

Maranatha Broadcasting Company, Inc.

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

2015 1st 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 6:30PM that airs on 69.4 and on another full power TV station as well as broadcasting the newscast at 11:00PM on 69.1.

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.

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.

During the most-recent three-month period, WFMZ-TV also aired over 12 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.

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.

Another local program is Law Journal, a 30-minute program that focuses on legal issues encountered by many viewers. The program usually includes a panel of four lawyers, judges or others in law-related professions that address topics such as workers compensation claims, divorce, child custody, workers' rights, and other general topics of interest. Law Journal has been locally-produced and aired on WFMZ-TV for over twenty years.

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.

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 in the three-month period ending March 31, 2015 that have been responsive to the issue.

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: 1/01/15

Program: News 8:30 AM

Title: Medicaid Program in PA Expanded

Length: 0:25

Today marks the beginning of expanded Medicaid coverage in Pennsylvania. More than 100-thousand applications have been filled out since December 1st.

Issue: Health
Date: 1/06/15
Program: News 10 PM
Title: LVH-Muhlenberg Designated as Ebola Treatment Center
Length: 2:04

A local hospital is one of only a handful across the country chosen to treat patients who suffer from the Ebola virus.

Issue: Health
Date: 1/21/15
Program: News 6 AM
Title: Coffee and Cancer
Length: 1:03

Good news for coffee drinkers this morning! A new study says more coffee could mean less skin cancer.

Issue: Health
Date: 2/03/15
Program: News 12 PM
Title: Doctors Discuss Measles Vaccinations
Length: 1:54

14 states, including Pennsylvania, have confirmed measles cases... as the debate over vaccinations rages on.

Issue: Health
Date: 2/13/15
Program: News 10 PM
Title: Med Evac's Inner Workings
Length: 2:49

They're they last people you ever want to see, but when they show up, you're grateful they did. Tonight a special feature you'll only see here on 69 News: WFMZ's Jamie Stover goes sky-high with a local Med-Evac team

Issue: Health
Date: 2/26/15
Program: News 4 PM
Title: Migraines
Length: 1:09

An estimated 36-million Americans suffer from migraines. It can be difficult to cope with the severe headaches

Issue: Health
Date: 3/03/15
Program: News 5 PM
Title: Anthrax Fighting Cancer
Length: 2:00

A substance that can kill you might actually save your life one day. Anthrax, of all things, is showing promise in medical research.

Issue: Health

Date: Date: 3/11/15

Program: News 5 PM

Title: Look Better, Feel Better

Length: 1:29

Patients have to battle cancer on many fronts. The physical side is hard enough, but the emotional side takes work too.

Issue: Health

Date: Date: 3/26/15

Program: News 6 AM

Title: Hidden Sugars in Foods

Length: 2:29

Studies now show that more than 78 million adults are now considered obese in the US. Nutritionists say a big part of the problem is the hidden sugar in a lot of foods most of us eat.

Issue: Crime/Public Safety

Date: 1/05/15

Program: News 7:30 AM

Title: Allentown Police Nab Suspected Armed Internet Robber

Length: 1:40

Allentown police have charged a man with robbery, simple assault.. and more after they say he used the Internet to lure victims.

Issue: Crime/Public Safety

Date: 1/15/15

Program: News 6:30 AM

Title: Race, Crime and Justice Discussed at Forum

Length: 0:28

The hot topics of race, violence, and crime were discussed at a forum in Bethlehem last night.

Issue: Crime/Public Safety

Date: 1/22/15

Program: News 10 PM

Title: Allentown Stabbing

Length: 1:44

Blood spilled in a barber shop. A stabbing in that barber shop in Center City Allentown. And tonight investigators are looking for a killer.

Issue: Crime/Public Safety
Date: 2/02/15
Program: News 4 PM
Title: Sanchez-Osorio Guilty Plea
Length: 0:30

A teenager accused in a terrifying attack on a Lehigh University student has pleaded guilty to the crime.

Issue: Crime/Public Safety
Date: 2/11/15
Program: News 5:30 PM
Title: Man Charged in Death of Father and Grandmother
Length: 1:25

We have a developing story. Murder charges have come down against a man accused of killing his father and grandmother in Reading.

Issue: Crime/Public Safety
Date: 2/23/15
Program: News 5:30 PM
Title: Woman Pleads Guilty
Length: 0:29

A woman accused in an A-T-M theft in Reading has pleaded guilty to the crime. -----

Issue: Crime/Public Safety
Date: 3/06/15
Program: News 6 PM
Title: Man Wished for More Police Presence.
Length: 2:20

An Easton man -- who appeared on 69 News just a few months ago asking for a stronger police presence in his neighborhood, is now facing drug charges following a raid in the city's West Ward.

Issue: Crime/Public Safety
Date: 3/13/15
Program: News 6 PM
Title: The History of the FBI's Top 10 Most Wanted
Length: 1:55

It's a top ten list no one wants to be on, the FBI's Most Wanted list turns 65 tomorrow. WFMZ's Jaccii Farris takes a look at the history behind the list.

Issue: Crime/Public Safety
Date: 3/24/15
Program: News 8 AM
Title: Allentown Homicide
Length: 2:10

An autopsy is scheduled for today on the victim of a homicide in Allentown.

Issue: Education

Date: 1/07/15

Program: News 6 PM

Title: Teacher Placed On Leave

Length: 1:37

The Stroudsburg Area School District says it's putting a music teacher on unpaid leave..and now police are investigating him, too. But the reason why remains unclear.

Issue: Education

Date: 1/14/15

Program: News 5 PM

Title: Full Kindergarten Debate Goes Beyond Dollars and Cents

Length: 1:59

Bethlehem is considering adding full-day kindergarten to its schools. We've been talking about it all week. But the debate goes beyond dollars and cents.

Issue: Education

Date: 1/28/15

Program: News 4 PM

Title: White House Drops College Savings Plan

Length: 0:28

The White House pitched ending the 529 saving plan program as part of a budget proposal, but decided against the move after receiving criticism from both Republicans and Democrats.

Issue: Education

Date: 2/05/15

Program: News 7 AM

Title: Students Party Less Than Their Parents

Length: 0:30

A new survey of college freshmen says that teenagers across the U-S are spending much less time partying during their last year of high school than their parents did.

Issue: Education

Date: 2/12/15

Program: News 6 PM

Title: Governor Wolf Pushes Tax Plan

Length: 2:06

Governor Tom Wolf made a stop in Pottsville today...to tout his new plan to increase funds for public schools.

Issue: Education

Date: 2/25/15

Program: News 4 PM

Title: Obama Threatens to Veto No Child Left Behind

Length: 0:29

The White House says President Obama would veto a Republican bill to overhaul the No Child Left Behind law.

Issue: Education

Date: 3/05/15

Program: News 6 PM

Title: Bill Could Change How Charter Schools Operate

Length: 0:29

State lawmakers are pushing forward a bill that would change the way Pennsylvania's charter schools operate.

Issue: Education

Date: 3/16/15

Program: News 5:30 AM

Title: School Spending Gap in PA

Length: 1:52

Pennsylvania is being singled out for having the largest spending gap in the country.. between the rich and poor school districts.

Issue: Education

Date: 3/27/15

Program: News 5:30 PM

Title: Tulpehocken School Superintendent Retires

Length: 0:22

A superintendent who spent nearly four decades in education says he's ready to retire.

Issue: Government

Date: 1/03/15

Program: News 6 PM

Title: Judge to Run for Reading Mayor

Length: 0:32

A former district judge is throwing his hat in the ring for Reading mayor.

Issue: Government

Date: 1/15/15

Program: News 10:30 PM

Title: Boehner: Surveillance Law Key to Uncovering Alleged Plot

Length: 0:31

House Speaker John Boehner says a controversial government surveillance program alerted authorities about a planned attack on the U.S. Capitol building.

Issue: Government

Date: 1/27/15

Program: News 8:30 AM

Title: Report: Government Failing to Protect Abused Children

Length: 0:23

Two child advocacy groups say the government is putting abused children in danger of future harm by failing to enforce child protection laws.

Issue: Government
Date: 2/09/15
Program: News 5:30 AM
Title: NJ Lawmaker Working to Let Teens Shovel Snow
Length: 1:44

Winter is typically a time when kids try to earn some extra cash by shoveling for neighbors. But, two teens from New Jersey were told they couldn't earn any money because they didn't have a permit.

Issue: Government
Date: 2/16/15
Program: News 4 PM
Title: New Rules for Drones
Length: 0:28

We could be nearing the day where drones flying through the air becomes a part of our everyday life. The government is proposing new rules which would pave the way for small, commercial drones to be used by certain businesses on a regular basis.

Issue: Government
Date: 2/22/15
Program: News 4 PM
Title: New Dietary Guidelines Released
Length: 0:22

New dietary guidelines from the government are giving cholesterol the okay.

Issue: Government
Date: 3/04/15
Program: News 8:30 AM
Title: IRS Delaying Refunds
Length: 0:26

Your tax refund could be delayed if you enrolled in the national healthcare exchange last year.

Issue: Government
Date: 3/11/15
Program: News 5 PM
Title: State Department Watchdog Says Many Employees Not Preserving Emails
Length: 0:38

The State Department's internal watchdog says problems with preserving emails go beyond Hilary Clinton.

Issue: Government
Date: 3/25/15
Program: News 5:30 AM
Title: Federal Workers Owe 3 Billion in Taxes
Length: 0:25

The State Department's internal watchdog says problems with preserving emails go beyond Hilary Clinton.

Issue: Elderly

Date: 1/02/15

Program: News 10 PM

Title: Guilty Pleas in Death of Monroe Woman

Length: 0:33

Today John and Tina Tedesco pleaded guilty to third degree murder in the 2011 death of John Tedesco's elderly aunt Barbara Rabins.

Issue: Elderly

Date: 1/13/15

Program: News 5 AM

Title: Municipal ID Program

Length: 0:29

New Yorkers without identification now have a way to I-D themselves. The city launched the country's largest municipal I-D program yesterday. It works to help people like the elderly, the homeless and the city's half-a-million immigrants have proper identification.

Issue: Elderly

Date: 1/29/15

Program: News 5 PM

Title: Westminster Village Gives a New Meaning to Throwback Thursday

Length: 0:36

Some residents at a nursing home in Lehigh County put their own twist on "Throwback Thursday."

Issue: Elderly

Date: 2/04/15

Program: News 5:30 PM

Title: Elderly Woman Dies after Slipping on Ice

Length: 0:18

An elderly woman has died after slipping on ice in Bernville.

Issue: Elderly

Date: 2/07/15

Program: News 7 AM

Title: Zero Deficiencies at Gracedale Nursing Home

Length: 0:46

Voters may have been Gracedale's saving grace a few years ago. But today it appears voters made the right call.

Issue: Elderly

Date: 2/25/15

Program: News 6 PM

Title: Warren Haven Sold to Highest Bidder

Length: 1:52

The Warren Haven nursing home was sold to the highest bidder.

Issue: Elderly

Date: 3/11/15

Program: News 5:30 PM

Title: Man Robbed Woman He Thought was at ATM

Length: 1:48

Police in Muhlenberg Township have arrested a man in a bizarre robbery. They say a man allegedly mistook a stamp machine for an A-T-M and tried to rob an elderly woman.

Issue: Elderly

Date: 3/20/15

Program: News 6PM

Title: Gracedale Nursing Home Projected to Lose Money

Length: 0:27

It may have received a perfect score, but Northampton County's nursing home is running into some money trouble.

Issue: Elderly

Date: 3/31/15

Program: News 6 AM

Title: Monroe County Couple Withdraws Plea

Length: 0:29

A couple from Monroe County has withdrawn a guilty plea in the death of an elderly stroke victim in their care.

30 Minute Locally Produced Programming Examples:

Issue: Government

Date: 1/05/2015

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: A Natural Gas Pipeline Under YOUR House?

Issue: Politics

Date: 1/12/2015

Time: 7 PM

Program: Business Matters

Length: 30 Minutes

Topic: Together for the First Time – Tony Talks to PA & NJ Congressmen Barletta, Cartwright, Dent & Lance (Part 1)

Issue: Government and Drugs

Date: 1/19/2015

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Has the Time Come to Legalize Marijuana?

Issue: Health
Date: 1/26/2015
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Weight Loss

Issue: Employment
Date: 1/26/2015
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Workers' Comp: Mental (and Physical) Injuries on the Job

Issue: Health
Date: 2/02/2015
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Weight Loss

Issue: Employment
Date: 2/02/2015
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Whistleblowers at Work: When Corporations 'Do Bad Things'.

Issue: Government
Date: 2/02/2015
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Should the Death Penalty be Banned in PA?

Issue: Health
Date: 2/09/15
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Heart Disease Prevention

Issue: Family Law
Date: 2/09/2015
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Child Custody & Relocation

Issue: Health
Date: 2/09/2015
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Are We Paying Enough Attention to Mental Health Issues in the Valley?

Issue: Health
Date: 2/16/2015
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Second Opinions

Issue: Economy
Date: 2/16/2015
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: The Wave of Foreclosure and Bankruptcy

Issue: Education
Date: 2/16/2015
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Is College Education Worth the Cost?

Issue: Health
Date: 2/23/2015
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Pediatric Nephrology

Issue: Employment
Date: 2/23/2015
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Mental and Physical Injuries on the Job

Issue: Foreign Relations
Date: 2/23/2015
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: The Middle East-Why we Need to Pay Attention

Issue: Health
Date: 3/02/2015
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Lung Disease

Issue: Employment
Date: 3/02/2015
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Whistleblowers at Work: When Corporations 'Do Bad Things'.

Issue: Law Enforcement
Date: 3/02/2015
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Should We Be More Supportive of the Local Police?

Issue: Health
Date: 3/09/2015
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Women's Gynecologic Health

Issue: Education/Economy
Date: 3/09/2015
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Student Loans and Other Things You Can Never Discharge in Bankruptcy

Issue: Economy
Date: 3/09/2015
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: How Will the Governor's Budget Affect Your Wallet?

Issue: Health
Date: 3/16/2015
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Special Diets

Issue: Government
Date: 3/16/2015
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Search and Seizure, Car Stops. A New 4th Amendment for a New Generation?

Issue: Economy
Date: 3/16/2015
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: The Greater Lehigh Valley Auto Show-Meet the Dealers.

Issue: Health
Date: 3/23/2015
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Depression and Anxiety

Issue: Family Law
Date: 3/23/2015
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Thorny Custody Issues (and Other Hot Family Law Topics)

Issue: Law
Date: 3/23/2015
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Century Rape Culture-Who is to Blame?

Issue: Health
Date: 3/30/2015
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Helping Seniors Get the Most Out of Life

Issue: Employment
Date: 3/30/2015
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Work Injury and Getting Back to Work...Ready or Not?

Issue: Politics
Date: 3/30/2015
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: One-on-One with US Senator Bob Casey