

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2016

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2015 through March 31, 2016. 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 04/01/15 to 03/31/16				
Full-time and Part-time Positions		Recruitment	Total Number of Interviewees from All Sources for this Position	Date Filled
Filled by	Job Title	Source of Hiree		
1	Video Editor Part-Time	Internal	3	6/19/2015
2	Photojournalist - Berks	Career Builder	9	6/18/2015
3	Photojournalist - Berks	Internal	9 (same as above)	7/29/2015
4	Weekend Meteorologist/Weekday Traffic Reporter	tvjobs.com	24	7/2/2015
5	Associate Producer	PAB	4	8/5/2015
6	Photojournalist	wfmz.com	5	8/14/2015
7	Photojournalist	wfmz.com	5 (same as above)	11/4/2015
8	Bilingual Reporter	tvjobs.com	5	10/28/2015
9	Television News Writer - Espanol - PT	wfmz.com	2	11/30/2015
10	Video Journalist - Espanol - PT	wfmz.com	3	9/21/2015
11	Video Journalist - Espanol - PT	wfmz.com	3 (same as above)	2/1/2016
12	Studio/Field Reporter	Agent	4	1/15/2016
13	Web Producer	wfmz.com	7	2/16/2016
14	TV Sales Executive	Career Builder	4	1/2/2016
15	TV Sales Executive	Career Builder	4 (same as above)	2/16/2016
Total Number of Interviewees			70	

*Duplicate Job Number

Recruitment Source	Number of Interviews	Number of Hirees
WFMZ-TV	21	6
Career Builder	6	3
READING EAGLE	2	0
PAJobs.com		
tvjobs.com	27	2
MEDIA LINE		
PAB	2	1
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	6	2
Referral	3	0
Agency	1	1
Unknown	2	0
TOTALS	70	15

Job # 248 - Weekend Meteorologist - Weekday Traffic Reporter 07/01/14	Weekday Traffic Reporter 07/01/14			
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	6/30/14	07/01/14-11/05/14	
WFMZ-TV	-	1/8/15	01/08/15-11/06/15	
READING EAGLE	mharvan@readingeagle.com	6/30/14	07/01/14-07/24/14	
READING EAGLE	mharvan@readingeagle.com	1/8/15	01/09/15-02/01/15	
MEDIA LINE (Newsroom jobs only)	www.medialine.com	6/30/14	06/30/14-07/30/14	
MEDIA LINE (Newsroom jobs only)	www.medialine.com	1/8/15	01/09/15-02/08/15	
MEDIA LINE (Newsroom jobs only)	www.medialine.com	2/25/15	02/25/15-3/25/15	
California Chicano News Media Association	ccnmainfo@ccnma.org	6/30/14	07/01/14-08/01/14	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	1/8/15	01/08/15-02/08/15	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	2/25/15	02/25/15-3/25/15	
NAACP	glauray@gklauraycpa.com	6/30/14	07/01/14-08/01/14	
NAACP	glauray@gklauraycpa.com	2/25/15	02/25/15-3/25/15	
South Asian Journalist Assoc	sree@sree.net	6/30/14	06/30/14-07/30/14	
South Asian Journalist Assoc	sree@sree.net	1/8/15	01/08/15-02/08/15	
South Asian Journalist Assoc	sree@sree.net	2/25/15	02/25/15-3/25/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	7/14/14	07/14/14-11/06/15	
tvjobs.com	www.tvjobs.com	7/14/14	07/14/14-09/15/14	24
tvjobs.com	www.tvjobs.com	1/8/15	01/08/15-03/07/15	
PAB	http://www.pab.org/jobboard.html	7/15/14	07/15/14-08/15/14	
PAB	http://www.pab.org/jobboard.html	1/8/15	01/08/15-02/08/15	
PAB	http://www.pab.org/jobboard.html	2/25/15	02/25/15-3/25/15	
Career Builder	www.careerbuilder.com	7/1/14	07/01/14-08/01/14	
Career Builder	www.careerbuilder.com	1/8/15	01/08/15-02/08/15	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	7/15/14	07/15/14-08/15/14	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	2/19/15	2/19/2015-03/19/15	
National Association of Black Journalists	http://careerservices.nabj.org/hr	7/15/14	07/15/14-08/15/14	
National Association of Black Journalists	http://www.nabicareers.org/	1/8/2015	01/08/15-03/08/15	
Applicant Hired:	tv.jobs.com		Total # of Interviews:	24
Date Filled:	07/02/2015			

Job # 260 Photojournalist				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	3/12/2015	03/13/15-09/03/15	4
WFMZ-TV (Revision)	-	9/3/2015	9/3/2015-11/09/15	
READING EAGLE	mharvan@readingeagle.com	3/12/2015	03/13/15-04/05/15	
READING EAGLE	mharvan@readingeagle.com	7/16/2015	07/17/15-08/09/15	
MEDIA LINE	www.medialine.com	3/12/2015	3/12/15-4/12/15	
MEDIA LINE	www.medialine.com	7/16/2015	07/16/15-08/15/15	
MEDIA LINE	www.medialine.com	11/5/2015	11/05/15-12/05/15	
NAACP	glauray@gklauraycpa.com	3/12/2015	3/12/15-4/12/15	
NAACP	glauray@gklauraycpa.com	7/16/2015	07/16/15-08/15/15	
South Asian Journalist Assoc	sree@sree.net	3/12/2015	3/12/15-4/12/15	
South Asian Journalist Assoc	sree@sree.net	7/16/2015	07/16/15-08/15/15	
Reading Area Community College	gzielinski@racc.edu	3/12/2015	3/12/15-4/12/15	
Muhlenberg College	careers@muhlenberg.edu	3/12/2015	3/12/15-4/12/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	3/12/2015	03/12/15-11/09/15	
tvjobs.com	www.tvjobs.com	3/12/2015	3/12/15-4/12/15	1
tvjobs.com	www.tvjobs.com	4/21/2015	04/21/15-05/21/15	
tvjobs.com	www.tvjobs.com	6/1/2015	06/01/15-09/01/15	
tvjobs.com	www.tvjobs.com	9/9/2015	09/09/15-12/05/15	
PAB	http://www.pab.org/jobboard.html	3/12/2015	3/12/15-4/12/15	
Career Builder	www.careerbuilder.com	4/21/2015	04/21/15-05/21/15	
Career Builder	www.careerbuilder.com	7/24/2015	07/24/15-08/23/15	
National Association of Hispanic Journalists	http://nahj.hispano.com/careers/	4/21/2015	04/21/15-06/21/15	
National Association of Hispanic Journalists	http://nahj.hispano.com/careers/	7/24/2015	07/24/15-09/23/15	
National Association of Black Journalists	http://careerservices.nabj.org/hr	4/21/2015	04/21/15-05/21/15	
National Association of Black Journalists	http://careerservices.nabj.org/hr	7/24/2015	07/24/15-08/23/15	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	4/21/2015	04/21/15-05/21/15	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	7/24/2015	07/24/15-08/23/15	
Applicant Hired:	wfmz.com		Total # of Interviews:	5
Date Filled:	8/14/2015			
Applicant Hired:	wfmz.com			
Date Filled:	11/04/2015			

Job # 262 Associate TV News Producer				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	5/26/2015	05/26/15-08/10/15	
READING EAGLE	mharvan@readingeagle.com	5/26/2015	05/27/15-06/01/15	
MEDIA LINE	medialine@medialine.com	5/26/2015	05/26/15-06/26/15	
NAACP	glauray@gklauraycpa.com	5/26/2015	05/26/15-08/19/15	
South Asian Journalist Assoc	sree@sree.net	5/26/2015	05/26/15-06/26/15	
Reading Area Community College	gzielinski@racc.edu	5/26/2015	05/26/15-08/19/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	5/26/2015	05/26/15-08/19/15	
tvjobs.com	www.tvjobs.com	5/26/2015	05/26/15-06/26/15	
PAB	http://www.pab.org/jobboard.html	5/26/2015	05/26/15-06/26/15	1
Career Builder	www.careerbuilder.com	5/26/2015	05/26/15-06/26/15	
National Association of Hispanic Journalists	http://nahj.ihispano.com/careers/	6/1/2015	6/01/2015-8/1/2015	
National Association of Black Journalists	http://www.nabicareers.org/	6/1/2015	6/01/2015-7/1/2015	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	6/1/2015	6/01/2015-7/1/2015	
Referral	-			1
Internal	-			2
Applicant Hired:	PAB		Total # of Interviews:	4
Date Filled:	08/05/15			
Job # 263 Bilingual Reporter				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	5/26/2015	05/26/15-11/09/15	1
READING EAGLE	mharvan@readingeagle.com	5/26/2015	05/27/15-06/01/15	1
MEDIA LINE	www.medialine.com	5/26/2015	05/26/15-06/26/15	
NAACP	glauray@gklauraycpa.com	5/26/2015	05/26/15-11/09/15	
South Asian Journalist Assoc	sree@sree.net	5/26/2015	05/26/15-06/26/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	5/26/2015	05/26/15-11/09/15	
tvjobs.com	www.tvjobs.com	5/26/2015	05/26/15-06/26/15	1
PAB	http://www.pab.org/jobboard.html	5/26/2015	05/26/15-06/26/15	
Career Builder	www.careerbuilder.com	5/26/2015	05/26/15-06/26/15	1
National Association of Hispanic Journalists	http://nahj.ihispano.com/careers/	6/1/2015	6/01/2015-8/1/2015	
National Association of Black Journalists	http://www.nabicareers.org/	6/1/2015	6/01/2015-7/1/2015	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	6/1/2015	6/01/2015-7/1/2015	
Referral	-			1

Applicant Hired:	tvjobs.com		Total # of Interviews:	5
Date Filled:	10/28/2015			
Job # 264 TV News Photojournalist 052615				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	5/26/2015	05/26/15-07/30/15	3
READING EAGLE	mharvan@readingeagle.com	5/26/2015	05/27/15-06/01/15	1
MEDIA LINE	www.medialine.com	5/26/2015	05/26/15-06/26/15	
NAACP	glauray@gklauraycpa.com	5/26/2015	05/26/15-07/30/15	
South Asian Journalist Assoc	sree@sree.net	5/26/2015	05/26/15-06/26/15	
Reading Area Community College	gzielinski@racc.edu	5/26/2015	05/26/15-07/30/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	5/26/2015	05/26/15-07/30/15	
tvjobs.com	www.tvjobs.com	5/26/2015	05/26/15-06/26/15	
PAB	http://www.pab.org/jobboard.html	5/26/2015	05/26/15-06/26/15	1
Career Builder	www.careerbuilder.com	5/26/2015	05/26/15-06/26/15	1
National Association of Hispanic Journalists	http://nahj.ihispano.com/careers/	6/1/2015	6/01/2015-8/1/2015	
National Association of Black Journalists	http://www.nabicareers.org/	6/1/2015	6/01/2015-7/1/2015	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	6/1/2015	6/01/2015-7/1/2015	
Internal	-			2
Unknown	-			1
Applicant Hired:	Career Builder		Total # of Interviews:	9
Date Filled:	06/18/2015			
Applicant Hired:	Internal			
Date Filled:	07/29/15			
Job # 265 Video Editor Part-Time				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	5/26/2015	05/26/15-06/30/15	1
READING EAGLE	mharvan@readingeagle.com	5/26/2015	05/27/15-06/01/15	
Career Builder	www.careerbuilder.com	5/26/2015	05/26/15-06/26/15	
Internal	-			2
Applicant Hired:	Internal		Total # of Interviews:	3
Date Filled:	06/19/15			
Job # 268 Web Producer 070715				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	7/7/2015	7/7/2015-10/06/15	7

WFMZ-TV (Revision)	-	10/6/2015	10/06/15-02/16/16	
READING EAGLE	mharvan@readingeagle.com	7/7/2015	07/08/15-07/31/15	
MEDIA LINE	www.medialine.com	7/7/2015	07/07/15-08/06/15	
MEDIA LINE	www.medialine.com	10/7/2015	10/7/2015-11/07/15	
NAACP	glauray@gklauraycpa.com	7/7/2015	07/07/15-02/16/16	
South Asian Journalist Assoc	sree@sree.net	7/7/2015	07/07/15-08/06/15	
Reading Area Community College	gzielinski@racc.edu	7/7/2015	07/07/15-02/16/16	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	7/7/2015	7/7/2015-10/06/15	
PAJobs.com (Revision)	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	11/6/2015	11/06/15-02/16/16	
tvjobs.com	www.tvjobs.com	7/8/2015	07/08/15-08/08/15	
tvjobs.com (Revision)	www.tvjobs.com	10/6/2015	10/06/15-12/07/15	
PAB	http://www.pab.org/jobboard.html	7/8/2015	07/08/15-08/08/15	
Career Builder	www.careerbuilder.com	7/8/2015	07/08/15-08/08/15	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	7/8/2015	07/08/15-09/08/15	
National Association of Black Journalists	http://www.nabicareers.org/	7/8/2015	07/08/15-08/08/15	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	7/8/2015	07/08/15-08/08/15	
Media Bistro	http://www.mediabistro.com/employers	10/7/2015	10/7/2015-11/07/15	
Journalism Jobs	www.journalismjobs.com	10/7/2015	10/7/2015-11/07/15	
College Central	www.collegecentral.com	7/8/2015	07/08/15-08/08/15	
Alvernia University	-			
Kutztown University	-			
Lehigh Carbon Community College	-			
Northampton Community College	-			
Albright College	www.myinterfase.com/albright/employer	7/8/2015	07/08/15-08/08/15	
Montgomery County Comm College	https://montgomerycollege-csm.symplicity.com/employers	7/8/2015	07/08/15-08/08/15	
Columbia Graduate School of Journalism	https://journalism-columbia-csm.symplicity.com/employers/	7/8/2015	07/08/15-08/08/15	
Temple University	https://temple-csm.symplicity.com/employers	7/8/2015	07/08/15-08/08/15	
Lafayette College	https://lafayette-csm.symplicity.com/employers	7/8/2015	07/08/15-08/08/15	
Lehigh University	https://lehigh-csm.symplicity.com/	7/8/2015	07/08/15-08/08/15	
Kutztown	https://kutztown-csm.symplicity.com/employers	7/8/2015	07/08/15-08/08/15	
Applicant Hired:	wfmz.com		Total # of Interviews:	7
Date Filled:	02/16/16			

Job #273 - Television Senior Sales Executive				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	eric@wfmz.com	9/15/15	09/15/15-11/17/15	
READING EAGLE	mharvan@readingeagle.com	9/15/15	09/16/15-09/22/15	
NAACP	glauray@gklauraycpa.com	9/15/15	09/15/15-11/17/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	9/15/15	09/15/15-11/17/15	
tvjobs.com	www.tvjobs.com	9/15/15	9/15/2015-11/15/15	
Career Builder	www.careerbuilder.com	9/15/15	9/15/2015-10/15/15	4
Applicant Hired:	Career Builder		Total # of Interviews:	4
Date Filled:	1/2/2016			
Applicant Hired:	Career Builder			
Date Filled:	2/16/2016			
Job # 274 Television News Writer (Spanish) / PT 092115				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	9/21/2015	09/22/15-11/30/15	1
READING EAGLE	mharvan@readingeagle.com	9/22/2015	09/24/15-10/15/15	
MEDIA LINE	www.medialine.com	11/5/2015	11/05/15-12/05/15	
NAACP	glauray@gklauraycpa.com	9/22/2015	09/22/15-10/22/15	
South Asian Journalist Assoc	sree@sree.net	9/22/2015	09/22/15-10/22/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	11/6/2015	11/06/15-11/30/15	
Unknown	-			1
Applicant Hired:	wfmz.com		Total # of Interviews:	2
Date Filled:	11/30/2015			
Job # 275 Television Video Journalist (Spanish) / PT 092115				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	9/21/2015	09/22/15-02/01/16	2
READING EAGLE	mharvan@readingeagle.com	9/22/2015	09/24/15-10/15/15	
MEDIA LINE	www.medialine.com	11/5/2015	11/05/15-12/05/15	
NAACP	glauray@gklauraycpa.com	9/22/2015	9/22/15-10/22/15	
South Asian Journalist Assoc	sree@sree.net	9/22/2015	9/22/15-10/22/15	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	11/6/2015	11/06/15-02/01/16	
Referral	-			1
Applicant Hired:	wfmz.com		Total # of Interviews:	3

Date Filled:	09/21/15			
Applicant Hired:	wfmz.com			
Date Filled:	02/01/16			
Job # 276 Television News Studio/Field Reporter				
Source	Fax/email/address	Sent	Dates Adv.	RF
WFMZ-TV	-	11/3/2015	11/03/15-01/07/16	2
WFMZ-TV (Revised to Studio & Field Reporter)	-	1/7/2016	01/07/16-01/27/16	
READING EAGLE	mharvan@readingeagle.com	11/4/2015	11/05/15-11/11/15	
READING EAGLE	mharvan@readingeagle.com	1/7/2016	1/8/16-01/14/16	
MEDIA LINE	www.medialine.com	11/3/2015	11/04/15-12/04/15	
MEDIA LINE (Newsroom jobs only)	www.medialine.com	1/8/2016	01/8/16-03/8/16	
NAACP	glauray@qklauraycpa.com	11/6/2015	11/06/15-12/06/15	
NAACP	glauray@qklauraycpa.com	1/8/2016	01/8/16-02/8/16	
South Asian Journalist Assoc	sree@sree.net	11/6/2015	11/06/15-12/06/15	
South Asian Journalist Assoc	sree@sree.net	1/8/2016	01/8/16-02/8/16	
PAJobs.com	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	11/6/2015	11/06/15-01/07/16	
PAJobs.com (Revised to Studio & Field Reporter)	http://www.pennsylvaniajobs.com/clients/clientlogin-en.php	1/7/2016	01/07/16-01/27/16	
tvjobs.com	www.tvjobs.com	11/6/2015	11/9/15-12/09/15	
tvjobs.com (Revised to Studio & Field Reporter)	www.tvjobs.com	1/7/2016	01/07/16-02/18/16	1
PAB	http://www.pab.org/jobboard.html	11/6/2015	11/6/15-12/06/15	
PAB	http://www.pab.org/jobboard.html	1/15/2016	01/15/16-02/15/16	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	#####	11/11/15-12/11/15	
California Chicano News Media Association	http://ccnma.org/resources/submit-job/	1/15/2016	01/15/16-02/15/16	
Career Builder	www.careerbuilder.com	#####	11/12/2015-12/12/15	
Career Builder	www.careerbuilder.com	1/15/2016	01/15/16-02/15/16	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	#####	11/12/2015-1/12/16	
National Association of Hispanic Journalists	http://www.nahicareercenter.com/recruiters?	1/15/2016	01/15/16-03/15/16	
National Association of Black Journalists	http://www.nabicareers.org/	#####	11/12/2015-12/12/15	
National Association of Black Journalists	http://www.nabicareers.org/	1/15/2016	01/15/16-02/15/16	
Agent	-			1
Applicant Hired:	Agent		Total # of Interviews:	4
Date Filled:	1/15/2016			

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: Temple University
Term: Spring 2015

Student: On File
School: Elon University
Term: Spring 2015

Student: On File
School: Kutztown University
Term: Spring 2015

Student: On File
School: Penn State University
Term: Spring 2015

Student: On File
School: Syracuse University
Term: Spring 2015

Student: On File
School: DeSales University
Term: Spring 2015

Student: On File
School: Kutztown University
Term: Spring 2015

Student: On File
School: Bloomsburg University
Term: Spring 2015

Student: On File
School: Syracuse University
Term: Spring 2015

Student: On File
School: Marist Colleg
Term: Spring 2015

Student: On File
School: Dickinson College
Term: Spring 2015

Student: On File
School: West Chester University
Term: Spring 2015

Student: On File
School: DeSales University
Term: Winter 2016

Student: On File
School: DeSales University
Term: Winter 2016

Student: On File
School: Northampton Community College
Term: Winter 2016

Student: On File
School: Lehigh University
Term: Winter 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 20, 2015
Student Name: On File
School: Conrad Weiser High Scholl
Person Shadowed: Chad Blimline

Date: April 30, 2015
Student Name: On File
School: Boyertown High School
Person Shadowed: Chad Blimline

Date: November 17, 2015
Student Name: On File
School: Conrad Weiser High Scholl
Person Shadowed: Chad Blimline

Date: February 18, 2016
Student Name: On File
School: Boyertown High School
Person Shadowed: Chad Blimline

Date: February 23, 2016
Student Name: On File
School: Boyertown High School
Person Shadowed: Chad Blimline

Date: March 24, 2016
Student Name: On File
School: Liberty High School
Person Shadowed: Jaciel Cordoba

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. Twenty-nine 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.

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

1/5/15- 3/30/15	Jim Doyle's TV Sales 101 DVD series (13 training DVD's)
2/3/15	TVB Training "Selling Automotive"
3/26/15	NAB Training "Fireside chat with Digital Marketing experts"
5/4/15- 3/28/16	LBS Training 32 Training sessions- "Motivating Yourself in Today's Economy" 10 Training sessions – "Time Management"
6/9/15	TVB Training "Mobilize your Creative to Maximize Legal Sales"
7/16/15	TVB Training "Salesmanship in an Automotive World"

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 8th, 2016.

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.”