

Maranatha Broadcasting Company, Inc.

WFMZ-TV, Allentown, PA
300 East Rock Road
Allentown, PA 18103
2020 2nd 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 3 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: 04/02/20

Program: News 5:00 PM

Title: PA Covid Cases

Length: 0:50

Northampton County is now reporting 9 deaths up from 5 yesterday.

Issue: Health

Date: 04/07/20

Program: News 10:30 PM

Title: 2 Deaths in Berks

Length: 0:32

Pennsylvania health officials announced almost 16-hundred new cases and 78 more deaths today. In Berks County, officials say two more people have died.

Issue: Health

Date: 04/26/20

Program: News 6:00 PM

Title: PA Latest Numbers

Length: 0:35

Pennsylvania health officials say a total of 1,550 deaths in the state are now associated with the coronavirus pandemic.

Issue: Health

Date: 05/06/20

Program: News 10:00PM

Title: Decontamination Systems

Length: 0:32

State health officials are using federal funds to make P-P-E decontamination systems available for free to first responders, nursing homes, and other health centers.

Issue: Health

Date: 05/12/20

Program: News 6:30AM

Title: Nursing Home Testing

Length: 0:41

The White House is recommending that states test nursing home residents and staff for COVID-19.

Issue: Health

Date: 05/21/20

Program: News 10:00PM

Title: Back to School Guidelines

Length: 1:45

As the coronavirus task force works to re-open the country, schools are at the forefront of discussions.

Issue: Health

Date: 06/03/20

Program: News 10:30PM

Title: Dental Guidance

Length: 0:21

State health officials are offering guidance on dental procedures.

Issue: Health

Date: 06/08/20

Program: News 5:00 PM

Title: Covid 19 Grief New Norm

Length: 2:08

The coronavirus has forever changed us. We're experiencing loss, but it goes well beyond the loss of life.

Issue: Health

Date: 06/15/20

Program: News 5:00 PM

Title: Pulse Oximeters

Length: 2:09

Many patients with Covid-19 develop pneumonia and in some cases they don't realize they have it, until it's well advanced.

Issue: Crime/Public Safety

Date: 04/01/20

Program: News 10:00 PM

Title: New State Police Rules

Length: 0:26

Pennsylvania State Police are working to limit the spread of the virus by reducing troopers' contact with the public.

Issue: Crime/Public Safety

Date: 04/14/20

Program: News 6:00 PM

Title: PSP Hate Crime Update

Length: 0:27

Pennsylvania State Police are cracking down on hate crimes... especially as it relates to the coronavirus.

Issue: Crime/Public Safety

Date: 04/28/20

Program: News 10:30 PM

Title: Reading Sexual Assault

Length: 0:30

Reading police are searching for a man who sexually assaulted a woman.

Issue: Crime/Public Safety

Date: 05/01/20

Program: News 10:00PM

Title: Jacob Sullivan Dead

Length: 1:38

Jacob Sullivan, the man convicted for the brutal rape and murder of 14-year-old Grace Packer, is dead.

Issue: Crime/Public Safety

Date: 05/15/20

Program: News 5:30PM

Title: West Pottsgrove Sex Assault

Length: 0:29

The Berks County detectives are looking for a Montgomery County man who is accused of sexually assaulting a teenager.

Issue: Crime/Public Safety

Date: 05/21/20

Program: News 10:30PM

Title: Reading Shooting

Length: 0:21

Police in Reading are searching for the person who shot a man multiple times.

Issue: Crime/Public Safety

Date: 06/02/20

Program: News 12:00PM

Title: Officer Assaulted at Berks County Sheetz

Length: 0:32

A police officer was knocked unconscious during a confrontation outside a convenience store in Berks County early this morning.

Issue: Crime/Public Safety

Date: 06/08/20

Program: News 5:00 PM

Title: Restaurants in Yellow Zone

Length: 1:00

Many restaurants say it was a great weekend for business as the region entered Pennsylvania's yellow phase.

Issue: Crime/Public Safety

Date: 06/18/20

Program: News 10:30 PM

Title: Muhlenberg Hit and Run

Length: 0:42

Muhlenberg Township police are continuing the search for a driver who struck and killed a woman early this morning.

Issue: Education

Date: 04/03/20

Program: News 5:30 PM

Title: KU Remote Learning

Length: 1:45

Over the last couple of weeks Kutztown University converted more than 1700 classes from face to face to online.

Issue: Education

Date: 04/09/20

Program: News 6:00 AM

Title: High Achieving Students

Length: 1:56

Experts say some kids run the risk of burning out before they even get to college because they try to do too much in high school. What should parents and kids keep in mind?

Issue: Education

Date: 04/29/20

Program: News 5:30 PM

Title: State University Tuition Freeze

Length: 0:29

Tuition rates at Kutztown University and other state-owned universities will stay the same next school year.

Issue: Education

Date: 05/04/20

Program: News 5:30AM

Title: Tuition Lawsuits

Length: 0:44

Students at more than 25 universities are filing lawsuits demanding tuition refunds from their schools.

Issue: Education

Date: 05/13/20

Program: News 10:30PM

Title: PA School Funds

Length: 0:22

The federal government is giving a boost to Pennsylvania schools.

Issue: Education

Date: 05/20/20

Program: News 8:00AM

Title: Schools Focus on Fall

Length: 0:44

Berks County school officials are focusing on the fall and getting back to class.

Issue: Education

Date: 06/03/20

Program: News 5:00PM

Title: PA Education Secretary on Re-opening Schools

Length: 0:25

Elementary and secondary schools in the yellow and green zones of Pennsylvania are getting the O-K to reopen next month.

Issue: Education

Date: 06/09/20

Program: News 5:00 PM

Title: East Penn Hybrid Schedule

Length: 0:57

The East Penn School District released a preliminary plan for its 10 schools this fall and that plan features a hybrid schedule with both online and in-person classes.

Issue: Education

Date: 06/16/20

Program: News 7:30 AM

Title: Lehigh University Probe

Length: 0:31

Federal authorities are investigating Lehigh University over a law that requires it to disclose information about crime at the school.

Issue: Government

Date: 04/02/20

Program: News 5:30 PM

Title: Unemployment Claims Soar

Length: 0:33

The number of people filing for unemployment has soared.

Issue: Government

Date: 04/13/20

Program: News 10:30 PM

Title: IRS Checks

Length: 0:26

People who are eligible for stimulus funds from the federal government should see those payments hit their bank accounts this week.

Issue: Government

Date: 04/30/20

Program: News 5:30 PM

Title: Business Shutdown Audit

Length: 0:35

Pennsylvania's auditor general says he will take a closer look at how the state government handled the waiver process for businesses to remain open during the stay-at-home order.

Issue: Government

Date: 05/03/20

Program: News 10:00PM

Title: PA Plans for CV Drug

Length: 0:30

Pennsylvania is getting to work on distributing an experimental drug just approved by the FDA to treat coronavirus patients in the hospital.

Issue: Government

Date: 05/11/20

Program: News 5:00PM

Title: NorCo Govt Center Re-opens

Length: 0:27

The Northampton County Government Center is now open...but only for business related to the upcoming election.

Issue: Government

Date: 05/21/20

Program: News 6:00PM

Title: Norco Meal Distribution

Length: 0:27

Northampton County officials came together today for operation BBQ relief to help those who need food.

Issue: Government

Date: 06/03/20

Program: News 5:00PM

Title: U.S. to Block Chinese Flights

Length: 0:26

The U.S. will block Chinese airlines from flying into the country later this month.

Issue: Government

Date: 06/13/20

Program: News 8:00AM

Title: CDC Guidelines

Length: 0:38

Government health officials have finally released long-awaited tips on how to keep yourself safe as states begin to reopen.

Issue: Government

Date: 06/15/20

Program: News 5:00PM

Title: Supreme Court LGBT Ruling

Length: 0:26

The U-S Supreme Court says L-G-B-T people are protected from job discrimination under the Civil Rights Act.

Issue: Elderly/Children

Date: 04/02/20

Program: News 6:00PM

Title: Montgomery County Update

Length: 0:23

Sadly, two elderly men died within the past 24 hours.

Issue: Elderly/Children

Date: 04/08/20

Program: News 12:00PM

Title: CV and Nursing Homes

Length: 1:51

As we've been reporting over the last few days nursing homes and other long-term centers in the Lehigh Valley have seen an increase of positive coronavirus case.

Issue: Elderly/Children

Date: 04/28/20

Program: News 5:00PM

Title: PA Covid Cases

Length: 0:40

The state health secretary says there are still options for the elderly and disabled who may be having trouble getting tested.

Issue: Elderly/Children

Date: 05/05/20

Program: News 4:00PM

Title: Strange Child Disease

Length: 0:28

A mysterious illness that may be linked to the coronavirus has put more than a dozen children in New York City hospitals.

Issue: Elderly/Children

Date: 05/07/20

Program: News 6:00PM

Title: Amity Infant Death

Length: 0:30

Staines is charged with involuntary manslaughter, endangering the welfare of children, and related offenses.

Issue: Elderly/Children

Date: 05/21/20

Program: News 7:30AM

Title: Red Nose Day

Length: 0:44

Red Nose Day is a campaign to end child poverty.

Issue: Elderly/Children

Date: 06/03/20

Program: News 8:00AM

Title: Keep Kids Learning at Home

Length: 2:13

Right now, parents might be worried they are not making the grade. They are busy working from home, while balancing child care duties and supporting their children's learning.

Issue: Elderly/Children

Date: 06/05/20

Program: News 4:00PM

Title: Buffalo Police Push Elderly Man

Length: 0:15

CBS News is reporting all 57 members of the emergency response team resigned in support of two officers who were suspended last night for shoving an elderly man to the ground.

Issue: Elderly/Children

Date: 06/22/20

Program: News 6:30AM

Title: Dad's Day at Ballpark

Length: 1:49

Baseball fans are still awaiting the sport's return but that didn't stop dads and their children from spending Father's Day at the ballpark.

30 Minute Locally Produced Programming Examples:

BUSINESS MATTERS:

Issue: Health

Date: 04/06/20

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Coronavirus – What Happened This Week?

Issue: Health

Date: 04/13/20

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: The Nation's Physical and Economic Health-What's Balance?

Issue: Health

Date: 04/20/20

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: COVID-19 Update: Body, Mind & Politics

Issue: Health

Date: 04/27/20

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: COVID-19 Update: Testing, Transparency and Takeout

Issue: Health

Date: 05/04/20

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: COVID-19 Update: Money, Medicine and Merchandise

Issue: Health

Date: 05/11/20

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: COVID-19 Update: Courts, Cars and Communities

Issue: Health
Date: 05/18/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: COVID-19 Update: Biology, Buses and Back2Business

Issue: Health
Date: 05/25/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: COVID-19 Update: Gotta Get Back

Issue: Health
Date: 06/01/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes Topic: COVID-19 Update: County Execs, Church & Chicken!

Issue: Health
Date: 06/08/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Courageous Conversations on Race and Faith

Issue: Health
Date: 06/15/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Business says GOTTA GET BACK!

Issue: Health
Date: 06/22/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Five Members of Congress – Part 1

Issue: Health
Date: 06/29/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Five Members of Congress – Part 2

TALK WITH YOUR DOCTOR:

Issue: Health

Date: 04/06/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Covid-19 Update

Issue: Health
Date: 04/13/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Covid-19 Update

Issue: Health
Date: 04/20/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Covid-19 Update

Issue: Health
Date: 04/27/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Covid-19 Update

Issue: Health
Date: 05/04/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Covid-19 Update

Issue: Health
Date: 05/11/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Covid-19 Update

Issue: Health
Date: 05/18/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Covid-19 Update