

Maranatha Broadcasting Company, Inc.

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

2018 4th Quarter Programs / Issues List

WFMZ-TV takes its commitment to serve the local community seriously and provides many avenues for that service. WFMZ-TV produces 93 live half-hours of original local news each week that air on WFMZ-TV 69.1. This totals over 604 hours of local news, weather, traffic, and sports during each three-month period.

To serve the growing Hispanic community, WFMZ-TV employs a full Hispanic news department, which produces a Spanish-language newscast each weeknight at 11:00PM on 69.1 and 6:30PM on our sister station WDPN-TV channel 2.5 and on another full power TV station.

In addition to our local newscasts on WFMZ-TV, we also provide the local community with news and information on wfmz.com and our Smartphone apps. News is continuously updated throughout the day to serve the needs of the community.

WFMZ-TV programs a 24/7 AccuWeather Channel on our digital channel 69.2. This channel is the go-to place for up-to-the-minute weather forecasts and information. In addition to live traffic/weather cameras and radar maps, every 15 minutes our local meteorologists provide the latest weather information to keep the community informed of changing weather conditions. This channel also has a continuously updated news crawl at the bottom of the screen so viewers can be aware of important national news or breaking local news events that may affect the community.

In addition to extensive daily programming serving the community, WFMZ-TV also provides prime-time exposure for locally-produced programs. One such program, Business Matters, uses the resources of the local 5,000-member Chamber of Commerce to address a wide variety of issues faced by the local community. This weekly 30-minute prime time program has been host to governors, congressional representatives, school board members and other community leaders both inside and outside of government.

Talk With Your Doctor is another 30-minute program that provides medical information to the community. Doctors discuss various physical disorders and take phone calls from viewers with questions. Talk With Your Doctor has been broadcast by WFMZ-TV for over thirty years and is a tremendous asset to local residents needing medical information.

These are just a few of the on-going local programs that address important community issues. WFMZ-TV also airs syndicated programs that also provide viewers with valuable information.

During the most-recent three-month period, WFMZ-TV also aired over 9 hours of programming each week designed to meet the educational and instructional needs of children. More information regarding these programs may be found in our quarterly Children's Programming Report (FCC Form 398), available at www.fcc.gov.

WFMZ-TV provides substantial support to many local charities and fundraisers through promotional messages and public service announcements. The promotion WFMZ-TV provides is invaluable to many non-profit organizations in raising much-needed funds for their service to the community. Members of the WFMZ-TV staff serve on many non-profit volunteer boards and organizations throughout the region. WFMZ-TV uses these many connections to understand and better assess the important issues facing the community and serve those needs on an ongoing basis via our news coverage, special programs, documentaries, or promotional support.

Attached is a list of topics that WFMZ-TV has identified as important issues facing the community. These issues were address in local produced news segments as well as in locally-produced 30-minute programs broadcast by WFMZ-TV.

This list is merely representative of a few issues identified by WFMZ-TV as important to the community and the station's typical and illustrative responsive programming. It is not meant to be an all-inclusive list of issues treated in WFMZ-TV's programming or of programs broadcast in response to each issue.

News Programming Examples:

Issue: Health

Date: 10/09/18

Program: News 5:00 PM

Title: Fighting Ovarian Cancer

Length: 2:03

Ovarian cancer often goes undetected until it spreads...making it tough to treat.

Issue: Health

Date: 10/19/18

Program: News 5:00 PM

Title: Not Exercising Worse for You

Length: 0:28

It turns out that not exercising may actually be worse for your health than some other common medical problems.

Issue: Health

Date: 10/31/18

Program: News 5:00 PM

Title: Foods to Smile About

Length: 1:47

Ghosts, goblins, and things that go bump in the night aren't the scariest things to worry about this Halloween.

Issue: Health

Date: 11/02/18

Program: News 5:00 PM

Title: Drive Thru Flu Shot Clinic

Length: 0:23

It's that time of year again -- flu shot time -- and the Lehigh Valley Health Network is making it easier to get one this season.

Issue: Health

Date: 11/15/18

Program: News 5:00 PM

Title: Cord Blood Can Save Lives

Length: 2:08

Bone marrow transplants are often the best therapy for blood cancers like Leukemia, but finding a matching donor can be tough.

Issue: Health

Date: 11/30/18

Program: News 5:00 PM

Title: Hyperbaric Oxygen Tank

Length: 2:00

Hyperbaric Oxygen Therapy is known for treating scuba divers with decompression sickness.

Issue: Health

Date: 12/10/18

Program: News 5:00 PM

Title: Breast Cancer Testing Guidelines

Length: 0:25

Testing guidelines for breast cancer are 20 years out of date.

Issue: Health

Date: 12/18/18

Program: News 5:30 PM

Title: Medical Marijuana Dispensary Permits

Length: 0:28

The state is issuing permits for three new medical marijuana dispensaries in Berks County.

Issue: Health

Date: 12/28/18

Program: News 10:30 PM

Title: Flu Cases on Rise

Length: 1:20

The number of flu cases is on the rise. The C-D-C says nine states are reporting high levels of flu activity.

Issue: Crime/Public Safety

Date: 10/01/18

Program: News 10:30PM

Title: Birdsboro School Vandalism

Length: 0:49

A vacant school in Birdsboro is in need of significant repairs. Police say vandals trashed the old Birdsboro Elementary School.

Issue: Crime/Public Safety

Date: 10/19/18

Program: News 6:00 PM

Title: Anti-Hazing Law

Length: 1:38

Pennsylvania has strengthened anti-hazing laws...in the name of a Penn State sophomore who died after a night of drinking at a fraternity house in State College.

Issue: Crime/Public Safety

Date: 10/31/18

Program: News 10:00 PM

Title: Tamaqua – Guns in Schools

Length: 0:32

A policy to arm teachers at a school district in Schuylkill County is moving forward.

Issue: Crime/Public Safety

Date: 11/01/18

Program: News 10:00 PM

Title: Cell Phone Radiation Study

Length: 0:27

Two government agencies are giving conflicting interpretations of a safety study on cell phone radiation.

Issue: Crime/Public Safety

Date: 11/14/18

Program: News 8:30 AM

Title: Reading Shooting Arrest

Length: 0:23

A Reading man accused of shooting another man in the leg has been arrested.

Issue: Crime/Public Safety

Date: 11/30/18

Program: News 8:00AM

Title: Pottstown Shootings

Length: 0:39

Pottstown police responded to reports of another man shot in the borough yesterday.

Issue: Crime/Public Safety

Date: 12/03/18

Program: News 6:00 AM

Title: East Stroudsburg Violence

Length: 1:58

A string of violent incidents near East Stroudsburg University continued over the weekend when police say several suspects fled in two cars after gunshots rang out.

Issue: Crime/Public Safety

Date: 12/14/18

Program: News 7:00 AM

Title: Three Dead in Reading

Length: 0:33

The other big story this morning three people now dead after gunfire in Reading and a shooter still on the loose.

Issue: Crime/Public Safety

Date: 12/29/18

Program: News 6:00 PM

Title: EPA Coal Regulations

Length: 0:35

The Environmental Protection Agency is considering backing off of regulations on toxic mercury emissions from coal-fired power plants.

Issue: Education

Date: 10/02/18

Program: News 5:30 AM

Title: Schools After Harvey

Length: 0:36

Several Houston schools have defied expectations in the aftermath of Hurricane Harvey.

Issue: Education

Date: 10/17/18

Program: News 6:00 PM

Title: DaVinci Master Plan

Length: 2:04

Easton City council met to discuss a nearly 150 million dollar plan by the Da Vinci Science Center to build science city downtown.

Issue: Education

Date: 10/30/18

Program: News 6:00 AM

Title: Teen Jobs

Length: 2:23

Employment analysts say holiday hiring is robust this year with the economy strong and unemployment low.

Issue: Education

Date: 11/02/18

Program: News 5:00 PM

Title: Schools that Teach-Tour of Broughal

Length: 0:44

Pennsylvania's education secretary paid a visit to the Lehigh Valley today...to get a first-hand look at how community programs are helping students.

Issue: Education

Date: 11/12/18

Program: News 5:00 PM

Title: Emmaus Reopens after Flooding

Length: 0:45

Classes are back in session at a Lehigh County high school after a week of cleaning up from flooding.

Issue: Education

Date: 11/30/18

Program: News 5:00 PM

Title: Strayer University Moving to Allentown

Length: 0:24

A university with campuses in the Lehigh Valley and across the country is preparing to make a move.

Issue: Education

Date: 12/04/18

Program: News 5:30 AM

Title: California Students Return to School

Length: 0:34

Children have returned to school across a Northern California county devastated by wildfire three weeks ago.

Issue: Education

Date: 12/18/18

Program: News 6:00 PM

Title: US Education Department Discipline

Length: 0:27

The U.S. Education Department is expected to end Obama-era policies on race and discipline.

Issue: Education

Date: 12/28/18

Program: News 10:00 PM

Title: Teachers Quitting at Record Levels

Length: 0:35

Teachers and public education employees are quitting at record levels, according to an analysis by The Wall Street Journal citing Labor Department data.

Issue: Government

Date: 10/01/18

Program: News 12:00 PM

Title: California Net Neutrality

Length: 0:28

California Governor Jerry Brown signed the country's strictest net neutrality protections into law Sunday and the Justice Department quickly responded with a lawsuit.

Issue: Government

Date: 10/15/18

Program: News 5:30 AM

Title: Medicaid Expansion

Length: 0:37

Low-income people in states that haven't expanded Medicaid are much more likely to decline necessary medical care.

Issue: Government

Date: 10/30/18

Program: News 8:30 AM

Title: Troops Deployed to Border

Length: 1:53

President Trump is sending thousands of new troops, as well as military equipment to the southern border.

Issue: Government

Date: 11/01/18

Program: News 6:00 PM

Title: Behind the Ballot Governors

Length: 2:42

Our six-month-long lead-up to the midterm elections is coming to a close, but not before our Behind the Ballot series takes a look at one last race.

Issue: Government

Date: 11/15/18

Program: News 5:00 PM

Title: No Lehigh County Tax Hike

Length: 0:21

Property taxes in Lehigh County won't go up next year.

Issue: Government

Date: 11/30/18

Program: News 12:00 PM

Title: Trade Agreement

Length: 0:48

North American leaders came together at the G-20 Summit to sign a deal to replace the North American Free Trade Agreement.

Issue: Government

Date: 12/04/18

Program: News 4:00 PM

Title: France Stops Tax Hikes

Length: 0:20

The French government is backing off fuel tax hikes in an effort to appease protesters.

Issue: Government

Date: 12/19/18

Program: News 10:00 PM

Title: Budget Battles

Length: 0:22

The Senate has just approved a bill to fund government and avoid a partial government shutdown.

Issue: Government

Date: 12/29/18

Program: News 10:00 PM

Title: Shutdown Farmer Impacts

Length: 1:42

Meanwhile some farmers across the country have been feeling the impact of the shutdown as well.

Issue: Elderly/Children

Date: 10/09/18

Program: News 8:30 AM

Title: Best Buy Targets Elder Care

Length: 0:35

Best Buy is looking to carve out a niche as a retail leader in digital health especially for older Americans.

Issue: Elderly/Children

Date: 10/17/18

Program: News 5:30 PM

Title: Reading High Rise Drill

Length: 0:38

Firefighters will practice fighting a fire on the upper levels of the Reading Elderly Housing building near Front and Washington streets.

Issue: Elderly/Children

Date: 10/23/18

Program: News 8:30 AM

Title: Elder Abuse

Length: 0:30

Four Bucks County residents have pleaded guilty to neglecting an elderly relative.

Issue: Elderly/Children

Date: 11/06/18

Program: News 5:00 PM

Title: Woman Killed at Polls

Length: 0:38

We'll get to the races in just a bit, but first a tragic scene outside a polling place in Northampton County where a woman was struck and killed by a minivan.

Issue: Elderly/Children
Date: 11/27/18
Program: News 8:30 AM
Title: Holidays and the Elderly
Length: 4:15

The holiday season is here, and it can be a lonely, even sad time, for the elderly. So, today, we're talking about ways to keep seniors feeling included and loved.

Issue: Elderly/Children
Date: 11/30/18
Program: News 8:30 AM
Title: Chobani Kids Products
Length: 0:32

Yogurt seller Chobani is getting into the children's food market.

Issue: Elderly/Children
Date: 12/13/18
Program: News 6:00 PM
Title: Joseph Bezanis Sentencing
Length: 0:26

A Montgomery County man accused of crashing into a home and killing an elderly woman learned his fate today.

Issue: Elderly/Children
Date: 12/20/18
Program: News 5:00 AM
Title: Dementia Crash
Length: 0:24

New York State Police say an 82-year old Connecticut man with dementia caused a wrong-way crash earlier this week.

Issue: Elderly/Children
Date: 12/28/18
Program: News 12:00 PM
Title: Jim Thorpe Scams
Length: 0:28

Police in Carbon County say scammers tricked an elderly woman out of nearly 30-thousand dollars.

30 Minute Locally Produced Programming Examples:

Issue: Health
Date: 10/01/18
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes

Topic: Breast Cancer

Issue: Government/Politics

Date: 10/01/18

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Trump: Love Him or Hate Him?

Issue: Health

Date: 10/08/18

Time: 6:30 PM

Program: Talk With Your Doctor

Length: 30 Minutes

Topic: Atrial Fibrillation

Issue: Religion

Date: 10/08/18

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Religion and Abuse

Issue: Health

Date: 10/15/18

Time: 6:30 PM

Program: Talk With Your Doctor

Length: 30 Minutes

Topic: Gynecological Issues after Menopause

Issue: Politics

Date: 10/15/18

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: PA 7th Congressional District Debate (Part 1)

Issue: Health

Date: 10/22/18

Time: 6:30 PM

Program: Talk With Your Doctor

Length: 30 Minutes

Topic: Diverticulitis

Issue: Politics

Date: 10/22/18

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes
Topic: PA 7th Congressional District Debate (Part 2)

Issue: Health
Date: 10/29/18
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Animal-Associated Human Diseases

Issue: Politics
Date: 10/29/18
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Who wins? Who Loses? Election Day 2018

Issue: Health
Date: 11/05/18
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Home Health Care

Issue: Economy
Date: 11/05/18
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Why I Moved Back Home!

Issue: Health
Date: 11/12/18
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Comprehensive Spine Program

Issue: Politics
Date: 11/12/18
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Kavanaugh: The Scandal and the Decision

Issue: Health
Date: 11/19/18
Time: 6:30 PM

Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Lung Cancer

Issue: Economy
Date: 11/19/18
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Social Clubs in the 21st Century

Issue: Health
Date: 11/26/18
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Neurology

Issue: Economy
Date: 11/26/18
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Do We Need Unions in Today's Society?

Issue: Politics
Date: 12/03/18
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Future of Our Political Establishment

Issue: Politics
Date: 12/10/18
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: What Do the Election Results Mean to You?

Issue: Race Relations
Date: 12/17/18
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Anti-Semitism: Prominent Yet Unnoticed

Issue: Religion
Date: 12/24/18

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: How Well Do Religions Co-Exist in Today's Culture?

Issue: Immigration

Date: 12/31/18

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Immigration: Have We Gotten Anywhere?