

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2015

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2013 through March 31, 2014. 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 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.

WFMZ- TV EEO Vacancy Information Covering the Period from 04/01/14 to 03/31/15				
	Full-time Positions Filled by Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for this Position	Date Filled
1	IT/Television Technician	wfmz.com	8	4/14/2014
2	Bilingual Photojournalist	wfmz.com	7	7/14/2014
3	Television News Photojournalist - On Call	CareerBuilder	4	8/19/2014
4	Utility Technician	Internal	4	6/1/2014
5	Maintenance Person	Referral	6	6/2/2014
6	Photojournalist (PT)	wfmz.com	6	9/9/2014
7	Photojournalist (PT)	wfmz.com	6 (same as above)*	9/26/2014
8	Photojournalist (PT)	wfmz.com	6 (same as above)*	10/6/2014
9	TV News Associate Producer	wfmz.com	27	8/12/2014
10	TV News Associate Producer	wfmz.com	27 (same as above)*	9/18/2014
11	TV News Associate Producer	CareerBuilder	27 (same as above)*	11/24/2014
12	Photojournalist - Truck Operator (FT)	wfmz.com	10	9/15/2014
13	Photojournalist - Truck Operator (FT)	Internal	10 (same as above)*	9/15/2014
14	Photojournalist - Truck Operator (FT)	wfmz.com	10 (same as above)*	10/6/2014
15	Weekend Anchor/Weekday Reporter	Agency	3	8/1/2014
16	Television Sales Account Executive	Referral	13	11/1/2014
17	TV News Reporter	Agency	7	9/9/2014
18	TV News Reporter	Agency	7 (same as above)*	9/12/2014
19	Producer, Television News	Internal	1	9/24/2014
20	Assignment Editor	CareerBuilder	19	12/1/2014
21	Assignment Editor	wfmz.com	19 (same as above)*	1/13/2015
22	Associate Producer	CareerBuilder	7	1/16/2015
23	TV News Producer	wfmz.com	3	2/13/2015
24	Nightside Senior Producer	Internal	4	3/2/2015
	Total Number of Interviewees		129	

*Duplicate Job Number

WFMZ-TV	Date: 04/01/14-03/31/15	
Recruitment Source	Number of Interviews	Number of Hirees
WFMZ-TV	52	11
Career Builder	13	4
READING EAGLE	11	0
PAJobs.com	2	0
tvjobs.com	6	0
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	1	0
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	17	4
Referral	8	2
Walk-in/Cold Call		
indeed.com	3	0
journalismjobs.com	1	0
Agency	6	3
Unknown	5	0
Lincoln Technical Institute	4	0
TOTALS	129	24

Job # 235 - IT/TV Technician				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	2/4/14	02/04/14-05/12/14	2
READING EAGLE	mharvan@readingeagle.com	2/4/14	02/05/14-02/11/14	
MEDIA LINE (Newsroom jobs only)	medialine@medialine.com	2/4/14	02/04/14-03/04/14	
California Chicano News Media Association	ccnmainfo@ccnma.org	2/4/14	02/04/14-03/04/14	
NAACP	glauray@gklauraycpa.com	2/4/14	02/04/14-03/04/14	
South Asian Journalist Assoc	sree@sree.net	2/4/14	02/04/14-03/04/14	
Reading Area Community College	gzielinski@racc.edu	2/4/14	02/04/14-03/04/14	
Muhlenberg College	careers@muhlenberg.edu	2/4/14	02/04/14-03/04/14	
tvjobs.com	www.tvjobs.com	2/4/14	02/04/14-03/10/14	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	2/4/14	02/04/14-05/12/14	
PAB	http://www.pab.org/jobboard.html	2/4/14	02/04/14-03/04/14	
Columbia Graduate School of Journalism	https://journalism-columbia-csm.symplicity.com/employers/	2/11/14	02/11/14-03/11/14	
Career Builder	www.careerbuilder.com	2/4/14	02/11/14-03/11/14	1
National Association of Hispanic Journalists	http://nahj.hispano.com/careers/	2/11/14	02/11/14-04/11/14	
National Association of Black Journalists	http://careerservices.nabj.org/hr	2/11/14	02/11/14-03/11/14	
College Central	www.collegecentral.com	2/11/14	02/11/14-03/11/14	
Lincoln Tech Institute	-			4
Referral	-			1
Applicant Hired:	wfmz.com		Total # of Interviews:	8
Date Filled:	4/14/2014			
Job # 236 Bilingual Photojournalist				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	3/25/14	03/26/14-07/17/14	3
READING EAGLE	mharvan@readingeagle.com	3/25/14	03/26/14-04/18/14	
READING EAGLE	mharvan@readingeagle.com	6/30/14	07/01/14-07/24/14	1
MEDIA LINE (Newsroom jobs only)	medialine@medialine.com	3/25/14	03/25/14-04/25/14	
MEDIA LINE (Newsroom jobs only)	medialine@medialine.com	6/30/14	06/30/14-07/30/14	
California Chicano News Media Association	ccnmainfo@ccnma.org	3/25/14	03/25/14-07/17/14	
NAACP	glauray@gklauraycpa.com	3/25/14	03/25/14-07/17/14	

South Asian Journalist Assoc	sree@sree.net	3/25/14	03/25/14-04/25/14	
South Asian Journalist Assoc	sree@sree.net	6/30/14	06/30/14-07/30/14	
Reading Area Community College	gzielinski@racc.edu	3/25/14	03/25/14-07/17/14	
Muhlenberg College	careers@muhlenberg.edu	3/25/14	03/25/14-07/17/14	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	3/25/14	03/25/14-07/17/14	
tvjobs.com	www.tvjobs.com	3/25/14	03/25/14-08/18/14	
PAB	http://www.pab.org/jobboard.html	3/25/14	03/25/14-04/25/14	
Albright College	www.myinterfase.com/albright/employer	3/25/14	03/25/14-04/25/14	
Montgomery County Comm College	https://montgomerycollege-csm.symplicity.com/employers	3/25/14	03/25/14-04/25/14	
Career Builder	www.careerbuilder.com	3/25/14	03/25/14-04/25/14	
Career Builder	www.careerbuilder.com	7/1/14	07/01/04-07/01/14	
National Association of Hispanic Journalists	http://nahj.hispano.com/careers/	3/25/14	03/25/14-05/25/14	
National Association of Hispanic Journalists	http://nahj.hispano.com/careers/	7/15/14	07/15/14-09/15/14	
National Association of Black Journalists	http://careerservices.nabj.org/hr	3/25/14	03/25/14-04/25/14	
National Association of Black Journalists	http://careerservices.nabj.org/hr	7/15/14	07/15/14-08/15/14	
College Central	www.collegecentral.com	3/25/14	03/25/14-04/25/14	
Alvernia University	-	3/25/14	03/25/14-04/25/14	
Kutztown University	-	3/25/14	03/25/14-04/25/14	
Lehigh Carbon Community College	-	3/25/14	03/25/14-04/25/14	
Northampton Community College	-	3/25/14	03/25/14-04/25/14	
Cheyney University	-	3/25/14	03/25/14-04/25/14	
Internal				2
Unknown				1
Applicant Hired:	wfmz.com		Total # of Interviews:	7
Date Filled:	7/14/14			
Job # 238 Television News Photojournalist - On Call				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	4/10/14	04/10/14-08/19/14	1
READING EAGLE	mharvan@readingeagle.com	4/10/14	04/11/14-04/17/14	1
Reading Area Community College	gzielinski@racc.edu	4/10/14	04/11/14-08/19/14	
Career Builder	www.careerbuilder.com	4/14/14	04/14/2014-05/14/14	1
Unknown	-			1

Applicant Hired:	Career Builder		Total # of Interviews:	4
Date Filled:	08/19/14			
Job # 240 - Utility Technician				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	4/14/14	04/15/14-05/12/14	2
READING EAGLE	mharvan@readingeagle.com	4/23/14	04/24/14-04/30/14	
MEDIA LINE (Newsroom jobs only)	medialine@medialine.com	4/23/14	04/23/14-05/23/14	
NAACP	glauray@gklauraycpa.com	4/23/14	04/23/14-05/23/14	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	4/23/14	04/23/14-05/12/14	
Career Builder	www.careerbuilder.com	4/14/14	04/14/14-05/14/14	
Referral	-			1
Internal	-			1
Applicant Hired:	Internal		Total # of Interviews:	4
Date Filled:	06/01/14			
Job # 241 Maintenance Person - Full-time				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	4/23/14	04/23/2014-05/12/14	5
READING EAGLE	mharvan@readingeagle.com	4/23/14	04/24/2014-04/30/14	
Career Builder	www.careerbuilder.com	4/23/14	04/23/2014-05/23/14	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	4/23/14	04/23/2014-05/12/14	
Referral	-			1
Applicant Hired:	Referral		Total # of Interviews:	6
Date Filled:	06/02/14			
Job # 242 Television News Photojournalist - Part-time				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	5/9/14	05/09/14-10/20/14	5
READING EAGLE	mharvan@readingeagle.com	5/9/14	05/11/14-05/17/14	
Reading Area Community College	gzielinski@racc.edu	5/9/14	05/09/14-10/20/14	
Muhlenberg College	careers@muhlenberg.edu	5/9/14	05/09/14-10/20/14	
Career Builder	www.careerbuilder.com	5/9/14	05/09/14-06/09/14	
College Central	www.collegecentral.com	5/9/14	05/09/14-06/09/14	
Alvernia University	-	5/9/14	05/09/14-06/09/14	

Kutztown University	-	5/9/14	05/09/14-06/09/14	
Lehigh Carbon Community College	-	5/9/14	05/09/14-06/09/14	
Northampton Community College	-	5/9/14	05/09/14-06/09/14	
Temple University	http://templeuniv.experience.com/emp/sblogin	5/9/14	05/09/14-06/09/14	
Lehigh University	-	5/9/14	05/09/14-06/09/14	
Lafayette College	-	5/9/14	05/09/14-06/09/14	
Bucknell University	-	5/9/14	05/09/14-06/09/14	
Moravian College	-	5/9/14	05/09/14-06/09/14	
Villanova University	-	5/9/14	05/09/14-06/09/14	
Unknown	-			1
Applicant Hired:	wfmz.com		Total # of Interviews:	6
Date Filled:	09/09/14			
Applicant Hired:	wfmz.com			
Date Filled:	09/26/14			
Applicant Hired:	wfmz.com			
Date Filled:	10/6/2014			
Job # 245 Television News Associate Producer				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	5/14/14	05/24/14-08/13/14	6
WFMZ-TV (Revision)	eric@wfmz.com	8/15/14	08/15/14-11/24/14	7
READING EAGLE	mharvan@readingeagle.com	5/14/14	05/15/14-05/21/14	1
READING EAGLE	mharvan@readingeagle.com	10/3/14	10/05/14-10/26/14	
MEDIA LINE	medialine@medialine.com	5/14/14	05/14/14-06/14/14	
MEDIA LINE	medialine@medialine.com	7/15/14	07/15/14-08/15/14	
MEDIA LINE (Revision)	medialine@medialine.com	8/20/14	08/20/14-09/20/14	
MEDIA LINE	medialine@medialine.com	10/3/14	10/05/14-11/05/14	
California Chicano News Media Association	ccnmainfo@cnma.org	5/14/14	05/24/14-06/24/14	
California Chicano News Media Association	http://cnma.org/resources/submit-job/	10/3/14	10/03/14-11/03/14	
NAACP	gauray@gkauraycpa.com	5/14/14	05/24/14-11/24/14	
South Asian Journalist Assoc	sree@sree.net	5/14/14	05/14/14-06/14/14	
South Asian Journalist Assoc	sree@sree.net	7/15/14	07/15/14-08/15/14	
Reading Area Community College	gzielinski@racc.edu	5/14/14	05/14/14-06/14/14	
Muhlenberg College	careers@muhlenberg.edu	5/14/14	05/14/14-06/14/14	

PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	5/16/14	05/16/14-08/13/14	
PAJobs.com (Revision)	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	8/19/14	08/19/14-11/24/14	1
tvjobs.com	www.tvjobs.com	5/16/14	05/16/14-06/16/14	1
tvjobs.com	www.tvjobs.com	7/15/14	07/15/14-08/19/14	
tvjobs.com (Revision)	www.tvjobs.com	8/19/14	08/19/14-09/21/14	
tvjobs.com	www.tvjobs.com	10/3/14	10/03/14-11/03/14	
PAB	http://www.pab.org/jobboard.html	5/16/14	05/16/14-06/16/14	
PAB	http://www.pab.org/jobboard.html	7/15/14	07/15/14-08/15/14	
Career Builder	www.careerbuilder.com	5/16/14	05/16/14-06/16/14	1
Career Builder	www.careerbuilder.com	10/3/14	10/03/14-11/03/14	3
National Association of Hispanic Journalists	http://nahj.hispano.com/careers/	5/16/14	05/16/14-07/16/14	
National Association of Hispanic Journalists	http://nahj.hispano.com/careers/	7/22/14	07/22/14-09/22/14	
National Association of Black Journalists	http://careerservices.nabj.org/hr	5/16/14	05/16/14-06/16/14	1
National Association of Black Journalists	http://careerservices.nabj.org/hr	7/15/14	07/15/14-08/15/14	
Internal	-			3
indeed.com	-			1
journalismjobs.com	-			1
Unknown				1
Applicant Hired:	wfmz.com		Total # of Interviews:	27
Date Filled:	08/12/14			
Applicant Hired:	wfmz.com			
Date Filled:	09/18/14			
Applicant Hired:	CareerBuilder			
Date Filled:	11/24/14			
Job # 246 Television News Photojournalist/Truck Operator				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	ericr@wfmz.com	6/3/14	06/03/14-10/20/14	7
READING EAGLE	mharvan@readingeagle.com	6/3/14	06/04/14-06/10/14	1
READING EAGLE	mharvan@readingeagle.com	9/4/14	09/05/14-09/28/14	
MEDIA LINE (Newsroom jobs only)	medialine@medialine.com	6/3/14	06/03/14-07/03/14	
MEDIA LINE (Newsroom jobs only)	medialine@medialine.com	9/4/14	09/04/14-10/04/14	
California Chicano News Media Association	ccnmainfo@ccnma.org	6/3/14	06/03/14-07/03/14	
California Chicano News Media Association	ccnmainfo@ccnma.org	9/4/14	09/04/14-10/04/14	

NAACP	glauray@gklauraycpa.com	6/3/14	06/03/14-07/03/14	
NAACP	glauray@gklauraycpa.com	9/4/14	09/04/14-10/04/14	
South Asian Journalist Assoc	sree@sree.net	6/3/14	06/03/14-07/03/14	
South Asian Journalist Assoc	sree@sree.net	9/4/14	09/04/14-10/04/14	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	6/3/14	06/03/14-10/20/14	
tvjobs.com	www.tvjobs.com	6/3/14	06/03/14-07/03/14	
tvjobs.com	www.tvjobs.com	9/4/14	09/04/14-10/04/14	
PAB	http://www.pab.org/jobboard.html	6/3/14	06/03/14-07/03/14	
Career Builder	www.careerbuilder.com	6/4/14	06/04/14-07/04/14	
National Association of Hispanic Journalists	http://nahj.ihispano.com/careers/	6/4/14	06/04/14-08/04/14	
National Association of Black Journalists	http://careerservices.nabj.org/hr	6/4/14	06/04/14-07/04/14	
Internal	-			2
Applicant Hired:	wfmz.com		Total # of Interviews:	10
Date Filled:	09/15/2014			
Applicant Hired:	Internal			
Date Filled:	09/15/14			
Applicant Hired:	wfmz.com			
Date Filled:	10/06/14			
Job # 247 - Television News Weekend Anchor/Weekday Reporter				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	ericr@wfmz.com	6/5/14	06/05/14-08/12/14	
READING EAGLE	mharvan@readingeagle.com	6/6/14	06/08/14-06/14/14	
MEDIA LINE (Newsroom jobs only)	medialine@medialine.com	6/6/14	06/06/14-07/06/14	
California Chicano News Media Association	ccnmainfo@cnma.org	6/6/14	06/06/14-08/13/14	
NAACP	glauray@gklauraycpa.com	6/6/14	06/06/14-08/13/14	
South Asian Journalist Assoc	sree@sree.net	6/6/14	06/06/14-07/06/14	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	6/6/14	06/06/14-08/13/14	
tvjobs.com	www.tvjobs.com	6/6/14	06/06/14-07/06/14	1
PAB	http://www.pab.org/jobboard.html	6/6/14	06/06/14-07/06/14	
Career Builder	www.careerbuilder.com	6/6/14	06/06/14-07/06/14	
National Association of Hispanic Journalists	http://nahj.ihispano.com/careers/	6/9/14	06/09/14-8/09/14	
National Association of Black Journalists	http://careerservices.nabj.org/hr	6/9/14	06/09/14-7/09/14	

Internal	-			
Cold Call	-			
Agency	-			2
Unknown	-			
Applicant Hired:	Agency		Total # of Interviews:	3
Date Filled:	08/01/14			
Job # 249 - Televison Sales Executive				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	7/12/14	07/12/14-12/08/14	
READING EAGLE	mharvan@readingeagle.com	7/12/14	07/13/14-08/05/14	2
READING EAGLE	mharvan@readingeagle.com	9/4/14	09/04/14-09/28/14	
NAACP	glauray@gklauraycpa.com	7/14/14	07/14/14-09/28/14	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	7/14/14	07/14/14-12/08/14	
tvjobs.com	www.tvjobs.com	7/14/14	07/14/14-08/14/14	
PAB	http://www.pab.org/jobboard.html	7/14/14	07/14/14-08/14/14	
Career Builder	www.careerbuilder.com	7/15/14	07/15/14-08/15/14	4
Career Builder	www.careerbuilder.com	9/4/14	09/04/14-10/04/14	
indeed.com	www.indeed.com			2
Referral	-			5
Applicant Hired:	Referral		Total # of Interviews:	13
Date Filled:	11/01/14			
Job # 250 - Television News Reporter				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	7/23/14	07/23/14-09/18/14	1
READING EAGLE	mharvan@readingeagle.com	7/24/14	07/25/14-08/17/14	
MEDIA LINE (Newsroom jobs only)	medialine@medialine.com	7/24/14	07/24/14-08/24/14	
California Chicano News Media Association	ccnmainfo@ccnma.org	7/24/14	07/24/14-09/22/14	
NAACP	glauray@gklauraycpa.com	7/24/14	07/24/14-09/22/14	
South Asian Journalist Assoc	sree@sree.net	7/24/14	07/24/14-08/24/14	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	7/24/14	07/24/14-09/22/14	
tvjobs.com	www.tvjobs.com	7/30/14	08/01/14-09/08/14	2
tvjobs.com	www.tvjobs.com	9/16/14	09/16/14-10/08/14	
PAB	http://www.pab.org/jobboard.html	7/24/14	07/24/14-08/24/14	
Career Builder	www.careerbuilder.com	7/25/14	07/25/14-08/25/14	

National Association of Hispanic Journalists	http://nahj.ihispano.com/careers/	7/25/14	07/25/14-09/25/14	
National Association of Black Journalists	http://careerservices.nabj.org/hr	7/25/14	07/25/14-08/25/14	
Agency	-			4
Applicant Hired:	Agency			
Date Filled:	09/09/14			
Applicant Hired:	Agency		Total # of Interviews:	7
Date Filled:	09/12/14			
Job # 251 Producer, Television News				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	8/19/2014	08/19/14-09/24/14	
READING EAGLE	mharvan@readingeagle.com	8/19/2014	08/19/14-09/19/14	
MEDIA LINE (Newsroom jobs only)	medialine@medialine.com	8/19/2014	08/19/14-09/19/14	
California Chicano News Media Association	ccnmainfo@ccnma.org	8/19/2014	08/19/14-09/24/14	
NAACP	glauray@gklauraycpa.com	8/19/2014	08/19/14-09/24/14	
South Asian Journalist Assoc	sree@sree.net	8/19/2014	08/19/14-09/19/14	
Reading Area Community College	gzielinski@racc.edu	8/19/2014	08/19/14-09/24/14	
Muhlenberg College	careers@muhlenberg.edu	8/19/2014	08/19/14-09/24/14	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	8/19/2014	08/19/14-09/24/14	
tvjobs.com	www.tvjobs.com	8/19/2014	08/19/14-09/19/14	
PAB	http://www.pab.org/jobboard.html	8/19/2014	08/19/14-09/19/14	
Career Builder	www.careerbuilder.com	8/20/2014	08/20/14-09/20/14	
National Association of Hispanic Journalists	http://nahj.ihispano.com/careers/	8/20/2014	08/20/14-10/20/14	
National Association of Black Journalists	http://careerservices.nabj.org/hr	8/20/2014	08/20/14-09/20/14	
Internal	-			1
Applicant Hired:	Internal		Total # of Interviews:	1
Date Filled:	09/24/14			
Job # 252 TV News Assignment Editor / Web Producer				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	9/9/2014	09/10/14-10/14/14	7
WFMZ-TV (Revision)	eric@wfmz.com	10/14/2014	10/14/2014-01/20/15	
READING EAGLE	mharvan@readingeagle.com	9/9/2014	09/10/14-10/02/14	5
READING EAGLE (Revision)	mharvan@readingeagle.com	10/14/2014	10/15/14-11/05/14	

MEDIA LINE	medialine@medialine.com	9/9/2014	09/09/14-10/09/14	
MEDIA LINE (Revision)	medialine@medialine.com	10/14/2014	10/14/14-11/14/14	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	9/15/2014	09/15/14-10/15/14	
California Chicano News Media Association (Revision)	http://ccnma.org/resources/submit-job/	10/14/2014	10/14/14-11/14/14	
NAACP	glauray@glauraycpa.com	9/15/2014	09/15/14-10/15/14	
NAACP (Revision)	glauray@glauraycpa.com	10/14/2014	10/14/14-11/14/14	
South Asian Journalist Assoc	sree@sree.net	9/16/2014	09/16/14-10/16/14	
South Asian Journalist Assoc (Revision)	sree@sree.net	10/14/2014	10/14/14-11/14/14	
Reading Area Community College	gzielinski@racc.edu	9/16/2014	09/16/14-10/16/14	
Muhlenberg College	careers@muhlenberg.edu	9/16/2014	09/16/14-10/16/14	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	9/16/2014	09/16/14-10/14/14	1
PAJobs.com (Revision)	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	10/14/2014	10/14/2014-01/20/15	
tvjobs.com	www.tvjobs.com	9/15/2014	09/15/2014-10/15/14	1
tvjobs.com	www.tvjobs.com	10/14/2014	10/14/14-11/14/14	
tvjobs.com	www.tvjobs.com	12/4/2014	12/04/14-12/14/14	
tvjobs.com	www.tvjobs.com	1/6/2015	01/06/15-01/20/15	
PAB	http://www.pab.org/jobboard.html	9/15/2014	09/15/2014-10/15/14	
PAB	http://www.pab.org/jobboard.html	10/14/2014	10/14/14-11/14/14	
Career Builder	www.careerbuilder.com	9/16/2014	09/16/14-10/16/14	2
National Association of Hispanic Journalists	http://nahj.ihispano.com/careers/	9/16/2014	09/16/14-11/16/14	
National Association of Black Journalists	http://careerservices.nabj.org/hr	9/16/2014	09/16/14-10/16/14	
Internal	-			3
Applicant Hired:	Careerbuilder		Total # of Interviews:	19
Date Filled:	12/01/14			
Applicant Hired:	wfmz.com			
Date Filled:	01/13/15			
Job # 256 Assoc Producer				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	ericr@wfmz.com	11/26/2014	12/03/14-02/01/15	3
READING EAGLE	mharvan@readingeagle.com	12/4/2014	12/07/14-12/28/14	
MEDIA LINE	medialine@medialine.com	12/3/2014	12/04/14-01/04/15	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	12/4/2014	12/04/14-01/04/15	

NAACP	glauray@gklauraycpa.com	12/3/2014	12/03/14-01/03/15	
South Asian Journalist Assoc	sree@sree.net	12/3/2014	12/03/14-01/03/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	12/4/2014	12/4/2014-01/27/15	
tvjobs.com	www.tvjobs.com	11/26/2014	12/01/14-01/01/15	
PAB	http://www.pab.org/jobboard.html	12/5/2014	12/05/14-01/05/15	
Career Builder	www.careerbuilder.com	12/5/2014	12/05/14-01/05/15	1
National Association of Hispanic Journalists	http://nahj.hispano.com/careers/	12/5/2014	12/05/14-02/05/15	
National Association of Black Journalists	http://careerservices.nabj.org/hr	12/5/2014	12/05/14-01/05/15	
Internal	-			2
Unknown	-			1
Applicant Hired:	Careerbuilder		Total # of Interviews:	7
Date Filled:	01/16/15			
Job # 258 Night Side Senior Producer				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	12/26/2014	12/29/14-03/10/15	2
READING EAGLE	mharvan@readingeagle.com	1/6/2015	01/08/15-01/31/15	
MEDIA LINE (Newsroom jobs only)	medialine@medialine.com	1/6/2015	01/06/15-02/06/15	
California Chicano News Media Association	http://cnma.org/resources/submit-job/	1/6/2015	01/06/15-02/06/15	
South Asian Journalist Assoc	sree@sree.net	1/6/2015	01/06/15-02/06/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	1/6/2015	12/29/14-03/10/15	
tvjobs.com	www.tvjobs.com	1/6/2015	01/06/15-02/06/15	
PAB	http://www.pab.org/jobboard.html	1/6/2015	01/06/15-02/06/15	
Career Builder	www.careerbuilder.com	1/6/2015	01/06/15-02/06/15	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	1/6/2015	01/06/15-03/06/15	
National Association of Black Journalists	http://www.nabjcareers.org/	1/8/2015	01/08/15-03/08/15	
Internal	-			2
Applicant Hired:	Internal		Total # of Interviews:	4
Date Filled:	03/02/15			
Job # 259 Producer, TV News				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	1/29/2015	01/29/15-02/19/15	1
READING EAGLE	mharvan@readingeagle.com	1/29/2015	01/30/15-02/22/15	

MEDIA LINE	medialine@medialine.com	1/29/2015	01/29/15-02/28/15	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	1/29/2015	01/29/15-02/28/15	
NAACP	glauray@gklauraycpa.com	1/29/2015	01/29/15-02/28/15	
South Asian Journalist Assoc	sree@sree.net	1/29/2015	01/29/15-02/28/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	1/29/2015	01/29/15-02/25/15	
tvjobs.com	www.tvjobs.com	1/29/2015	01/29/15-02/28/15	1
PAB	http://www.pab.org/jobboard.html	1/29/2015	01/29/15-02/28/15	
Career Builder	www.careerbuilder.com	1/29/2015	01/29/15-02/28/15	
National Association of Hispanic Journalists	http://nahj.ihispano.com/careers/	1/29/2015	01/29/15-02/28/15	
National Association of Black Journalists	http://careerservices.nabj.org/hr	1/29/2015	01/29/15-03/29/15	
College Central	www.collegecentral.com	1/29/2015	01/29/15-02/28/15	
Internal	-			1
Applicant Hired:	wfmz.com		Total # of Interviews:	3
Date Filled:	2/13/2015			

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: Indiana University of PA
Term: Summer 2014

Student: On File
School: Rutgers University
Term: Summer 2014

Student: On File
School: Ithaca College
Term: Summer 2014

Student: On File
School: Elon University
Term: Summer 2014

Student: On File
School: University of Maryland
Term: Summer 2014

Student: On File
School: East Stroudsburg University
Term: Summer 2014

Student: On File
School: Kutztown University
Term: Summer 2014

Student: On File
School: Northampton Community College
Term: Summer 2014

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: May 7, 2014
Student Name: On File
School: Whitehall High School
Person Shadowed: Meghan Packer

Date: May 23, 2014
Student Name: On File
School: Whitehall High School
Person Shadowed: Meghan Packer

Date: June 26, 2014
Student Name: On File
School: Governor Mifflin High School
Person Shadowed: Dan Moscaritolo

Date: July 17, 2014
Student Name: On File
School: Syracuse University
Person Shadowed: Eve Tannery

Date: July 23, 2014
Student Name: On File
School: Emmaus High School
Person Shadowed: Dave Lesko

Date: Summer 2014
Student Name: On File
School: Parkland High School
Person Shadowed: Jim Vaughn

Date: August 4, 2014
Student Name: On File
School: Unknown
Person Shadowed: Liz Kilmer

Date: August 22, 2014
Student Name: On File
School: Muhlenberg High School
Person Shadowed: Liz Kilmer

Date: Fall 2014
Student Name: On File
School: Northampton Community College
Person Shadowed: Matt Broderick

Date: September 2014
Student Name: On File
School: Fleetwood High School
Person Shadowed: Karin Mallett

Date: October 8, 2014
Student Name: On File
School: Fleetwood High School
Person Shadowed: Karin Mallett

Date: November 1, 2014
Student Name: On File
School: Penn State Lehigh Valley
Person Shadowed: Dave Lesko

Date: November 12, 2014
Student Name: On File
School: Conrad Weiser High School
Person Shadowed: Liz Kilmer

Date: November 12, 2014
Student Name: On File
School: Conrad Weiser High School
Person Shadowed: Ryan Hughes

Date: November 18, 2014
Student Name: On File
School: Emmaus High School
Person Shadowed: Dave Lesko

Date: November 18, 2014
Student Name: On File
School: Conrad Weiser High School
Person Shadowed: Jace Codi

Date: December 11, 2014
Student Name: On File
School: Emmaus High School
Person Shadowed: Matt Gerry

Date: December 16, 2014
Student Name: On File
School: Fleetwood High School
Person Shadowed: Liz Kilmer

Date: December 22, 2014
Student Name: On File
School: Fleetwood High School
Person Shadowed: Jace Codi

Date: January 31, 2015
Student Name: On File
School: Syracuse University
Person Shadowed: Hillary Lane

Date: February 16, 2015
Student Name: On File
School: Governor Mifflin High School
Person Shadowed: Ryan Hughes

Date: February 16, 2015
Student Name: On File
School: Parkland High School
Person Shadowed: Melanie Falcon

PARTICIPATE IN GENERAL OUTREACH EFFORTS

The licensee participates in a broad range of outreach efforts to potential applicants, such as job banks, broadcast internet sites, and other notifications. 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 31 high schools participated in the annual competition culminating in a live three-hour telecast announcing the winners of various competitions in the performing arts. Significant college scholarships are awarded to students. WFMZ-TV continues to win numerous awards for this program including a second Emmy Award in 2011 and Multiple Pennsylvania Association of Broadcasters Awards.

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

4/22/14 NAB Training "From the smartphone to the Big screen"

8/26/14 TVB Training "Make every season Valuable: Retail Strategies"

10/7/14 NAB Training "Selling Senior Living"

2/10/15 TVB Training "Automotive and Digital"

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.

CAREER DAY

Employee: Dan Moscaritolo

Event: Governor Mifflin Career Day

Date: April 2, 2014

Description: Spoke to high school juniors about my journey to become a broadcaster and how to keep that position.

Employee: Mike Reinert

Event: Berks Catholic High School Career Day

Date: April 11, 2014

Description: Spoke about a career in broadcasting sales.

Employee: Dan Moscaritolo

Event: Governor Mifflin Career Day

Date: April 24, 2014

Description: Spoke to high school juniors about my journey to become a broadcaster and how to keep that position.

Employee: Karin Mallet
Event: Governor Mifflin Career Day
Date: April 2014
Description: Spoke to classes about careers in broadcast journalism.

Employee: Karin Mallet
Event: Governor Mifflin Career Day
Date: May 2014
Description: Spoke to classes about careers in broadcast journalism.

Employee: Dan Moscaritolo
Event: Oley Valley Career Day
Date: May 27, 2014
Description: Spoke at career day.

Employee: Dan Moscaritolo
Event: Alvernia University
Date: October 23, 2014
Description: Addressed a sports journalism class on the broadcast medium.

Employee: Dan Moscaritolo
Event: Millersville University
Date: November 19, 2014
Description: Addressed the school's National Broadcasting Society chapter about sports journalism and my journey to the job.

Employee: Jim Vaughn
Event: Quakertown High School
Date: January, 2015
Description: Gave a talk on broadcast journalism to a journalism class.

Employee: John Craven
Event: Lehigh University
Date: February 19, 2015
Description: Gave a talk on broadcast journalism

Employee: Barry Fisher
Event: Salem Christian School
Date: February 27, 2015
Description: Discussed careers in broadcasting and general work ethics.

Employee: Mike Reinert
Event: Berks Catholic High School Career Day
Date: March 27, 2015
Description: Spoke about a career in broadcasting sales.

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.

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 February 4, 2015.

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.”