

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2012

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2011 through March 31, 2012. 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

<b>WFMZ- TV EEO Vacancy Information Covering the Period from 04/01/11 to 03/31/12</b>				
	<b>Full-time Positions Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>	<b>Total Number of Interviewees from All Sources for this Position</b>	<b>Date Filled</b>
1	Reporter	tvjobs.com	7	9/19/2011
2	Reporter	tvjobs.com	(interviewed from Reporter job pool)	11/21/2011
3	Reporter	wfmz.com	(interviewed from Reporter job pool)	12/8/2011
4	Web Producer	wfmz.com	4	10/3/2011
5	Master Control Operator	wfmz.com	4	12/15/2011
6	Accuweather Salesperson	Career Builder	7	12/5/2011
7	Accuweather Salesperson	Referral	(interviewed from Accuweather job pool)	2/6/2012
8	Graphics Artist	Career Builder	6	1/16/2012
9	Photojournalist	Internal	5	1/21/2012
10	News Producer	Internal	11	1/19/2012
11	News Producer	Referral	(interviewed from News Producer job pool)	1/21/2012
12	News Producer	Internal	(interviewed from News Producer job pool)	2/13/2012
13	Bilingual Reporter	Career Builder	6	3/2/2012
	<b>Total Number of Interviewees</b>		<b>50</b>	

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<b>WFMZ-TV</b>	<b>Date: 04/01/11 -</b>	<b>03/31/12</b>
<b>Recruitment Source</b>	<b>Number of Interviews</b>	<b>Number of Hirees</b>
WFMZ-TV	<b>11</b>	<b>3</b>
Career Builder	<b>9</b>	<b>3</b>
READING EAGLE	<b>1</b>	
tvjobs.com	<b>3</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>9</b>	<b>3</b>
Referral	<b>5</b>	<b>2</b>
Walk-in	<b>2</b>	
indeed.com	<b>1</b>	
Agency	<b>2</b>	
Unknown	<b>7</b>	
<b>TOTALS</b>	<b>50</b>	<b>13</b>

<b>JOB TITLE: Master Control Operator #189 Date Filled: 12/15/11</b>						
<b>Source</b>	<b>Contact</b>	<b>Fax/email/address</b>	<b>Telephone#</b>	<b>Ad Sent</b>	<b>Advertised Dates</b>	<b>Ref Source</b>
WFMZ-TV	Eric Reinert	<a href="mailto:ericr@wfmz.com">ericr@wfmz.com</a>	610-798-4083	11/11/10	11/12/10-11/17/10	2
Career Builder		<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>		11/12/10	11/12/10-12/12/10	
READING EAGLE	Classifieds	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	610-376-1527	11/12/10	11/14/10-11/20/10	
tvjobs.com	Mark Holloway	<a href="http://www.tvjobs.com">www.tvjobs.com</a>		11/12/10	11/12/10-12/12/10	
MEDIA LINE	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	800-237-8073	11/12/10	11/12/10-11/22/10	
PAB	Gail Ponti gponti@pab.org	<a href="mailto:grpiap@aol.com">grpiap@aol.com</a>	no attachments	11/12/10	11/12/10-11/22/10	
California Chicano News Media Association (CCNMA)		<a href="mailto:ccnmainfo@ccnma.org">ccnmainfo@ccnma.org</a>	-	11/12/10	11/12/10-11/22/10	
National Association of Hispanic Journal	Virginia Galindo Vgalindo@NAHJ.org	<a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>	202-662-7147	11/12/10	11/12/10-11/22/10	
NAACP	Gregory K. Lauray, Sr., CPA	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>		11/12/10	11/12/10-11/22/10	
Hispanic Chamber of Commerce of the Lehigh Valley		<a href="mailto:info@hcclv.org">info@hcclv.org</a>	610-438-2548	11/12/10	11/12/10-11/22/10	
Internal		-				1
Walk-in		-				1
	<b>Applicant Hired:</b>	<b>wfmz.com</b>			<b>Total # of Interviewees</b>	<b>4</b>

<b>JOB TITLE: Reporter #192 Date Filled: 09/19/11, 11/21/11, 12/08/11</b>						
<b>Source</b>	<b>Contact</b>	<b>Fax/email/address</b>	<b>Telephone#</b>	<b>Ad Sent</b>	<b>Advertised Dates</b>	<b>Ref Source</b>
WFMZ-TV	Eric Reinert	<a href="mailto:ericr@wfmz.com">ericr@wfmz.com</a>	610-798-4083	1/5/11	01/05/11-12/09/11	4
Career Builder		<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>		1/5/11	01/05/11-02/05/11	
READING EAGLE	Classifieds	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	610-376-1527	1/5/11	01/6/11-01/12/11	
tvjobs.com	Mark Holloway	<a href="http://www.tvjobs.com">www.tvjobs.com</a>		12/24/10	12/24/10-03/02/11	3
tvjobs.com	Mark Holloway	<a href="http://www.tvjobs.com">www.tvjobs.com</a>		4/6/11	04/06/11-05/06/11	
tvjobs.com	Mark Holloway	<a href="http://www.tvjobs.com">www.tvjobs.com</a>		6/21/11	06/21/11-09/21/11	
MEDIA LINE	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	800-237-8073	1/5/11	01/05/11-02/05/11	
MEDIA LINE	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	800-237-8073	4/6/11	04/06/11-05/06/11	
MEDIA LINE	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	800-237-8073	6/21/11	06/21/11-07/21/11	
PAB	Gail Ponti gponti@pab.org	<a href="mailto:grpiap@aol.com">grpiap@aol.com</a>	no attachments	1/5/11	01/05/11-02/05/11	

PAB	Gail Ponti gponti@pab.org	grpiap@aol.com	no attachments	4/6/11	04/06/11-05/06/11	
California Chicano News Media Association (CCNMA)		ccnmainfo@ccnma.org	-	1/5/11	01/05/11-02/05/11	
California Chicano News Media Association (CCNMA)		ccnmainfo@ccnma.org	-	4/6/11	04/06/11-05/06/11	
National Association of Hispanic Journal	Virginia Galindo Vgalindo@NAHJ.org	jobbank@nahj.org	202-662-7147	1/5/11	01/05/11-04/05/11	
National Association of Hispanic Journal	Virginia Galindo Vgalindo@NAHJ.org	jobbank@nahj.org	202-662-7147	4/6/11	04/06/11-07/06/11	
NAACP	Gregory K. Lauray, Sr., CPA	glauray@gklauraycpa.com		1/5/11	01/05/11-02/05/11	
NAACP	Gregory K. Lauray, Sr., CPA	glauray@gklauraycpa.com		4/6/11	04/06/11-05/06/11	
Hispanic Chamber of Commerce of the Lehigh Valley		info@hcclv.org	610-438-2548	1/5/11	01/05/11-02/05/11	
Hispanic Chamber of Commerce of the Lehigh Valley		info@hcclv.org		4/6/11	04/06/11-05/06/11	
Philadelphia NAACP		1619 W Cecil B Moore Ave, Philadelphia, PA 19121	215-978-7500	1/5/11		
The Art Institute of Philadelphia		1622 Chestnut St, Philadelphia, PA 19103-5198		1/5/11		
National Association of Black Journalists		University of Maryland, 8701-A Adelphia, MD 20783-1716	301-445-7101	1/5/11		
South Asian Journalist Assoc		1182 Market St Ste 320, San Francisco, CA 94102	415-346-2051	1/5/11		
	<b>Applicant Hired:</b>	tvjobs.com				
		tvjobs.com				
		wfmz.com			<b>Total # of Interviewees</b>	<b>7</b>

**JOB TITLE: Web Producer #195 Date Filled: 10/03/11**

Source	Contact	Fax/email/address	Telephone#	Ad Sent	Advertised Dates	Ref Source
WFMZ-TV	Eric Reinert	<a href="mailto:eric@wfmz.com">eric@wfmz.com</a>	610-798-4083	8/16/11	08/16/11-10/03/11	2
Career Builder		<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>		8/16/11	08/16/11-09/16/11	1
READING EAGLE	Classifieds	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	610-376-1527	8/16/11	08/17/11-08/23/11	
tvjobs.com	Mark Holloway	<a href="http://www.tvjobs.com">www.tvjobs.com</a>		8/16/11	08/16/11-10/16/11	

MEDIA LINE	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	800-237-8073	8/16/11	08/16/11-09/16/11	
PAB	Gail Ponti gponti@pab.org	<a href="mailto:grpiap@aol.com">grpiap@aol.com</a>	no attachments	8/16/11	08/16/11-09/16/11	
California Chicano News Media Association (CCNMA)		<a href="mailto:ccnmainfo@ccnma.org">ccnmainfo@ccnma.org</a>	-	8/16/11	08/16/11-09/16/11	
National Association of Hispanic Journal	Virginia Galindo Vgalindo@NAHJ.org	<a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>	202-662-7147	8/16/11	08/16/11-11/16/11	
NAACP	Gregory K. Lauray, Sr., CPA	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>		8/16/11	08/16/11-09/16/11	
Hispanic Chamber of Commerce of the Lehigh Valley		<a href="mailto:info@hcclv.org">info@hcclv.org</a>	610-438-2548	8/16/11	08/16/11-09/16/11	
Philadelphia NAACP		1619 W Cecil B Moore Ave, Philadelphia, PA 19121	215-978-7500	8/16/11		
The Art Institute of Philadelphia		1622 Chestnut St, Philadelphia, PA 19103-5198		8/16/11		
National Association of Black Journalists		University of Maryland, 8701-A Adelphia, MD 20783-1716	301-445-7101	8/16/11		
South Asian Journalist Assoc		1182 Market St Ste 320, San Francisco, CA 94102	415-346-2051	8/16/11		
Internal						1
	<b>Applicant Hired:</b>	<b>wfmz.com</b>			<b>Total # of Interviewees</b>	<b>4</b>



**JOB TITLE: Graphics Artist #196 Date Filled: 01/16/12**

Source	Contact	Fax/email/address	Telephone#	Ad Sent	Advertised Dates	Ref Source
WFMZ-TV	Eric Reinert	<a href="mailto:ericr@wfmz.com">ericr@wfmz.com</a>	610-798-4083	10/11/11	10/12/11-02/10/12	1
Career Builder		<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>		10/11/11	10/11/2011-11/11/11	2
READING EAGLE	Classifieds	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	610-376-1527	10/11/11	10/12/11-10/18/11	
MEDIA LINE	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	800-237-8073	10/11/11	10/11/2011-11/11/11	
PAB	Gail Ponti gponti@pab.org	<a href="mailto:grpiap@aol.com">grpiap@aol.com</a>	no attachments	10/11/11	10/11/2011-11/11/11	
California Chicano News Media Association (CCNMA)		<a href="mailto:ccnmainfo@ccnma.org">ccnmainfo@ccnma.org</a>	-	10/11/11	10/11/2011-11/11/11	
National Association of Hispanic Journal	Virginia Galindo Vgalindo@NAHJ.org	<a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>	202-662-7147	10/11/11	10/11/2011-01/11/12	
NAACP	Gregory K. Lauray, Sr., CPA	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>		10/11/11	10/11/2011-11/11/11	

Hispanic Chamber of Commerce of the Lehigh Valley		<a href="mailto:info@hcclv.org">info@hcclv.org</a>	610-438-2548		10/11/11	10/11/2011-11/11/11	
Referral		-					1
indeed.com		-					1
Unknown		-					1
	<b>Applicant Hired:</b>	<b>Career Builder</b>				<b>Total # of Interviewees</b>	<b>6</b>

**JOB TITLE: Accuweather Salesperson #197 Date Filled: 12/5/11 & 02/06/12**

Source	Contact	Fax/email/address	Telephone#	Ad Sent	Advertised Dates	Ref Source	
WFMZ-TV	Eric Reinert	<a href="mailto:ericr@wfmz.com">ericr@wfmz.com</a>	610-798-4083	11/7/11	11/09/11-02/10/12		
Career Builder		<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>		11/7/11	11/07/11-12/07/11	4	
READING EAGLE	Classifieds	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	610-376-1527	11/7/11	11/08/11-11/14/11		
Internal		-				1	
Referral		-				2	
	<b>Applicants Hired:</b>	<b>Career Builder</b>					
		<b>Referral</b>				<b>Total # of Interviewees</b>	<b>7</b>

**JOB TITLE: Bilingual Reporter #198 Date Filled: 03/02/12**

Source	Contact	Fax/email/address	Telephone#	Ad Sent	Advertised Dates	Ref Source
WFMZ-TV	Eric Reinert	<a href="mailto:ericr@wfmz.com">ericr@wfmz.com</a>	610-798-4083	11/16/11	11/16/11-03/17/12	
PA Jobs		<a href="http://www.pennsylvaniajobs.com">www.pennsylvaniajobs.com</a>				
Career Builder		<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>		11/16/11	11/16/11-12/15/11	1
READING EAGLE	Classifieds	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	610-376-1527	11/16/11	11/16/11-11/23/11	
tvjobs.com	Mark Holloway	<a href="http://www.tvjobs.com">www.tvjobs.com</a>		11/16/11	11/16/11-12/15/11	
tvjobs.com	Mark Holloway	<a href="http://www.tvjobs.com">www.tvjobs.com</a>		2/14/12	02/14/12-03/14/12	
MEDIA LINE	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	800-237-8073	11/16/11	11/16/11-12/15/11	
MEDIA LINE	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>		2/22/12	02/22/12-3/22/12	
PAB	Gail Ponti	<a href="mailto:grpjap@aol.com">grpjap@aol.com</a>	no attachments	11/16/11	11/16/11-12/16/11	
PAB	Gail Ponti	<a href="mailto:grpjap@aol.com">grpjap@aol.com</a>		2/22/12	02/22/12-3/22/12	
California Chicano News Media Association (CCNMA)	Send email to:	<a href="mailto:ccnmainfo@ccnma.org">ccnmainfo@ccnma.org</a>	-	11/16/11	11/16/11-12/16/11	
California Chicano News Media Association (CCNMA)	Send email to:	<a href="mailto:ccnmainfo@ccnma.org">ccnmainfo@ccnma.org</a>	-	2/22/12	02/22/12-3/22/12	

National Association of Hispanic Journal		<a href="http://nahj.ihispano.com/careers/job/options">http://nahj.ihispano.com/careers/job/options</a>		2/22/12	02/22/12-3/22/12	
National Association of Black Journalists		<a href="http://careerservices.nabj.org/hr">http://careerservices.nabj.org/hr</a>		2/22/12	02/22/12-3/22/12	
NAACP	Gregory K. Lauray, Sr., CPA	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>		11/16/11	11/16/11-12/16/11	
Philadelphia NAACP		1619 W Cecil B Moore Ave, Philadelphia, PA 19121	215-978-7500	11/16/11	11/18/11-12/16/11	
The Art Institute of Philadelphia		<a href="http://www.artinstitutes.edu/philadelphia/career-services/information-for-employers.aspx">http://www.artinstitutes.edu/philadelphia/career-services/information-for-employers.aspx</a>				
South Asian Journalist Assoc	Send email to:	<a href="mailto:sree@sree.net">sree@sree.net</a>		2/22/12	02/22/12-3/22/12	
Columbia Graduate School of Journalism		<a href="http://www.journalism.columbia.edu/careers/JobPostings">http://www.journalism.columbia.edu/careers/JobPostings</a>		2/22/12	02/22/12-3/22/12	
Hispanic Chamber of Commerce of the Lehigh Valley		<a href="mailto:info@hcclv.org">info@hcclv.org</a>	610-438-2548	11/16/11	11/16/11-12/16/11	
Agency		-				2
Unknown		-				3
	<b>Applicant Hired:</b>	<b>Career Builder</b>			<b>Total # of Interviewees</b>	<b>6</b>

**JOB TITLE: News Producer #199 Date Filled: 01/19/12, 01/21/12, 02/13/12**

Source	Contact	Fax/email/address	Telephone#	Ad Sent	Advertised Dates	Ref Source
WFMZ-TV	Eric Reinert	<a href="mailto:ericr@wfmz.com">ericr@wfmz.com</a>	610-798-4083	11/21/11		1
Career Builder		<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>			Can't get website to work	1
READING EAGLE	Classifieds	<a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a>	610-376-1527	11/21/11	11/22/11-11/28/11	1
tvjobs.com	Mark Holloway	<a href="http://www.tvjobs.com">www.tvjobs.com</a>		11/21/11	11/21/11-12/21/11	
MEDIA LINE	Mark Shilstone	<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	800-237-8073	11/21/11	11/21/11-12/21/11	
PAB	Gail Ponti gponti@pab.org	<a href="mailto:grpiap@aol.com">grpiap@aol.com</a>	no attachments	11/21/11	11/21/11-12/21/11	
California Chicano News Media Association (CCNMA)		<a href="mailto:ccnmainfo@ccnma.org">ccnmainfo@ccnma.org</a>	-	11/21/11	11/21/11-12/21/11	
National Association of Hispanic Journal	Virginia Galindo Vgalindo@NAHJ.org	<a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>	202-662-7147	11/21/11	11/21/11-12/21/11	
NAACP	Gregory K. Lauray, Sr., CPA	<a href="mailto:glauray@gklauraycpa.com">glauray@gklauraycpa.com</a>		11/21/11	11/21/11-12/21/11	
Hispanic Chamber of Commerce of the		<a href="mailto:info@hcclv.org">info@hcclv.org</a>	610-438-2548	11/21/11	11/21/11-12/21/11	



Lehigh Valley						
Philadelphia NAACP		1619 W Cecil B Moore Ave, Philadelphia, PA 19121	215-978-7500	11/22/11	11/21/11-12/21/11	
The Art Institute of Philadelphia		1622 Chestnut St, Philadelphia, PA 19103-5198		11/22/11	11/21/11-12/21/11	
National Association of Black Journalists		University of Maryland, 8701-A Adelphia, MD 20783-1716	301-445-7101	11/22/11	11/21/11-12/21/11	
South Asian Journalist Assoc		1182 Market St Ste 320, San Francisco, CA 94102	415-346-2051	11/22/11	11/21/11-12/21/11	
Internal						3
Referral						2
Walk-in						1
Unknown						2
	<b>Applicant Hired:</b>	<b>Internal</b>				
		<b>Referral</b>				
		<b>Internal</b>			<b>Total # of Interviewees</b>	<b>11</b>
<b>JOB TITLE: News Photographer #200 Date Filled: 01/21/12</b>						
<b>Source</b>	<b>Contact</b>	<b>Fax/email/address</b>	<b>Telephone#</b>	<b>Ad Sent</b>	<b>Advertised Dates</b>	<b>Ref Source</b>
WFMZ-TV	Eric Reinert	<a href="mailto:ericr@wfmz.com">ericr@wfmz.com</a>	610-798-4083	12/27/11	12/27/11-01/23/12	1
tvjobs.com	Mark Holloway	<a href="http://www.tvjobs.com">www.tvjobs.com</a>		12/26/11	12/26/11-01/26/12	
Internal		-				3
Unknown		-				1
	<b>Applicant Hired:</b>	<b>Internal</b>			<b>Total # of Interviewees</b>	<b>5</b>

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### **EXIGENT CIRCUMSTANCES**

An Account Executive was hired during this period under Exigent Circumstances. The Account Executives had over 25 years experience in the local sales market with unique talent and knowledge in sales.

### **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: Syracuse University  
Start Date of Internship: May 2011  
End Date of Internship: August 2011

Student: On File  
School: Penn State University  
Start Date of Internship: May 2011  
End Date of Internship: August 2011

Student: On File  
School: Misericordia University  
Start Date of Internship: June 2011  
End Date of Internship: August 2011

Student: On File  
School: Lock Haven University  
Start Date of Internship: May 2011  
End Date of Internship: August 2011

Student: On File  
School: Syracuse University  
Start Date of Internship: May 2011  
End Date of Internship: August 2011

Student: On File  
School: Penn State University  
Start Date of Internship: May 2011  
End Date of Internship: August 2011

Student: On File  
School: Lehigh Carbon Community College  
Start Date of Internship: May 2011  
End Date of Internship: August 2011

Student: On File  
School: Kent State University  
Start Date of Internship: May 2011  
End Date of Internship: August 2011

Student: On File  
School: Ithaca College  
Start Date of Internship: May 2011  
End Date of Internship: August 2011

Student: On File  
School: Lycoming College  
Start Date of Internship: May 2011  
End Date of Internship: August 2011

Student: On File  
School: Kutztown University  
Start Date of Internship: May 2011  
End Date of Internship: August 2011

### **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 19, 2011  
Student Name: On File  
School: Twin Valley High School  
Person Shadowed: News Department

Date: April 26, 2011  
Student Name: On File  
School: Twin Valley High School  
Person Shadowed: News Department

Date: April 27, 2011  
Student Name: On File  
School: Easton High School  
Person Shadowed: News Department

Date: April 29, 2011  
Student Name: On File  
School: Easton High School  
Person Shadowed: News Department

Date: May 19, 2011  
Student Name: On File  
School: Unknown  
Person Shadowed: News Department

Date: June 17, 2011  
Student Name: On File  
School: Freedom High School  
Person Shadowed: Manoj Shamdasani (Asst. News Director)

Date: June 17, 2011  
Student Name: On File  
School: Freedom High School  
Person Shadowed: Manoj Shamdasani (Asst. News Director)

Date: June 17, 2011  
Student Name: On File  
School: Freedom High School  
Person Shadowed: Manoj Shamdasani (Asst. News Director)

Date: June 17, 2011  
Student Name: On File  
School: Freedom High School  
Person Shadowed: Manoj Shamdasani (Asst. News Director)

Date: July 11, 2011  
Student Name: On File  
School: Boyertown High School  
Person Shadowed: News Department

Date: July 20, 2011  
Student Name: On File  
School: Faith Christian Academy  
Person Shadowed: John Craven (Reporter) & April Chunko (Videographer) - News Department

Date: July 26, 2011  
Student Name: On File  
School: Southern Lehigh High School  
Person Shadowed: Manoj Shamdasani (Asst. News Director)

Date: August 2, 2011  
Student Name: On File  
School: Emmaus High School  
Person Shadowed: Jeff Kuhns (Engineering)

Date: September 22, 2011  
Student Name: On File  
School: Governor Mifflin High School  
Person Shadowed: Jen Dillard (Tape Editor) & Zach DeWeaver (Videographer) – News Department

Date: November 1, 2011  
Student Name: On File  
School: Northampton Community College  
Person Shadowed: News Department

Date: November 2, 2011  
Student Name: On File  
School: Northampton Community College  
Person Shadowed: News Department

Date: November 4, 2011  
Student Name: On File  
School: Conrad Weiser High School  
Person Shadowed: News Department

Date: November 21, 2011  
Student Name: On File  
School: Tulpehocken High School  
Person Shadowed: News Department

Date: December 6, 2011  
Student Name: On File  
School: Conrad Weiser High School  
Person Shadowed: News Department

Date: December 7, 2011  
Student Name: On File  
School: Conrad Weiser High School  
Person Shadowed: News Department

Date: December 9, 2011  
Student Name: On File  
School: Pen Argyl High School  
Person Shadowed: News Department

Date: December 28, 2011  
Student Name: On File  
School: Penn State University  
Person Shadowed: John Craven (Reporter) and Tim Cox (Videographer) - News Department

Date: January 4, 2012  
Student Name: On File  
School: Lafayette College  
Person Shadowed: Dan Rinkus/Katie Shank (Producers) - News Department

Date: January 6, 2012  
Student Name: On File  
School: Unknown  
Person Shadowed: Will Lewis (Reporter) - News Department

Date: February 17, 2012  
Student Name: On File  
School: Unknown  
Person Shadowed: News Department

Date: February 27, 2012  
Student Name: On File  
School: Easton High School  
Person Shadowed: News Department

Date: February 29, 2012  
Student Name: On File  
School: Fleetwood High School  
Person Shadowed: Kevin Fitzsimmons (Videographer) – Berks News Department

Date: March 5, 2012  
Student Name: On File  
School: Boyertown High School  
Person Shadowed: News Department

Date: March 7, 2012  
Student Name: On File  
School: Fleetwood High School  
Person Shadowed: Kimberly Davidow (Reporter) & Chad Blimline (Videographer) – Berks News Department

Date: March 16, 2012  
Student Name: On File  
School: Southern Fleetwood High School  
Person Shadowed: Kimberly Davidow (Reporter) & Chad Blimline (Videographer) – Berks News Department

**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. Over 29 high schools participated in the annual competition culminating in a live three-hour telecast announcing the winners of various competitions in the performing arts. Two significant college scholarships are awarded to students. WFMZ-TV continues to win numerous awards for this program including a second Emmy Award in 2011.

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

June 8th, 2011 - LBS Training... 5 keys to understanding how to sell mobile advertising. Account Executives were in attendance.

June 22nd, 2011 - LBS Training... 6 powerful leadership principals for today's evolving media landscape .. Management Training

July 15th, 2011 - Dale Carnegie Training - Account Executives were in attendance.

July 22nd, 2011 - Dale Carnegie Training - Account Executives were in attendance.

July 29th, 2011 - Dale Carnegie Training - Account Executives were in attendance.

August 5th, 2011 - Dale Carnegie Training - Account Executives were in attendance.

August 24th, 2011 - NAB Training... Selling against local cable. Account Executives were in attendance.

October 4th, 2011 - NAB Training... Maximizing Internet Sales .. Internet Sales Staff

October 26th, 2011 - LBS Training... Top 5 strategies for increasing digital revenue.. Internet Sales Staff

### **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: Brian Hoffner

Event: Career Day at Lehigh Area Middle School

Date: October 6, 2011

Description: I was asked to present for half an hour to 8th grade math class on my career and how math plays an integral part of what I do in my career.

Employee: Brian Hoffner

Event: Guest Speaker at a B.O.S.S. (Breakfast for Outstanding Students of Success) at Lehigh Area Middle School

Date: January 19, 2012

Description: Guest speaker at this awards presentation for outstanding students on how you can grow up in a small town and become successful, etc.

Employee: Gina Gasper-Johnson

Event: Guest Career Day at Easton Area High School

Date: March 6, 2012

Description: Spoke to juniors and seniors at the school about what a career in the communications field is like and what we do here at WFMZ-TV.

### **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 events 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.

### **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 with an average of 2 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 February 20, 2012.

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."