

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2024

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2023 through March 28, 2024. 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 04/01/23 to 03/31/24					
	Full-time and Part-time Positions		Recruitment	Total Number of Interviewees	Date
	Filled by Job Title	Job#	Source of Hiree	from All Sources for this Position	Filled
1	Digital Ad Sales*	378	Referral	6	08/01/23
2	Digital Ad Sales*	378	Indeed	Same Pool	08/01/23
3	TV News Producer - Overnight	398	wfmz.com	7	05/18/23
4	TV News Photojournalist*	402	Internal	6	05/29/23
5	TV News Photojournalist *	402	wfmz.com	Same Pool	06/12/23
6	TV Reporter - Espanol*	415	wfmz.com	4	04/03/23
7	TV Reporter - Espanol*	415	Internal	Same Pool	05/29/23
8	Video Editor - Part-time	418	wfmz.com	3	09/08/23
9	TV News Reporter - Full Time*	419	wfmz.com	5	04/03/23
10	TV News Reporter - Full Time*	419	Internal	Same Pool	05/03/23
11	Executive Producer	421	Linkedin	2	06/08/23
12	Assignment Editor - Full Time	422	Internal	8	09/19/23
13	Bilingual Photojournalist - Full-Time	423	Internal	3	09/30/23
14	Digital Content Producer	424	wfmz.com	3	09/24/23
15	Digital Content Reporter	425	Internal	2	06/06/23
16	Assignment Editor - Full Time	426	wfmz.com	6	11/16/23
17	Bilingual Weather Talent - Fill-in	427	wfmz.com	1	09/20/23
18	Master Control	429	wfmz.com	3	01/19/24
19	IT Technician	430	Indeed	7	09/05/23
20	General Assignment Reporter - FT	431	Referral	3	12/11/23
21	Photographer - Part-Time - Allentown*	432	Linkedin	7	12/16/23
22	Photographer - Part-Time - Berks *	432	wfmz.com	Same Pool	12/16/23
23	Digital Account Executive	433	Indeed	4	01/08/24
24	TV News Videographer - FT	434	Internal	4	02/26/24
25	Weather Presenter, Spanish PT	435	Internal	3	02/07/24
26	Part-time Videographer	441	Internal	3	03/15/24
	*Duplicate Job Number				
	Total Number of Interviewees			90	

WFMZ-TV	Date: 04/01/23-03/31/24	
Recruitment Source	Number of Interviews	Number of Hires
WFMZ-TV	35	10
indeed.com	14	3
tvjobs.com		
Linkedin	19	2
Reading Eagle		
Media Bistro		
Career Builder	3	
National Association of Broadcasters		
PAB		
National Association of Black Journalists		
National Association of Hispanic Journalists		
Diversity Jobs		
Agency	2	
Referral	2	2
Internal	10	9
Syracuse College Career Development Office		
Outreach		
College Outreach	5	
Unknown		
TOTALS	90	26

EEO Public File Report Start Date: 04/01/23 - End Date: 03/31/24			
Job #378- Digital Account Executive 05/21/21			
Source	Placed	Dates Adv.	RF
WFMZ-TV	05/21/21	05/21/21-07/19/21	1
WFMZ-TV	11/08/21	11/08/21-08/15/23	
Indeed Sponsorship	05/28/21	05/28/21-06/10/21	4
Indeed Sponsorship	11/09/21	11/09/21-03/01/22	
tvjobs.com	05/25/21	05/25/21-06/25/21	
tvjobs.com	11/09/21	11/09/21-12/09/21	
Linkedin	05/25/21	05/25/21-06/10/21	
Linkedin	11/09/21	11/09/21-12/09/21	
Media Bistro	05/25/21	05/25/21-06/25/21	
Media Bistro	11/09/21	11/09/21-12/09/21	
Career Builder	05/26/21	05/26/21-06/26/21	
Career Builder	11/10/21	11/10/21-12/10/21	
National Association of Broadcasters	05/25/21	05/25/21-06/25/21	
National Association of Broadcasters	11/09/21	11/09/21-12/09/21	
PAB (Notify when filled)	05/25/21	05/25/21-06/25/21	
PAB (Notify when filled)	11/09/21	11/09/21-12/09/21	

Referral			1
Applicant Hired: Referral			
Date Filled: 08/01/23			
Applicant Hired: Indeed			
Date Filled: 08/01/23		Total # of Interviews:	6
Job #398 - Producer, TV News 030122.xls			
Source	Placed	Dates Adv.	RF
WFMZ-TV	03/01/22	03/01/22-03/31/22	2
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	03/07/22-04/07/22	
National Association of Broadcasters	03/07/22	03/07/22-04/07/22	
PAB (Notify when filled)	03/07/22	03/07/22-04/07/22	
College Outreach			5
Applicant Hired: wfmz.com			
Date Filled: 05/18/23		Total # of Interviews:	7
c			
Job #402 – TV News Video Photojournalist 041122			
Source	Placed	Dates Adv.	RF
WFMZ-TV (Copy Revised 02/16/23)	04/11/22	4/11/22-05/08/23	3
Indeed	02/17/23	2/17/23-03/02/23	2
tvjobs.com	04/11/22	4/11/22-05/11/22	
Linkedin	04/11/22	4/11/22-05/11/22	
Media Bistro	04/11/22	4/11/22-05/11/22	
Career Builder	04/13/22	4/13/22-05/13/22	
National Association of Broadcasters	04/13/22	4/13/22-05/13/22	
Internal			1
Applicant Hired: Internal			
Date Filled: 05/29/23			
Applicant Hired: wfmz.com			
Date Filled: 06/12/23		Total # of Interviews:	6
Job #415 - TV Reporter - Spanish Language 111122.xls			
Job Title Change 112922			
Job #415 - TV Multimedia Journalist - Spanish Language 111122.xls			
Source	Placed	Dates Adv.	RF
WFMZ-TV	11/11/22	11/11/22-11/29/22	3
Indeed	11/11/22	11/11/22-11/29/22	
WFMZ-TV	11/29/22	11/29/22-05/31/23	
Indeed	11/29/22	11/29/22-12/20/22	
Indeed	02/16/23	02/16/23-03/16/23	
tvjobs.com	11/11/22	11/11/22-11/29/22	
tvjobs.com	11/29/22	11/29/22-12/22/22	
tvjobs.com	02/16/23	02/16/23-03/16/23	

Linkedin	11/11/22	11/11/22-12/05/22	
Media Bistro	11/15/22	11/15/22-12/15/22	
Career Builder	11/11/22	11/11/22-11/29/22	
Career Builder	11/29/22	11/29/22-12/22/22	
National Association of Broadcasters	11/15/22	11/15/22-11/29/22	
National Association of Broadcasters	11/29/22	11/29/22-12/15/22	
National Association of Black Journalists	11/15/22	11/15/22-11/29/22	-
National Association of Black Journalists	11/29/22	11/29/22-01/15/22	-
Diversity Jobs	02/17/23	02/17/23-03/17/23	-
National Association of Hispanic Journalists	02/21/23	02/21/23-04/21/23	-
Internal			1
Applicant Hired: wfmz.com			
Date Filled: 04/03/23			
Applicant Hired: Internal			
Date Filled: 05/29/23			
Total # of Interviews:			4
Job #418 – Video Editor, Part-Time 030123			
Source	Placed	Dates Adv.	RF
WFMZ-TV	03/01/23	3/1/23-09/11/23	3
Indeed	03/01/23	3/1/23-03/09/23	
Applicant Hired: wfmz.com			
Date Filled: 09/08/23			
Total # of Interviews:			3
Job #419 – TV News Reporter, Full-time 030323.xls			
Source	Placed	Dates Adv.	RF
WFMZ-TV	03/03/23	3/3/23-05/03/23	1
Indeed	03/03/23	3/3/23-03/17/23	
tvjobs.com	03/03/23	3/3/23-05/03/23	
Linkedin (Free)	03/03/23	3/3/23-04/03/23	2
Media Bistro	03/03/23	3/3/23-04/03/23	
Career Builder	03/03/23	3/3/23-04/03/23	
National Association of Broadcasters	03/03/23	3/3/23-04/03/23	
National Association of Black Journalists	03/03/23	3/3/23-05/03/23	-
Diversity Jobs	03/03/23	3/3/23-04/03/23	-
National Association of Hispanic Journalists	03/03/23	3/3/23-05/03/23	-
Internal			1
Agent			1
Applicant Hired: wfmz.com			
Date Filled: 04/03/23			
Applicant Hired: Internal			
Date Filled: 05/03/23			
Total # of Interviews:			5
Job #421 – Executive Producer - Sunrise News 050123			
Job #421 – Executive Producer - Morning Newscast 051823*			
Source	Placed	Dates Adv.	RF
WFMZ-TV	05/01/23	05/01/23-05/18/23	
Indeed	05/02/23	05/02/23-05/18/23	
WFMZ-TV*	05/18/23	05/18/23-06/09/23	

Indeed*	05/18/23	05/18/23-06/09/23	
tvjobs.com	05/02/23	05/02/23-05/18/23	
tvjobs.com*	05/18/23	05/18/23-06/18/23	
Linkedin	05/02/23	05/02/23-05/18/23	2
Linkedin*	05/18/23	05/18/23-06/09/23	
Media Bistro	05/02/23	05/02/23-05/18/23	
Media Bistro*	05/18/23	05/18/23-06/02/23	
Career Builder	05/02/23	05/02/23-05/18/23	
Career Builder*	05/18/23	05/18/23-06/02/23	
National Association of Broadcasters	05/03/23	05/03/23-05/18/23	
National Association of Broadcasters*	05/18/23	05/18/23-06/03/23	
National Association of Black Journalists	05/03/23	05/03/23-05/18/23	-
National Association of Black Journalists*	05/18/23	05/18/23-06/03/23	-
National Association of Hispanic Journalists	05/03/23	05/03/23-06/02/23	-
National Association of Hispanic Journalists*	05/03/23	05/03/23-06/02/23	-
Diversity Jobs	05/03/23	05/03/23-06/02/23	-
Diversity Jobs*	05/03/23	05/03/23-06/02/23	-
Applicant Hired: LinkedIn			
Date Filled: 06/08/23		Total # of Interviews:	2
C161A145:D161A145:A145:D162			
Job #422 – Assignment Editor - Full-time 050223			
Source	Placed	Dates Adv.	RF
WFMZ-TV	05/02/23	05/02/23-09/19/23	
Indeed	05/02/23	05/02/23-07/11/23	1
tvjobs.com	05/02/23	05/02/23-06/01/23	
Linkedin	05/02/23	05/02/23-06/09/23	6
Media Bistro	05/02/23	05/02/23-06/01/23	
Career Builder	05/02/23	05/02/23-06/01/23	
National Association of Broadcasters	05/03/23	05/03/23-06/02/23	
National Association of Black Journalists	05/03/23	05/03/23-06/02/23	
National Association of Hispanic Journalists	05/03/23	05/03/23-06/02/23	-
Diversity Jobs	05/03/23	05/03/23-06/02/23	-
Referral			-
Internal			1
Applicant Hired: Internal			
Date Filled: 09/19/23		Total # of Interviews:	8
Job #423 - Full-time Bilingual Photojournalist 051923			
Source	Placed	Dates Adv.	RF
WFMZ-TV	05/19/23	05/19/23-10/02/23	1
Indeed	05/19/23	05/19/23-08/02/23	
tvjobs.com	05/19/23	05/19/23-06/19/23	
Linkedin	05/19/23	05/19/23-08/02/23	1
Media Bistro	05/19/23	05/19/23-06/19/23	
Career Builder	05/19/23	05/19/23-06/19/23	
National Association of Broadcasters	05/19/23	05/19/23-06/19/23	
National Association of Black Journalists	05/19/23	05/19/23-07/19/23	-
National Association of Hispanic Journalists	05/19/23	05/19/23-07/19/23	-

Diversity Jobs	05/19/23	05/19/23-06/19/23	-
Internal			1
Applicant Hired: Internal			
Date Filled: 09/30/23		Total # of Interviews:	3
Job #424 - Digital Content Reporter Part-time 052623			
Source	Placed	Dates Adv.	RF
WFMZ-TV	05/26/23	05/19/23-06/09/23	3
WFMZ-TV (Revised)	06/09/23	06/09/23-09/15/23	
Indeed	06/09/23	06/09/23-07/09/23	
Applicant Hired: wfmz.com			
Date Filled: 09/14/23		Total # of Interviews:	3
Job #425 - Digital Content Reporter 060123			
Source	Placed	Dates Adv.	RF
WFMZ-TV	06/01/23	06/01/23-06/09/23	1
Internal			1
Applicant Hired: Internal			
Date Filled: 06/06/23		Total # of Interviews:	2
Job #426 - Producer / Assignment Editor / Digital Producer 060823			
Source	Placed	Dates Adv.	RF
WFMZ-TV	06/08/23	06/08/23-11/20/23	2
Indeed	06/08/23	06/08/23-07/10/23	3
tvjobs.com	06/09/23	06/09/23-07/09/23	
Linkedin	06/09/23	06/09/23-07/09/23	1
Linkedin	11/01/23	11/01/23-11/20/23	
Media Bistro	06/09/23	06/09/23-07/09/23	
Career Builder	06/09/23	06/09/23-07/09/23	
National Association of Broadcasters	06/09/23	06/09/23-07/09/23	
National Association of Black Journalists	06/09/23	06/09/23-08/09/23	-
National Association of Hispanic Journalists	06/09/23	06/09/23-08/09/23	-
Diversity Jobs	06/09/23	06/09/23-07/09/23	-
Applicant Hired: wfmz.com			
Date Filled: 11/16/23		Total # of Interviews:	6
Job #427 – Fill-in Bilingual Weather Talent 062923			
Source	Placed	Dates Adv.	RF
WFMZ-TV	06/29/23	06/29/23-09/26/23	1
Applicant Hired: wfmz.com			
Date Filled: 09/2023		Total # of Interviews:	1
Job #429 Master Control 12/28/23			
Source	Placed	Dates Adv.	RF
WFMZ-TV	12/28/23	12/28/23-02/06/24	3
Applicant Hired: wfmz.com			
Date Filled: 01/19/24		Total # of Interviews:	3

Job #430 – IT Technician 072123			
Source	Placed	Dates Adv.	RF
WFMZ-TV	07/21/23	07/21/23-08/15/23	3
Indeed	07/21/23	07/21/23-08/15/23	3
Linkedin	07/21/23	07/21/23-08/15/23	1
Career Builder	07/21/23	07/21/23-08/21/23	
Applicant Hired: Indeed			
Date Filled: 09/05/23		Total # of Interviews:	7
C288A289A271:C291A271:D289A271:D290A271:D291			
Job #431 General Assignment Reporter-FT 083023			
Source	Placed	Dates Adv.	RF
WFMZ-TV	08/30/23	08/30/23-09/19/23	
Indeed	08/30/23	08/30/23-09/19/23	
WFMZ-TV	09/26/23	9/26/23-Still open	1
tvjobs.com	08/31/23	08/31/23-10/30/23	
Linkedin	08/31/23	08/30/23-09/19/23	
Linkedin	11/01/23	11/01/23-04/04/24	
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			1
Agent			1
Applicant Hired: Referral			
Date Filled: 12/11/23		Total # of Interviews:	3
Job #432 - TV News Videographer, Part-time 092123			
Source	Placed	Dates Adv.	RF
WFMZ-TV	09/21/23	09/21/23-10/02/23	
WFMZ-TV (Revision)	10/02/23	10/02/23-12/18/23	4
Linkedin	09/21/23	09/21/23-10/02/23	
Linkedin (Revision)	10/02/23	10/02/23-12/18/23	3
Applicant Hired: LinkedIn			
Date Filled: 12/16/23			
Applicant Hired: wfmz.com			
Date Filled: 12/16/23		Total # of Interviews:	7
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	1
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	3

Diversity Jobs	11/01/23	11/01/2023-12/01/23	-
Applicant Hired: Indeed			
Date Filled: 01/08/24		Total # of Interviews:	4
Job #434 TV News Videographer-FT 110123			
Source	Placed	Dates Adv.	RF
WFMZ-TV	11/01/23	11/01/23-Still open	1
Indeed	11/01/23	11/01/23-11/10/23	
tvjobs.com	11/01/23	11/01/23-12/01/23	
Linkedin	11/01/23	11/01/23-04/04/24	2
Media Bistro	11/01/23	11/01/23-12/01/23	
Career Builder	11/01/23	11/01/23-12/01/23	
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	-
Internal			1
Applicant Hired: Internal			
Date Filled: 02/26/24		Total # of Interviews:	4
Job #435 – Weather Presenter, Spanish PT 110123			
Source	Placed	Dates Adv.	RF
WFMZ-TV	11/01/23	11/01/23-11/15/23	1
WFMZ-TV (Revision)	11/15/23	11/15/23-02/08/23	
Indeed	11/01/23	11/01/23-11/13/23	
Linkedin	11/10/23	11/10/23-11/15/23	
Linkedin (Revision)	11/15/23	11/15/23-02/08/23	
Internal			2
Applicant Hired: Internal			
Date Filled: 02/07/24		Total # of Interviews:	3
C288A289A271:C291A271:D289A271:D290A271:D291			
Job #441–TV News Videographer, Part time 0030424			
Source	Placed	Dates Adv.	RF
WFMZ-TV	03/04/24	03/04/24-03/22/24	1
Linkedin	03/14/24	03/14/24-03/22/24	1
Internal			1
Applicant Hired: Internal			
Date Filled: 03/15/24		Total # of Interviews:	3

EXIGENT CIRCUMSTANCES

WFMZ-TV widely advertised for a news director in 2019. Several candidates were interviewed as a result of that outreach, but no satisfactory replacement for the current news director was found. The news director agreed to delay his retirement so we could continue our search or develop someone on staff. Recently we became aware of a candidate with over 20 years of experience and an excellent reputation. We actively engaged over a period of months to recruit them. We were successful and hired him in March of 2024.

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
School Term: Summer 2023

Student: On File
School: Syracuse University
Department: News
School Term: Summer 2023

Student: On File
School: Penn State
Department: Directing/Graphics intern
School Term: Summer 2023

Student: On File
School: Penn State
Department: News
School Term: Summer 2023

Student: On File
School: Muhlenberg College
Department: News
School Term: Fall 2023

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: 07/13/23
Student Name: On File
School: West Virginia University
Person Shadowed: Hanna O'Reilly

Date: 09/14/23
Student Name: On File
School: Lehigh University
Person Shadowed: Grace Griffaton

Date: 10/19/23
Student Name: On File
School: Muhlenberg College
Person Shadowed: Blakely McHugh

Date: 01/02/24
Student Name: On File
School: University of Pittsburgh
Person Shadowed: Brad Rinehart

Date: 01/02/24
Student Name: On File
School: University of Pittsburgh
Person Shadowed: Brad Rinehart

Date: 01/30/24
Student Name: On File
School: Indiana University of Pennsylvania
Person Shadowed: Rick Holmes/Max Morgan

Date: 03/26/24
Student Name: On File
School: Nazareth Area High School
Person Shadowed: Various News Jobs

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: Priscilla Liguori, Reporter
Event: 2023 Troop M Camp Cadet
Date: June 11-June 16, 2023
Description: Spoke to Cadets about the importance of a police / media relationship and how investigations and information to the public can be shared for everyone's benefit.

Employee: Clayton Stiver
Event: Seven Generations Charter School
Date: March 1, 2024
Description: Spoke to students about weather forecasting.

Employee: Patrick Manwiller/Caitlin Rearden
Event: Northeast Elementary School - Reading
Date: March 14, 2024
Description: Spoke to 1st grade career day. 5 sessions with Caitlin Rearden

Employee: Patrick Manwiller/Caitlin Rearden
Event: Andrew Maier Elementary School (Fleetwood School District)
Date: March 21, 2024
Description: Spoke to 4th grade students about the News.

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:

- 2/23/23 – TVB: Auto Market Charging Forward in 2023
- 3/14/23 – Local Broadcasters: Win back local car and truck dealers
- 3/21/23 – Sales Fuel: The State of Media Sales Survey Results 2023
- 5/23/23 – Adcellerant: State of Programmatic
- 8/2/23 – Nielsen: Scarborough Overview & Capabilities
- 9/21/23 – TVB: Forward Virtual Sales
- 10/31/23 – Adcellerant: Take the fear out of digital sales
- 11/9/23 – TVB: The power of over the air TV to reach local consumers
- 12/6/23 – PAB: Setting 2024 up for success
- 12/14/23 – Local IQ: Action Plan Revealed! Dominating Search
- 1/16/24 – TVB: TVB University

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. 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 March 7th, 2024. 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.