

Maranatha Broadcasting Company, Inc.

WFMZ-TV, Allentown, PA  
300 East Rock Road  
Allentown, PA 18103

Effective Date: April 1, 2017

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2016 through March 31, 2017. WFMZ-TV 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 WFMZ-TV via our website at [jobs@wfmz.com](mailto:jobs@wfmz.com) or call 610-798-4000 ext 284.

This report covers the employment units of WFMZ-TV in Allentown, PA. 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. Similarly, where the initial contact is in person, the “source” may be denoted as a “walk-in.” “Walk-in” applications are treated in the same manner as “cold calls.” In a few instances, the source of an applicant referral may be described as “unknown,” where origin of the applicant’s interest was not documented.

<b>WFMZ- TV EEO Vacancy Information Covering the Period from 04/01/16 to 03/31/17</b>				
	<b>Full-time and Part-time Positions</b>	<b>Recruitmen</b>	<b>Total Number</b>	<b>Date</b>
	<b>Filled by Job Title</b>	<b>Source of Hiree</b>	<b>from All Sources for this</b>	<b>Filled</b>
<b>1</b>	Sports Director (280) (Same as below )	tvjobs.com	5*	4/1/2016
<b>2</b>	Sports Director (280)	Internal	5	8/24/2016
<b>3</b>	Weekend Web Producer (277)	w fmz.com	6	4/4/2016
<b>4</b>	Video Editor, Part-time (Bilingual) (282)	w fmz.com	1	5/16/2016
<b>5</b>	Assignment Editor (283)	Referral	6	6/9/2016
<b>6</b>	Sports Anchor/Reporter (290)	Referral	4	9/29/2016
<b>7</b>	Executive Producer (293)	w fmz.com	4	10/22/2016
<b>8</b>	Photojournalist (279)	Internal	3	11/28/2016
<b>9</b>	Producer / Assignment Editor (291)	Internal	4	11/30/2016
<b>10</b>	Video Editor / Associate Producer (297)	Internal	1	11/30/2016
<b>11</b>	Assignment Editor (300)	w fmz.com	2	12/21/2016
<b>12</b>	Associate Producer (299)	tvjobs.com	2	12/22/2016
<b>13</b>	Business Reporter (285)	Walk-in	2	1/17/2017
<b>14</b>	Television New s Photojournalist, Part-time (298)	Reading Eagle	5	1/30/2017
<b>15</b>	Web Producer, Part-time (286)	w fmz.com	7	2/1/2017
	<b>Total Number of Interviewees</b>		<b>52</b>	

\*Duplicate Job #

<b>Recruitment Source</b>	<b>Number of Interviews</b>	<b>Number of Hires</b>
WFMZ-TV	<b>24</b>	<b>5</b>
Career Builder	<b>3</b>	<b>0</b>
READING EAGLE	<b>2</b>	<b>1</b>
PAJobs.com		
tvjobs.com	<b>6</b>	<b>2</b>
MEDIA LINE		
PAB		
California Chicano News Media Association (CCNMA)		
National Association of Hispanic Journal		
NAACP		
Hispanic Chamber of Commerce of the Lehigh Valley		
Philadelphia NAACP		
National Association of Black Journalists		
South Asian Journalist Assoc		
The Art Institute of Philadelphia		
Cheyney University Career Services		
Northampton Community College		
Lehigh Carbon Community College		
Kutztown University		
Albright College		
RACC		
DeSales University		
Temple University		
Alvernia University		
Montgomery County Comm College		
Internal	<b>5</b>	<b>4</b>
Referral	<b>4</b>	<b>2</b>
Agency	<b>5</b>	<b>0</b>
Unknown	<b>2</b>	<b>0</b>
Walk-in	<b>1</b>	<b>1</b>
<b>TOTALS</b>	<b>52</b>	<b>15</b>

<b>Job # 277 Weekend Web Producer / Part-Time</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	11/3/2015	11/03/15-02/22/16	4
WFMZ-TV (Revised)	-	2/22/2016	02/22/16-04/04/16	
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	11/4/2015	11/05/15-11/11/15	1
READING EAGLE (Revised)	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	2/22/2016	02/23/16-02/29/16	
PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	11/6/2015	11/06/15-02/22/16	
PAJobs.com (Revised)	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	2/22/2016	02/22/16-04/04/16	
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	#####	11/23/16-12/23/16	1
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	2/22/2016	02/22/16-03/22/16	
<b>Applicant Hired:</b>	<b>wfmz.com</b>		<b>Total # of Interviews:</b>	<b>6</b>
<b>Date Filled:</b>	<b>04/04/16</b>			
<b>Job # 279 Television News Photojournalist</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	01/13/16	01/13/16-10/21/16	
WFMZ-TV (Revision)	-	10/21/16	10/21/16-11/28/16	1
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	01/14/16	01/15/16-01/21/16	
MEDIA LINE (Newsroom jobs only)	<a href="http://www.medialine.com">www.medialine.com</a>	01/15/16	01/15/16-3/15/16	
NAACP	<a href="mailto:glauray@qklauraycpa.com">glauray@qklauraycpa.com</a>	01/15/16	01/15/16-2/15/16	
South Asian Journalist Assoc	<a href="mailto:sree@sree.net">sree@sree.net</a>	01/15/16	01/15/16-2/15/16	
PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	01/15/16	01/13/16-10/21/16	
PAJobs.com (Revision)	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	01/15/16	10/21/16-11/28/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	01/15/16	01/15/16-3/15/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	08/29/16	08/29/16-9/29/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	10/21/16	10/21/16-12/20/16	1
PAB	<a href="http://www.pab.org/jobboard.html">http://www.pab.org/jobboard.html</a>	01/15/16	01/15/16-2/15/16	
California Chicano News Media Association	<a href="http://ccnma.org/resources/submit-job/">http://ccnma.org/resources/submit-job/</a>	01/15/16	01/15/16-2/15/16	
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	01/15/16	01/15/16-2/15/16	
National Association of Hispanic Journalists	<a href="http://www.nahjcareercenter.com/recruiters?">http://www.nahjcareercenter.com/recruiters?</a>	01/15/16	01/15/16-3/15/16	
National Association of Black Journalists	<a href="http://www.nabjcareers.org/">http://www.nabjcareers.org/</a>	01/15/16	01/15/16-2/15/16	
Internal	-			1
<b>Applicant Hired:</b>	<b>Internal</b>		<b>Total # of Interviews:</b>	<b>3</b>

Date Filled:		11/28/16			
<b>Job # 280 Sports Director</b>					
Source	Fax/email/address	Sent	Dates Adv.	RF	
WFMZ-TV	-	1/15/2016	01/15/16-04/01/16		
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	1/15/2016	01/16/16-01/24/16		
MEDIA LINE (Newsroom jobs only)	<a href="http://www.medialine.com">www.medialine.com</a>	1/15/2016	01/15/16-02/15/16		
NAACP	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>	1/15/2016	01/15/16-02/15/16		
South Asian Journalist Assoc	<a href="mailto:sree@sree.net">sree@sree.net</a>	1/15/2016	01/15/16-02/15/16		
PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	1/15/2016	01/15/16-04/01/16		
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	1/15/2016	01/15/16-03/15/16	2	
PAB	<a href="http://www.pab.org/jobboard.html">http://www.pab.org/jobboard.html</a>	1/15/2016	01/15/16-02/15/16		
California Chicano News Media Association	<a href="http://ccnma.org/resources/submit-job/">http://ccnma.org/resources/submit-job/</a>	1/15/2016	01/15/16-02/15/16		
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	2/4/2016	02/04/16-03/04/16		
National Association of Hispanic Journalists	<a href="http://www.nahjcareercenter.com/recruiters?">http://www.nahjcareercenter.com/recruiters?</a>	2/4/2016	02/04/16-04/04/16		
National Association of Black Journalists	<a href="http://www.nabcareers.org/">http://www.nabcareers.org/</a>	2/4/2016	02/04/16-03/04/16		
Referral	-			1	
Agency				1	
Internal				1	
<b>Applicant Hired:</b>	<b>tvjobs.com</b>				
<b>Date Filled:</b>	<b>04/01/16</b>				
<b>Applicant Hired:</b>	<b>Internal</b>		<b>Total # of Interviews:</b>	<b>5</b>	
<b>Date Filled:</b>	<b>08/24/16</b>				
<b>Job # 282 Video Editor Part-Time (Bilingual)</b>					
Source	Fax/email/address	Sent	Dates Adv.	RF	
WFMZ-TV	-	03/24/16	3/24/16-06/09/16	1	
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	03/24/16	3/25/16-03/31/16		
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	03/24/16	3/24/16-04/24/16		
<b>Applicant Hired:</b>	<b>wfmz.com</b>		<b>Total # of Interviews:</b>	<b>1</b>	
<b>Date Filled:</b>	<b>5/16/16</b>				
<b>Job # 283 TV News Assignment Editor</b>					
Source	Fax/email/address	Sent	Dates Adv.	RF	
WFMZ-TV	-	4/21/2016	04/21/16-06/13/16	5	
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	4/21/2016	04/22/16-04/28/16		
MEDIA LINE (Newsroom jobs only)	<a href="http://www.medialine.com">www.medialine.com</a>	4/21/2016	04/21/16-05/21/16		
NAACP	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>	4/21/2016	04/21/16-05/21/16		
South Asian Journalist Assoc	<a href="mailto:sree@sree.net">sree@sree.net</a>	4/21/2016	04/21/16-05/21/16		

PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	4/21/2016	04/21/16-06/13/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	4/21/2016	04/21/16-05/21/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	6/7/2016	06/07/16-07/07/16	
PAB	<a href="http://www.pab.org/jobboard.html">http://www.pab.org/jobboard.html</a>	4/21/2016	04/21/16-05/21/16	
California Chicano News Media Association	<a href="http://ccnma.org/resources/submit-job/">http://ccnma.org/resources/submit-job/</a>	4/21/2016	04/21/16-05/21/16	
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	4/21/2016	04/21/16-05/21/16	
National Association of Hispanic Journalists	<a href="http://www.nahicareercenter.com/recruiters?">http://www.nahicareercenter.com/recruiters?</a>	4/21/2016	04/21/16-06/21/16	
National Association of Black Journalists	<a href="http://www.nabjcareers.org/">http://www.nabjcareers.org/</a>	4/21/2016	04/21/16-05/21/16	
Referral				1
<b>Applicant Hired:</b>	<b>Referral</b>		<b>Total # of Interviews:</b>	<b>6</b>
<b>Date Filled:</b>	<b>06/09/16</b>			

<b>Job # 285 TV Business Reporter</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	06/02/16	06/02/16-01/26/17	
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	06/02/16	06/2/16-06/08/16	
MEDIA LINE (Newsroom jobs only)	<a href="http://www.medialine.com">www.medialine.com</a>	06/02/16	06/2/16-07/03/16	
NAACP	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>	06/02/16	06/2/16-07/02/16	
South Asian Journalist Assoc	<a href="mailto:sree@sree.net">sree@sree.net</a>	06/02/16	06/2/16-07/02/16	
PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	06/02/16	06/02/16-01/26/17	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	06/02/16	06/02/16-07/02/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	08/29/16	08/29/16-09/29/16	
PAB	<a href="http://www.pab.org/job-postings/">http://www.pab.org/job-postings/</a>	06/03/16	06/03/16-07/03/16	
California Chicano News Media Association	<a href="http://ccnma.org/resources/submit-job/">http://ccnma.org/resources/submit-job/</a>	06/03/16	06/03/16-07/03/16	
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	06/03/16	06/03/16-07/03/16	
Media Bistro	<a href="http://www.mediabistro.com/employers">http://www.mediabistro.com/employers</a>	06/03/16	06/03/16-07/03/16	
Journalism Jobs	<a href="http://www.journalismjobs.com">www.journalismjobs.com</a>	06/03/16	06/03/16-07/03/16	
National Association of Black Journalists	<a href="http://www.nabjcareers.org/">http://www.nabjcareers.org/</a>	06/03/16	06/03/16-08/03/16	
National Association of Hispanic Journalists	<a href="http://www.nahicareercenter.com/recruiters?">http://www.nahicareercenter.com/recruiters?</a>	06/03/16	06/03/16-08/03/16	
Agent	-			1
Walk-in	-			1
<b>Applicant Hired:</b>	<b>Walk-in</b>		<b>Total # of Interviews:</b>	<b>2</b>
<b>Date Filled:</b>	<b>1/17/2017</b>			

<b>Job # 286 Web Producer - Part-time</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	06/08/16	6/8/16-02/02/17	5
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	06/14/16	6/14/16-	

			06/21/16	
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	06/14/16	6/14/16-07/14/16	
Internal	-			1
Unknown	-			1
<b>Applicant Hired:</b>	wfmz.com		<b>Total # of Interviews:</b>	<b>7</b>
<b>Date Filled:</b>	02/01/17			
<b>Job # 290 Sports Anchor/Reporter</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	08/16/16	08/16/16-09/29/16	
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	08/16/16	08/16/16-08/23/16	
MEDIA LINE (Newsroom jobs only)	<a href="http://www.medialine.com">www.medialine.com</a>	08/17/16	08/17/16-09/17/16	
NAACP	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>	08/17/16	08/17/16-09/30/16	
South Asian Journalist Assoc	<a href="mailto:sree@sree.net">sree@sree.net</a>	08/17/16	08/17/16-09/17/16	
PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	08/17/16	08/17/16-09/30/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	08/17/16	08/17/16-09/17/16	
PAB	<a href="http://www.pab.org/jobboard.html">http://www.pab.org/jobboard.html</a>	08/17/16	08/17/16-09/17/16	
California Chicano News Media Association	<a href="http://ccnma.org/resources/submit-job/">http://ccnma.org/resources/submit-job/</a>	08/18/16	08/18/16-09/17/16	
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	08/18/16	08/18/16-09/17/16	
Media Bistro	<a href="http://www.mediabistro.com/employers">http://www.mediabistro.com/employers</a>	08/18/16	08/18/16-09/17/16	
National Association of Hispanic Journalists	<a href="http://www.nahicareercenter.com/recruiters?">http://www.nahicareercenter.com/recruiters?</a>	08/18/16	08/18/16-10/17/16	
National Association of Black Journalists	<a href="http://www.nabcareers.org/">http://www.nabcareers.org/</a>	08/18/16	08/18/16-10/17/16	
Agent	-			3
Referra;				1
<b>Applicant Hired:</b>	<b>Referral</b>		<b>Total # of Interviews:</b>	<b>4</b>
<b>Date Filled:</b>	<b>9/29/2016</b>			
<b>Job # 291 Producer / Assignment Editor</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	08/26/16	08/26/16-10/13/16	
WFMZ-TV	-	10/21/16	10/21/16-11/30/16	
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	08/29/16	08/30/16-09/05/16	
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	10/21/16	10/23/16-10/29/16	
MEDIA LINE (Newsroom jobs only)	<a href="http://www.medialine.com">www.medialine.com</a>	08/29/16	08/29/16-09/28/16	
MEDIA LINE (Newsroom jobs only)	<a href="http://www.medialine.com">www.medialine.com</a>	10/21/16	10/21/16-11/21/16	
NAACP	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>	08/29/16	08/29/16-09/28/16	
NAACP	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>	10/21/16	10/21/16-11/21/16	
South Asian Journalist Assoc	<a href="mailto:sree@sree.net">sree@sree.net</a>	08/29/16	08/29/16-09/28/16	

South Asian Journalist Assoc	<a href="mailto:sree@sree.net">sree@sree.net</a>	10/21/16	10/21/16-11/21/16	
PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	08/29/16	08/29/16-10/13/16	
PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	10/21/16	10/21/16-11/30/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	08/29/16	08/29/16-09/29/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	10/21/16	10/21/16-11/21/16	
PAB	<a href="http://www.pab.org/job-postings/">http://www.pab.org/job-postings/</a>	08/29/16	08/29/16-09/29/16	
PAB	<a href="http://www.pab.org/job-postings/">http://www.pab.org/job-postings/</a>	11/10/16	11/10/16-12/10/16	
California Chicano News Media Association	<a href="http://ccnma.org/resources/submit-job/">http://ccnma.org/resources/submit-job/</a>	08/29/16	08/29/16-09/28/16	
California Chicano News Media Association	<a href="http://ccnma.org/resources/submit-job/">http://ccnma.org/resources/submit-job/</a>	11/10/16	11/10/16-12/10/16	
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	08/29/16	08/29/16-09/28/16	1
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	11/10/16	11/10/16-12/10/16	
National Association of Black Journalists	<a href="http://www.nabcareers.org/">http://www.nabcareers.org/</a>	08/29/16	08/29/16-10/28/16	
National Association of Black Journalists	<a href="http://www.nabcareers.org/">http://www.nabcareers.org/</a>	11/10/16	11/10/16-01/10/17	
National Association of Hispanic Journalists	<a href="http://www.nahjcareercenter.com/recruiters?">http://www.nahjcareercenter.com/recruiters?</a>	08/29/16	08/29/16-10/28/16	
National Association of Hispanic Journalists	<a href="http://www.nahjcareercenter.com/recruiters?">http://www.nahjcareercenter.com/recruiters?</a>	11/10/16	11/10/16-01/10/17	
Referral	-			1
Internal	-			1
Unknown	-			1
<b>Applicant Hired:</b>	<b>Internal</b>		<b>Total # of Interviews:</b>	<b>4</b>
<b>Date Filled:</b>	<b>11/30/2016</b>			

<b>Job # 293 Executive Producer</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	09/09/16	09/09/16-10/22/16	2
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	09/09/16	09/11/16-09/17/16	
MEDIA LINE (Newsroom jobs only)	<a href="http://www.medialine.com">www.medialine.com</a>	09/09/16	09/09/16-11/09/16	
NAACP	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>	09/09/16	09/09/16-10/09/16	
South Asian Journalist Assoc	<a href="mailto:sree@sree.net">sree@sree.net</a>	09/09/16	09/09/16-10/09/16	
PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	09/09/16	09/09/16-10/22/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	09/09/16	09/09/16-11/09/16	2
PAB	<a href="http://www.pab.org/job-postings/">http://www.pab.org/job-postings/</a>	09/09/16	09/09/16-10/09/16	
California Chicano News Media Association	<a href="http://ccnma.org/resources/submit-job/">http://ccnma.org/resources/submit-job/</a>	09/14/16	09/14/16-10/14/16	
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	09/14/16	09/14/16-10/14/16	
National Association of Hispanic Journalists	<a href="http://www.nahjcareercenter.com/recruiters?">http://www.nahjcareercenter.com/recruiters?</a>	09/14/16	09/14/16-11/14/16	
National Association of Black Journalists	<a href="http://www.nabcareers.org/">http://www.nabcareers.org/</a>	09/14/16	09/14/16-11/14/16	



<b>Applicant Hired:</b>	wfmz.com		<b>Total # of Interviews:</b>	<b>4</b>
<b>Date Filled:</b>	10/22/16			
<b>Job # 297 Video Editor / Associate Producer</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	10/15/16	10/15/16-12/2/16	
Internal	-			1
<b>Applicant Hired:</b>	Internal		<b>Total # of Interviews:</b>	<b>1</b>
<b>Date Filled:</b>	11/30/16			
<b>Job # 298 Television News Photojournalist, Part-time</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	11/29/16	11/29/16-02/02/17	4
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	11/29/16	11/30/16-12/06/16	1
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	12/05/16	12/05/16-01/05/17	
Reading Area Community College	<a href="mailto:gzielinski@racc.edu">gzielinski@racc.edu</a>	12/06/16	12/06/16-02/02/17	
Kutztown University	<a href="https://kutztown-csm.symplicity.com/employers">https://kutztown-csm.symplicity.com/employers</a>	12/06/16	12/06/16-01/06/17	
<b>Applicant Hired:</b>	Reading Eagle		<b>Total # of Interviews:</b>	<b>5</b>
<b>Date Filled:</b>	1/30/2017			
<b>Job #299 - Associate TV News Producer</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	12/02/16	12/02/16-12/22/16	
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	12/02/16	12/03/2016-12/09/16	
MEDIA LINE (Newsroom jobs only)	<a href="http://www.medialine.com">www.medialine.com</a>	12/05/16	12/05/16-01/04/17	
NAACP	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>	12/05/16	12/05/16-01/04/17	
South Asian Journalist Assoc	<a href="mailto:sree@sree.net">sree@sree.net</a>	12/05/16	12/05/16-01/04/17	
PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	12/05/16	12/05/16-12/22/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	12/05/16	12/05/16-01/05/17	1
PAB	<a href="http://www.pab.org/job-postings/">http://www.pab.org/job-postings/</a>	12/05/16	12/05/16-01/05/17	
California Chicano News Media Association	<a href="http://ccnma.org/resources/submit-job/">http://ccnma.org/resources/submit-job/</a>	12/05/16	12/05/16-01/05/17	
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	12/05/16	12/05/16-01/05/17	1
National Association of Hispanic Journalists	<a href="http://www.nahjcareercenter.com/recruiters?">http://www.nahjcareercenter.com/recruiters?</a>	12/05/16	12/05/16-02/05/17	
National Association of Black Journalists	<a href="http://www.nabicareers.org/">http://www.nabicareers.org/</a>	12/05/16	12/05/16-02/05/17	
<b>Applicant Hired:</b>	tvjobs.com		<b>Total # of Interviews:</b>	<b>2</b>
<b>Date Filled:</b>	12/22/2016			

<b>Job #300 - TV News Assignment Editor - Web Producer</b>				
<b>Source</b>	<b>Fax/email/address</b>	<b>Sent</b>	<b>Dates Adv.</b>	<b>RF</b>
WFMZ-TV	-	12/02/16	12/02/16-12/21/16	2
READING EAGLE	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	12/05/16	12/06/16-12/12/16	
MEDIA LINE (Newsroom jobs only)	<a href="http://www.medialine.com">www.medialine.com</a>	12/05/16	12/05/16-01/04/17	
NAACP	<a href="mailto:glauray@kklauraycpa.com">glauray@kklauraycpa.com</a>	12/05/16	12/05/16-01/04/17	
South Asian Journalist Assoc	<a href="mailto:sree@sree.net">sree@sree.net</a>	12/05/16	12/05/16-01/04/17	
PAJobs.com	<a href="http://www.pennsylvaniajobs.com/clients/clientlogin-en.php">http://www.pennsylvaniajobs.com/clients/clientlogin-en.php</a>	12/05/16	12/05/16-12/21/16	
tvjobs.com	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	12/05/16	12/05/16-01/05/17	
PAB	<a href="http://www.pab.org/job-postings/">http://www.pab.org/job-postings/</a>	12/05/16	12/05/16-01/05/17	
California Chicano News Media Association	<a href="http://ccnma.org/resources/submit-job/">http://ccnma.org/resources/submit-job/</a>	12/05/16	12/05/16-01/05/17	
Career Builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	12/05/16	12/05/16-02/05/17	
National Association of Hispanic Journalists	<a href="http://www.nahicareercenter.com/recruiters?">http://www.nahicareercenter.com/recruiters?</a>	12/05/16	12/05/16-02/05/17	
National Association of Black Journalists	<a href="http://www.nabjcareers.org/">http://www.nabjcareers.org/</a>			
			<b>Total # of Interviews:</b>	<b>2</b>
<b>Applicant Hired:</b>	<b>wfmz.com</b>			
<b>Date Filled:</b>	<b>12/21/16</b>			

### **INTERNSHIP PROGRAM**

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.

Below is a partial list of interns during this reporting period.

Student: On File  
School: Kutztown University  
Term: Spring 2016

Student: On File  
School: Muhlenberg College  
Term: Spring 2016

## **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.

Below is a list of Students.

Date: April 22, 2016  
Student Name: On File  
School: Boyertown Area High School  
Person Shadowed: Various employees

Date: August 2, 2016  
Student Name: On File  
School: Northwestern Lehigh High School  
Person Shadowed: Israel Alejandro

Date: August 25, 2016  
Student Name: On File  
School: North Penn High School  
Person Shadowed: Jamie Stover

Date: November 9, 2016  
Student Name: On File  
School: Wyomissing Area High School  
Person Shadowed: Various employees

Date: November 11, 2016  
Student Name: On File  
School: Salem Christian School  
Person Shadowed: Rick Dean

Date: February 1, 2017  
Student Name: On File  
School: Commonwealth Charter Academy  
Person Shadowed: Mark Shanaberger

Date: February 11, 2017  
Student Name: On File  
School: Schuylkill Valley High School  
Person Shadowed: Lauren Kusik

Date: February 17, 2017  
Student Name: On File  
School: Methacton School District  
Person Shadowed: Mark Shanaberger

Date: February 23, 2017  
Student Name: On File  
School: Commonwealth Connections Academy  
Person Shadowed: Jamie Stover

Date: March 4, 2017  
Student Name: On File  
School: St. Jane School  
Person Shadowed: Lauren Kusik

Date: March 6, 2017  
Student Name: On File  
School: Bloomsburg University  
Person Shadowed: Various photogs

Date: March 16, 2017  
Student Name: On File  
School: Penn State University  
Person Shadowed: Alex Hogan

Date: March 16, 2017  
Student Name: On File  
School: Salem Christian School  
Person Shadowed: Jamie Stover

Date: March 16, 2017  
Student Name: On File  
School: Nazareth High School  
Person Shadowed: Jim Vaughn

**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: Lauren Kusik  
Event: Women in Science Event  
Date: March 21, 2017  
Presentation: Da Vinci Science Center 10AM-2:00 PM; 400 girls in grades 5-8 (and their parents)

Employee: Alan Sylvestre  
Event: Lehigh Valley Academy Regional Charter School Career Day  
Date: March 28, 2017

Presentation: This was their annual career day at the school. I will discuss opportunities on potential careers in the TV/media industry, and let them look at some of the gear I use in the field to get video on air each day. Event is from 8 am to noon.

Employee: Lauren Kusik

Event: Sheckler Elementary School Career Day (Catasauqua)

Date: April 15, 2016

Description: Spoke to children about being a meteorologist.

### **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. Organizations utilized in this effort during the current reporting period are listed in the Recruitment Source Information chart above in this report.

### **PARTICIPATION IN SCHOLARSHIP PROGRAMS DIRECTED AT STUDENTS**

The licensee actively works on a major theatre/performing arts scholarship program called the Freddy Awards. This program was developed to encourage students to excellence to seek careers in the performing arts. Thirty-one high schools participated in the annual competition culminating in a live three-hour telecast announcing the winners of various competitions in the performing arts. This year, college scholarships exceeding \$80,000 in value are awarded to students.

### **SPONSOR EVENTS IN THE COMMUNITY DESIGNED TO INFORM THE PUBLIC OF BROADCAST EMPLOYMENT OPPORTUNITIES:**

WFMZ-TV has developed a Kids News Set, which is complete with a replica of the station's news set, teleprompter, camera and lighting. The Kids News Set was designed to allow kids to see how a newscast is produced and ask questions about broadcasting in general. Youth of all ages can sit at the set, read a prepared script from the teleprompter and be recorded. The set has been at an event this past reporting period where a significant amount of the general public attended.

WFMZ-TV has developed an on going educational platform at the Da Vinci Discovery Center for Science in Allentown. The effort includes a multiple interactive kiosk where students and the general public can learn about meteorology and how the forecast and weather presentations are produced at WFMZ-TV. A fully functional chroma key wall allows the public to experience how forecasters present the weathercast.

In addition to the educational center at the Da Vinci Discovery Center that runs daily seven days a week, WFMZ-TV's Chief Meteorologist speaks to classrooms of children. The presentation includes an interactive tour of the television station, discussion of the

various jobs available in broadcasting and encouraging children in general to study and prepare for their futures.

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

11/2/15 – 3/20/17 Local Broadcast Training (over 80 videos)

11/12/15 – Jim Doyle Training – The Medical Industry

11/10/16 – Jim Doyle Training – Code Red Healthcare event

2/28/17 – TVB Training – Selling to the Home improvement Industry

### **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. WFMZ-TV also runs announcements on its station to make potential job services aware of how to become a part of the “Job Notification List” for openings at the licensee. WFMZ-TV lists procedures for becoming part of this list on its website.

### **STATION TOURS**

WFMZ-TV conducts regular tours of the station to many schools, clubs and community groups. Tours range from 5-25 people per tour and are conducted approximately 8 months of the year, one - two tours per week. Tours include all aspects of the broadcast facility and attendee’s questions are answer by news department personnel and other station employees.

### **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, 2017.

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.”