22	05/31/22-06/09/22	
tvjobs.com (Job Description Amended)	06/09/22	06/09/22-06/30/22	

Linkedin	05/31/22	05/31/22-06/09/22	1
Linkedin (Job Description Amended)	06/09/22	06/09/22-06/30/22	
Media Bistro	05/31/22	05/31/22-06/09/22	
Media Bistro (Job Description Amended)	06/09/22	06/09/22-06/30/22	
Career Builder	06/01/22	06/01/22-06/09/22	
Career Builder	06/09/22	06/09/22-07/01/22	
National Association of Broadcasters	06/01/22	06/01/22-06/09/22	
National Association of Broadcasters (Job Description Amended)	06/09/22	06/09/22-07/01/22	
National Association of Black Journalists	06/02/22	06/01/22-06/09/22	
National Association of Black Journalists (Job Description Amended)	06/09/22	06/09/22-07/02/22	
Internal			1
<b>Applicant Hired: Internal</b>			
<b>Date Filled: 07/28/22</b>		<b>Total # of Interviews:</b>	<b>4</b>
<b>Job #407 - Master Control Operator 060722</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com	06/07/22	06/07/22-07/13/22	1
tvjobs.com	06/07/22	06/07/22-07/07/22	
Linkedin	06/07/22	06/07/22-06/17/22	
Internal			1
<b>Applicant Hired: Internal</b>			
<b>Date Filled: 07/13/2022</b>		<b>Total # of Interviews:</b>	<b>2</b>
<b>Job #408 - Digital News Producer 071522</b>			
	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	07/15/22	07/15/22-08/09/22	1
Indeed Sponsorship	07/15/22	07/15/22-08/09/22	
Reading Eagle	07/15/22	07/17/22-07/23/22	1
readingeagle.com	07/15/22	07/17/22-08/17/22	
tvjobs.com	07/15/22	07/15/22-08/15/22	
Linkedin	07/15/22	07/15/22-08/15/22	3
Media Bistro	07/15/22	07/15/22-08/15/22	
Career Builder	07/15/22	07/15/22-08/15/22	
National Association of Broadcasters	07/15/22	07/15/22-08/15/22	
Internal			1
<b>Applicant Hired: Internal</b>			
<b>Date Filled: 08/08/22</b>		<b>Total # of Interviews:</b>	<b>6</b>
<b>Job #409 - Reporter, Morning and Noon 072822</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com	07/28/22	7/28/22-11/02/22	
Indeed	07/28/22	7/28/22-11/02/22	
tvjobs.com	07/28/22	7/28/22-08/28/22	
Linkedin	07/28/22	7/28/22-11/02/22	
Media Bistro	07/28/22	7/28/22-08/28/22	
Career Builder	07/28/22	7/28/22-08/28/22	1
National Association of Broadcasters	07/28/22	7/28/22-08/28/22	

National Association of Black Journalists	07/28/22	7/28/22-09/28/22	
Agency			1
Referral			2
<b>Applicant Hired: Referral</b>			
<b>Date Filled: 10/24/22</b>		Total # of Interviews:	4
<b>Job #410 - Reporter, Part-time 072822</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com	07/28/22	7/28/22-11/02/22	3
Indeed	07/28/22	7/28/22-11/02/22	
Linkedin	07/28/22	7/28/22-11/02/22	
Media Bistro	07/28/22	7/28/22-08/28/22	
<b>Applicant Hired: wfmz.com</b>			
<b>Date Filled: 08/10/22</b>			
<b>Applicant Hired: wfmz.com</b>			
<b>Date Filled: 10/05/22</b>		Total # of Interviews:	3
<b>Job #411 - Television News Assignment Editor 08082022</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com	08/08/22	08/08/22-10/25/22	2
Indeed	08/08/22	08/08/22-10/25/22	
Reading Eagle	08/12/22	08/12/22-08/21/22	
tvjobs.com	08/08/22	08/08/22-09/08/22	
Linkedin	08/08/22	08/08/22-10/25/22	3
Media Bistro	08/08/22	08/08/22-09/08/22	
Career Builder	08/08/22	08/08/22-09/08/22	
National Association of Broadcasters	08/08/22	08/08/22-09/08/22	
National Association of Black Journalists	08/08/22	08/08/22-10/08/22	
Internal			1
<b>Applicant Hired: wfmz.com</b>			
<b>Date Filled: 10/21/22</b>		Total # of Interviews:	6
<b>Job #412 - TV News Videographer, Weekends, Reading PA 082522</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com	08/25/22	8/25/22-11/02/22	
Indeed	08/25/22	8/25/22-11/02/22	
Reading Eagle	08/25/22	8/25/22-08/31/22	2
<b>Applicant Hired: Reading Eagle</b>			
<b>Date Filled: 11/01/22</b>		Total # of Interviews:	2
<b>Job #416 - News Assignment Manager 11/22/22</b>			
<b>Source</b>	<b>Placed</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ.com	11/23/22	11/23/22-01/31/23	2
Indeed	11/23/22	11/23/22-01/31/23	
tvjobs.com	11/23/22	11/23/22-12/23/22	
Linkedin	11/23/22	11/23/22-01/23/23	1
Media Bistro	11/23/22	11/23/22-12/23/22	

Career Builder	11/23/22	11/23/22-12/23/22	
National Association of Broadcasters	11/23/22	11/23/22-12/23/22	
National Association of Black Journalists	11/23/22	11/23/22-01/23/23	
<b>Applicant Hired: Bob Matthews / LinkedIn</b>			
<b>Date Filled: 01/17/23</b>			
<b>Applicant Hired: wfmz.com</b>			
<b>Date Filled: 01/25/23</b>		<b>Total # of Interviews:</b>	<b>3</b>

**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: Syracuse University  
Department: Sports  
Term: Spring 2022

Student: On File  
School: Emerson College  
Department: News  
Term: Summer 2022

Student: On File  
School: Albright College in Reading  
Department: Berks News  
School Term: Winter/Spring 2023

**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: Clayton Stiver /Meteorologist  
Event: Asa Packer Elementary School  
Date: May 6, 2022  
Description: Spoke to the entire 2nd grade, 60 students plus 3 teachers, about weather forecasting.

Employee: Clayton Stiver /Meteorologist  
Event: Governor Wolf Elementary School via Zoom  
Date: June 3, 2022  
Description: Spoke to the entire 4th grade, 66 students plus 4 teachers, about weather forecasting

Employee: Hanna O'Reilly/Reporter  
Event: Allentown Police Department Summer Program  
Date: July 18, 2022  
Description: Spoke at their youth camp this summer about being a reporter, how police and media work together, etc.

Employee: Priscilla Liguori /Reporter  
Event: Plymouth State, New Hampshire Digital Storytelling Class via Zoom  
Date: February 22, 2023  
Description: Gave a 30-minute presentation to a Plymouth State Digital Storytelling and Content Creation class. I talked about creative ways to tell digital stories, how we use social media platforms to tell stories, etc.

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

Date: 08/01/22  
Student Name: On File  
School: Emmaus High School  
Person Shadowed: Dan Moscaritolo

Date: 08/04/22  
Student Name: On File  
School: Southern Lehigh High School  
Person Shadowed: Jamie Snyder

Date: 01/05/23  
Student Name: On File  
School: Penn State  
Person Shadowed: Priscilla Liguori

Date: 02/07/23 & 02/14/23  
Student Name: On File  
School: Quakertown Community School District  
Person Shadowed: Hanna O'Reilly

Date: 02/15/23, 02/16/23 & 02/23/23  
Student Name: On File  
School: Northampton Community College  
Person Shadowed: Hanna O'Reilly

### **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:

- 4/12/22 – LBS- Data driven Audience packaging to drive sales
- 4/14/22 – TVB – OTT and Ad fraud-What TV sellers need to know
- 4/27/22 – LBS – Mastering the entire Appointment setting Process
- 5/10/22 – TVB – Ad forecast adjustment for Local TV
- 7/28/22 – TVB – OTT + Broadcast Success Story
- 9/8/22 – AdMall – Selling Local Accounts
- 9/14/22 – AdMall – Co-Op 101
- 12/6/22 – TVB – US Local TV Advertising Forecast
- 2/23/23 – TVB – Auto Market Charging forward
- 3/14/23 – LBS – Broadcasters, Win Back Local Car and Truck dealers

The Pennsylvania Association for Broadcasters implemented with the SBE and Cleveland Institute of Technology to help advance the knowledge of the technical staff. The program was initiated to help address the shortage of broadcast engineers. Three 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 February 16th, 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.