

Maranatha Broadcasting Company, Inc.

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

Effective Date: April 1, 2009

This EEO Public File Report is filed in compliance with EEO rules placed in effect for the period of April 1, 2008 through March 31, 2009. 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

**EEO Vacancy Information Covering the Period from 04/01/08 to 03/31/09**

|    | <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  | Television Sales Executive                     | careerbuilder.com                  | 7  | 4/1/2008           |
| 2  | News Reporter                                  | wfmz.com                           | 9  | 4/18/2008          |
| 3  | News Producer                                  | wfmz.com                           | 17   | 5/1/2008           |
| 4  | News Producer                                  | newslink.org                       | Same Pool as #3  | 5/15/2008          |
| 5  | News Producer                                  | Internal                           | Same Pool as #3  | 5/16/2008          |
| 6  | News Producer                                  | Internal                           | Same Pool as #3  | 5/29/2008          |
| 7  | Television Sales Executive                     | Referral                           | 3  | 5/13/2008          |
| 8  | Television Sales Executive                     | Referral                           | Same Pool as #7  | 6/16/2008          |
| 9  | Television Sales Executive                     | Referral                           | Same Pool as #7  | 6/27/2008          |
| 10 | News Meteorologist                             | tvjobs.com                         | 5  | 11/5/2008          |
| 11 | AccuWeather Sales Executive                    | Referral                           | 11   | 1/5/2009           |
|    | <b>Total Number of Interviewees</b>            |                                    | <b>52</b>  |                    |

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**Recruitment Source Summary**

|   | <b>Date: 04/01/08 - 03/31/09</b> |                        |
|---|----------------------------------|------------------------|
| <b>Recruitment Source</b>                         | <b>Number of Interviews</b>      | <b>Number of Hires</b> |
| Career Builder                                    | <b>16</b>                        | <b>1</b>               |
| READING EAGLE                                     |                                  |                        |
| WFMZ-TV   | <b>9</b>                         | <b>2</b>               |
| TELEVISION WEEK                                   |                                  |                        |
| MEDIA LINE  |                                  |                        |
| BROADCASTING & CABLE                              |                                  |                        |
| California Chicano News Media Association (CCNMA) |                                  |                        |
| National Association of Hispanic Journal          |                                  |                        |
| Hispanic Chamber of Commerce of the Lehigh Valley |                                  |                        |
| Tri-City African American Chamber of Commerce     |                                  |                        |
| Associated Press                                  |                                  |                        |
| PAB   |                                  |                        |
| NAB   |                                  |                        |
| SFX Media Group                                   |                                  |                        |
| ProductionHUB.com                                 |                                  |                        |
| JournalismJob.com                                 |                                  |                        |
| TV JOBS   | <b>4</b>                         | <b>1</b>               |
| Internal  | <b>3</b>                         | <b>2</b>               |
| Referral  | <b>7</b>                         | <b>4</b>               |
| WFMZ Job Fair                                     |                                  |                        |
| Agency  |                                  |                        |
| Recruitment                                       |                                  |                        |
| Walk-in   |                                  |                        |
| Lincoln Technical Institute                       |                                  |                        |
| newslink.org                                      | <b>1</b>                         | <b>1</b>               |
| Unknown   | <b>12</b>                        |                        |
| <b>TOTALS</b>                                     | <b>52</b>                        | <b>11</b>              |

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| <b>JOB TITLE: Allentown &amp; Berks TV Sales Executive #153 Date filled: 04/01/08</b> |                                       |  |                |         |                                |            |
|---|---------------------------------------|--|----------------|---------|--------------------------------|------------|
| Source  | Contact                               | Fax/email/address  | Telephone#     | Ad Sent | Advertised Dates               | Ref Source |
| Career Builder  |                                       | Career Builder.com   |                | 1/18/08 | 1/18/08 - 2/18/08              | 4          |
| READING EAGLE   | Classifieds                           | 610-371-5137   | 610-376-1527   | 1/14/08 | 1/16/08 - 1/21/08              |            |
| WFMZ-TV   | Eric Reinert                          | <a href="mailto:eric@wfmz.com">eric@wfmz.com</a>                     | 610-798-4083   | 1/14/08 | 1/14/08 - 3/31/08              | 1          |
| Unknown   |                                       | -  |                |         |                                | 2          |
| <b>Applicant Hired:</b>   | Career Builder.com                    |  |                |         | <b>Total # of Interviewees</b> | <b>7</b>   |
| <b>JOB TITLE: Reporter #156 Date Filled: 04/18/08</b>                                 |                                       |  |                |         |                                |            |
| Source  | Contact                               | Fax/email/address  | Telephone#     | Ad Sent | Advertised Dates               | Ref Source |
| Career Builder  |                                       | <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>     |                | 2/29/08 | 02/29/08-03/29/08              |            |
| READING EAGLE   | Classifieds                           | 610-371-5137   | 610-376-1527   | 2/29/08 | 03/02/08-03/08/08              |            |
| tvjobs.com  | Mark Holloway                         | <a href="http://www.tvjobs.com">www.tvjobs.com</a>                   |                | 2/29/08 | 02/29/08-03/29/08              |            |
| tvjobs.com  | Mark Holloway                         | <a href="http://www.tvjobs.com">www.tvjobs.com</a>                   |                | 4/7/08  | 04/07/08-05/07/08              |            |
| WFMZ-TV   | Eric Reinert                          | <a href="mailto:eric@wfmz.com">eric@wfmz.com</a>                     | 610-798-4083   | 2/29/08 | 02/29/08-06/24/08              | 4          |
| MEDIA LINE  | Mark Shilstone                        | <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> | 800-237-8073   | 4/7/08  | 04/07/08-05/07/08              |            |
| PAB   | Gail Ponti<br>gponti@pab.org          | <a href="mailto:grpjap@aol.com">grpjap@aol.com</a>                   | no attachments | 4/7/08  | 04/07/08-06/24/08              |            |
| California Chicano News Media Association (CCNMA)                                     |                                       | <a href="mailto:ccnmainfo@ccnma.org">ccnmainfo@ccnma.org</a>         | -              | 4/7/08  | 04/07/08-06/24/08              |            |
| National Association of Hispanic Journal  | Virginia Galindo<br>Vgalindo@NAHJ.org | <a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>               | 202-662-7147   | 4/7/08  | 04/07/08-07/07/08              |            |
| NAACP   | Gregory K. Lauray,<br>Sr., CPA        | <a href="mailto:glauray@qklauraycpa.com">glauray@qklauraycpa.com</a> |                | 4/7/08  | 04/07/08-05/07/08              |            |
| NAB   | -                                     | <a href="http://www.nabef.org">www.nabef.org</a>                     | 202-429-5497   | 4/7/08  | 04/07/08-05/07/08              |            |
| Hispanic Chamber of Commerce of the Lehigh Valley                                     |                                       | <a href="mailto:info@hcclv.org">info@hcclv.org</a>                   | 610-438-2548   | 4/7/08  | 04/07/08-06/24/08              |            |
| Unknown   |                                       | -  |                |         |                                | 5          |
| <b>Applicant Hired:</b>   | wfmz.tv                               |  |                |         | <b>Total # of Interviewees</b> | <b>9</b>   |
| <b>JOB TITLE: Producer #157 Date filled: 05/01/08, 05/15/08, 05/16/08, 05/29/08</b>   |                                       |  |                |         |                                |            |
| Source  | Contact                               | Fax/email/address  | Telephone#     | Ad Sent | Advertised Dates               | Ref Source |
| Career Builder  |                                       | <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>     |                | 2/29/08 | 02/29/08-03/29/08              | 2          |
| READING EAGLE   | Classifieds                           | 610-371-5137   | 610-376-1527   | 2/29/08 | 03/02/08-03/08/08              |            |
| tvjobs.com  | Mark Holloway                         | <a href="http://www.tvjobs.com">www.tvjobs.com</a>                   |                | 2/29/08 | 02/29/08-03/29/08              | 1          |
| tvjobs.com  | Mark Holloway                         | <a href="http://www.tvjobs.com">www.tvjobs.com</a>                   |                | 4/7/08  | 04/07/08-05/07/08              |            |
| WFMZ-TV   | Eric Reinert                          | <a href="mailto:eric@wfmz.com">eric@wfmz.com</a>                     | 610-798-4083   | 2/29/08 | 02/29/08-06/02/08              | 4          |
| MEDIA LINE  | Mark Shilstone                        | <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> | 800-237-8073   | 4/7/08  | 04/07/08-05/07/08              |            |
| PAB   | Gail Ponti<br>gponti@pab.org          | <a href="mailto:grpjap@aol.com">grpjap@aol.com</a>                   | no attachments | 4/7/08  | 04/07/08-06/02/08              |            |
| California Chicano News Media Association (CCNMA)                                     |                                       | <a href="mailto:ccnmainfo@ccnma.org">ccnmainfo@ccnma.org</a>         | -              | 4/7/08  | 04/07/08-06/02/08              |            |
| National Association of Hispanic Journal  | Virginia Galindo<br>Vgalindo@NAHJ.org | <a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>               | 202-662-7147   | 4/7/08  | 04/07/08-06/02/08              |            |
| NAACP   | Gregory K. Lauray,<br>Sr., CPA        | <a href="mailto:glauray@qklauraycpa.com">glauray@qklauraycpa.com</a> |                | 4/7/08  | 04/07/08-05/07/08              |            |
| NAB   | -                                     | <a href="http://www.nabef.org">www.nabef.org</a>                     | 202-429-5497   | 4/7/08  | 04/07/08-06/02/08              |            |
| Hispanic Chamber of Commerce of the Lehigh Valley                                     |                                       | <a href="mailto:info@hcclv.org">info@hcclv.org</a>                   | 610-438-2548   | 4/7/08  | 04/07/08-06/02/08              |            |
| Internal  |                                       | -  |                |         |                                | 3          |
| Referral  |                                       | -  |                |         |                                | 3          |
| Newslink.org  |                                       | -  |                |         |                                | 1          |
| Unknown   |                                       | -  |                |         |                                | 3          |
| <b>Applicant Hired:</b>   | wfmz.com (1)                          |  |                |         | <b>Total # of Interviewees</b> | <b>17</b>  |

newslink.org (1)

Internal (2)

| <b>JOB TITLE: Allentown &amp; Berks TV Sales Executive #161 Date filled: Date filled: 05/13/08, 06/16/08, 06/27/08</b> |  |  |                |         |                                |            |
|--|--|--|----------------|---------|--------------------------------|------------|
| Source   | Contact  | Fax/email/address  | Telephone#     | Ad Sent | Advertised Dates               | Ref Source |
| Career Builder   |  | Career Builder.com   |                |         |                                |            |
| READING EAGLE  | Classifieds  | 610-371-5137   | 610-376-1527   | 3/31/08 | 4/01/08 - 4/07/08              |            |
| WFMZ-TV  | Eric Reinert   | <a href="mailto:ericr@wfmz.com">ericr@wfmz.com</a>                     | 610-798-4083   | 3/31/08 | 3/31/08 -                      |            |
| Referral   |  | -  |                |         |                                | 3          |
| Unknown  |  | -  |                |         |                                |            |
| <b>Applicant Hired:</b>  | Referral   | -  |                |         |                                |            |
|  | Referral   | -  |                |         |                                |            |
|  | Referral   |  |                |         | <b>Total # of Interviewees</b> | <b>3</b>   |
| <b>JOB TITLE: Weekend Meteorologist #168 Date Filled: 11/05/08</b>   |  |  |                |         |                                |            |
| Source   | Contact  | Fax/email/address  | Telephone#     | Ad Sent | Advertised Dates               | Ref Source |
| Career Builder   |  | <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>       |                | 9/15/08 | 09/15/08-10/15/08              |            |
| READING EAGLE  | Classifieds  | <a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a> | 610-376-1527   | 9/15/08 | 09/17/08-09/23/08              |            |
| READING EAGLE  | Classifieds  | <a href="mailto:mharvan@readingeagle.com">mharvan@readingeagle.com</a> | 610-376-1527   | 11/7/08 | 11/09/08-11/15/08              |            |
| tvjobs.com   | Mark Holloway  | <a href="http://www.tvjobs.com">www.tvjobs.com</a>                     |                | 9/15/08 | 09/15/08-12/14/08              | 3          |
| WFMZ-TV  | Eric Reinert   | <a href="mailto:ericr@wfmz.com">ericr@wfmz.com</a>                     | 610-798-4083   | 9/15/08 | 09/19/08-01/19/09              |            |
| MEDIA LINE   | Mark Shilstone   | <a href="mailto:medialine@medialine.com">medialine@medialine.com</a>   | 800-237-8073   | 11/7/08 | 11/07/08-12/07/08              |            |
| PAB  | Gail Ponti<br><a href="mailto:gponti@pab.org">gponti@pab.org</a>             | <a href="mailto:grpjap@aol.com">grpjap@aol.com</a>                     | no attachments | 11/7/08 | 11/07/08-01/19/09              |            |
| California Chicano News Media Association (CCNMA)  |  | <a href="mailto:ccnmainfo@ccnma.org">ccnmainfo@ccnma.org</a>           | -              | 11/7/08 | 11/07/08-01/19/09              |            |
| National Association of Hispanic Journal   | Virginia Galindo<br><a href="mailto:Vgalindo@NAHJ.org">Vgalindo@NAHJ.org</a> | <a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>                 | 202-662-7147   | 11/7/08 | 11/07/08-02/07/09              |            |
| NAACP  | Gregory K. Lauray,<br>Sr., CPA   | <a href="mailto:glauray@oklauraycpa.com">glauray@oklauraycpa.com</a>   |                | 11/7/08 | 11/07/08-02/07/09              |            |
| Unknown  |  | -  |                |         |                                | 2          |
| <b>Applicant Hired:</b>  | tvjobs.com   |  |                |         | <b>Total # of Interviewees</b> | <b>5</b>   |
| <b>JOB TITLE: AccuWeather Salesperson #170 Date Filled: 01/05/09</b>   |  |  |                |         |                                |            |
| Source   | Contact  | Fax/email/address  | Telephone#     | Ad Sent | Advertised Dates               | Ref Source |
| Career Builder   |  | <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>       |                | 11/5/08 | 11/05/08-12/05/08              | 10         |
| WFMZ-TV  | Eric Reinert   | <a href="mailto:ericr@wfmz.com">ericr@wfmz.com</a>                     | 610-798-4083   | 11/5/08 | 11/05/08-01/16/09              | 0          |
| Referral   |  | -  |                |         |                                | 1          |
| <b>Applicant Hired:</b>  | Referral   |  |                |         | <b>Total # of Interviewees</b> | <b>11</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

Start Date of Internship: January 2009

End Date of Internship: May 2009

Brief description of duties performed while interning: Wyatt assisted members of our production staff in their work on our daily newscasts. He also accompanied and assisted photographers on their field assignments.

Student: On file

School: Northampton County Community College

Start Date of Internship: February 2009

Brief description of duties performed while interning: James is assisting in audio editing and learning Studio Pro Tools.

Student: On file

School: Syracuse University

Start Date of Internship: January 2008

End Date of Internship: May 2008

Brief description of duties performed while interning: Worked in the news department

Student: On file

School: Northampton County Community College

Start Date of Internship: January 2008

End Date of Internship: May 2008

Brief description of duties performed while interning: Worked in the news department

Student: On file

School: Northampton County Community College

Start Date of Internship: January 2008

End Date of Internship: May 2008

Brief description of duties performed while interning: Worked in the news department

Student: On file

School: Muhlenberg College

Start Date of Internship: January 2008

End of Internship: May 2008

Brief description of duties performed while interning: Worked in the news department

Student: On file

School: Syracuse University

Start Date of Internship: June 2008 – August 2008

Brief description of duties performed while interning: Worked in the news department

Student: On file

School: East Stroudsburg University

Start Date of Internship: June 2008

End Date of Internship: August 2008

Brief description of duties performed while interning: Worked in the news department

Student: On file  
School: Lehigh University  
Start Date of Internship: June 2008 – August 2008  
Brief description of duties performed while interning: Worked in the news department

Student: On file  
School: Lehigh University  
Start Date of Internship: September 2008  
End Date of Internship: December 2008  
Brief description of duties performed while interning: Worked in the news department

Student: On file  
School: Lehigh University  
Start Date of Internship: September 2008  
End Date of Internship: August 2008  
Brief description of duties performed while interning: Worked in the news department

### **SHADOWING PROGRAM**

A program that allows local high school students to travel with reporters and photographers to help students understand the field of television news. These events are set up by a high school teacher or advisor to help students make informed career decisions. Below is a partial list of students that participated in the program during the current reporting period.

Name: Karin Mallet (Berks Reporter/Weekend Anchor)  
Date: November 12, 2008  
Student Name: On file  
School: Governor Mifflin  
Description: Student shadowed Karen Mallet for the day in the news department

Name: Karin Mallet (Berks Reporter/Weekend Anchor)  
Date: November 18, 2008  
Student Name: On file  
School: Governor Mifflin  
Description: Student shadowed Karin Mallet for the day in news department

Name: Ed Hanna / Chief Meteorologist  
Date: November 27, 2008  
Student Name: On file  
Description: Student Shadowed Ed Hanna for the day in the weather department

Name: Ed Hanna / Chief Meteorologist  
Date: January 22, 2009  
Student Name: On file  
Description: Student Shadowed Ed Hanna for the day in the weather department

Name: Joe Sgroi  
Date: February 20, 2009  
Student Name: On file  
School: Twin Valley High School  
Description: Student Shadowed Joe Sgroi for the day in sales 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 28 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.

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

The licensee provides training to help employees advance in their careers. Below is a partial list of some of the training sessions provided during this reporting period.

NAB Training Semiar -Turning Prospects into Clients. This training seminar helped Account Executives learn how to better deal with objections in the selling process.

TVB Training Semiinar - Selling Against Cable. This training seminar helped Account Executives learn the key arguments cable executives use against broadcast television and how to answer those objections.

NAB Training Seminar - Selling Healthcare. A seminar to help Account Executives understand the healthcare industry and what types of advertising are most effective for the healthcare industry.

TVB Training Seminar - Selling the Web. This seminar trained Accounts Executives on how the internet can be used for market various businesses and how to price and position products.

TVB Training Seminar - Selling in a bad economy. This seminar helped educate Account Executives on the current economic environment and how to help advertisers navigate through these unique times.

### **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.

Name: Ed Hanna / Chief Meteorologist

Date: April 1, 2008

Student Name: Group of Students

School: DaVinci Science Center

Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Perla Lopez / Espanol Anchor  
Date: April 1, 2008  
Student Name: Group of Students  
School: McKinley Elementary (Allentown School District)  
Description: Read to students during a program titled "Reading With You, Spanish Edition".

Name: Ed Hanna / Chief Meteorologist  
Date: April 2, 2008  
Student Name: Group of Students  
School: Eyer Middle School  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Ed Hanna / Chief Meteorologist  
Date: April 4, 2008  
Student Name: Group of Students  
School: Crayola Factory  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Perla Lopez / Espanol Anchor  
Date: April 8, 2008  
Student Name: Group of Students  
School: Muhlenberg Elementary (Allentown School District)  
Description: Read to students during a program titled "Reading With You, Spanish Edition".

Name: Perla Lopez / Espanol Anchor  
Date: April 10, 2008  
Student Name: Group of Students  
School: Jefferson Elementary (Allentown School District)  
Description: Read to students during a program titled "Reading With You, Spanish Edition".

Name: Perla Lopez / Espanol Anchor  
Date: April 15, 2008  
Student Name: Group of Students  
School: Mosser Elementary (Allentown School District)  
Description: Read to students during a program titled "Reading With You, Spanish Edition".

Name: Ed Hanna / Chief Meteorologist  
Date: April 15, 2008  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Perla Lopez / Espanol Anchor  
Date: April 17, 2008  
Student Name: Group of Students  
School: Ritter Elementary (Allentown School District)  
Description: Read to students during a program titled "Reading With You, Spanish Edition".

Name: Ed Hanna / Chief Meteorologist  
Date: April 22, 2008  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Karin Mallett (Berks Reporter and Weekend Anchor)  
Date: April 23, 2008  
Student Name: Group of Students  
School: Governor Mifflin  
Description: Participated in Career Day

Name: Tim McMaster (Berks Sports Reporter)  
Date: April 23, 2008  
Student Name: Group of Students  
School: Governor Mifflin  
Description: Participated in Career Day

Name: Patrick Manwiller (Berks Videographer)  
Date: April 23, 2008  
Student Name: Group of Students  
School: Governor Mifflin  
Description: Participated in Career Day

Name: Ed Hanna / Chief Meteorologist  
Date: April 29, 2008  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Ed Hanna / Chief Meteorologist  
Date: May 13, 2008  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Ed Hanna / Chief Meteorologist  
Date: May 27, 2008  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Ed Hanna / Chief Meteorologist  
Date: October 21, 2008  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Ed Hanna / Chief Meteorologist  
Date: October 29, 2008  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast. School:

Name: Ed Hanna / Chief Meteorologist  
Date: November 4, 2008  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast. Student Name: Group of Students

Name: Ed Hanna / Chief Meteorologist  
Date: November 7, 2008  
Student Name: Girl Scout Troop  
School:  
Description: Gave speech about weather at station to help them earn their weather badge.

Name: Brad Rinehart (News Director)  
Date: November 18, 2008  
Student Name: Group of Public Relations Students  
School: Lehigh University  
Description: Spoke about jobs in Television News

Name: Ed Hanna / Chief Meteorologist  
Date: November 18, 2008  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast. School:

Name: Ed Hanna / Chief Meteorologist  
Date: December 2, 2008  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Ed Hanna / Chief Meteorologist  
Date: December 16, 2008  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Ed Hanna / Chief Meteorologist  
Date: January 20, 2009  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Ed Hanna / Chief Meteorologist  
Date: February 17, 2009  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Ed Hanna / Chief Meteorologist  
Date: March 3, 2009  
Student Name: Group of Students  
School:  
Description: Gave speech about weather at the DaVinci Science Center

Name: Ed Hanna / Chief Meteorologist  
Date: March 5, 2009  
Student Name: Group of Students  
School: Salem Christian School  
Description: Gave tour and speech about weather at the station.

Name: Brad Rinehart  
Date: March 13, 2009  
Student Name: Group of Students  
School: NCC  
Description: Spoke to class called Media and Society about journalism ethics.

Name: Ed Hanna / Chief Meteorologist  
Date: March 17, 2009  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

Name: Ed Hanna / Chief Meteorologist  
Date: March 31, 2009  
Student Name: Group of Students  
School: DaVinci Science Center  
Description: Gave speech about the career of a TV Meteorologist, what Meteorologist need to know, and how we prepare forecast.

### **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 on a VHS tape for them to take home. The set has been at several major 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 an average of twice a week at the center. 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, sends letters to organizations that may be interested in receiving job openings. If no contact is made, other avenues of outreach are considered. 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. 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 5, 2009.

End of Report