

Maranatha Broadcasting Company, Inc.

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

2017 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 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.

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: 10/09/17

Program: News 5:30 PM

Title: Hospital Gift

Length: 0:23

A hospital in Bern Township is receiving a multi-million dollar gift.

Issue: Health

Date: 10/19/17

Program: News 5:00 PM

Title: Health Beat – Delaying Dementia

Length: 1:57

Memory loss, trouble with speech, and mood changes are some of the warning signs of dementia. If you catch it early researchers say there are things you can do to slow its progression.

Issue: Health

Date: 10/31/17

Program: News 5:00 PM

Title: Early Brain Changes

Length: 1:55

A new study sheds light on the symptoms of Multiple Sclerosis. It's a disease where the body attacks its own central nervous system.

Issue: Health

Date: 11/07/17

Program: News 5:00 PM

Title: Artificial Hip Replacement

Length: 1:50

As the discs in our back age they can bulge and compress spinal nerves causing excruciating back pain.

Issue: Health

Date: 11/14/17

Program: News 5:00 PM

Title: New Blood Pressure Guidelines

Length: 0:55

Have you checked your blood pressure lately? It could be high according to new guidelines.

Issue: Health

Date: 11/27/17

Program: News 5:00 PM

Title: Good Posture for Better Health

Length: 1:46

31-million Americans have back pain at any given time and it's the leading cause of disability worldwide.

Issue: Health

Date: 12/4/17

Program: News 5:30 AM

Title: CVS and AETNA Merger

Length: 0:27

Drugstore giant CVS Health is digging deeper into customer care. The company is buying health insurer Aetna in a 69-billion dollar deal.

Issue: Health

Date: 12/8/17

Program: News 8:30 AM

Title: Birth Control and Cancer

Length: 0:30

A recent study has found a link between birth control and the risk of breast cancer.

Issue: Health

Date: 12/14/17

Program: News 5:00 PM

Title: Cesium for Prostate Cancer

Length: 2:01

One in seven men in the U.S. will be diagnosed with prostate cancer in his lifetime.

Issue: Crime/Public Safety

Date: 10/09/17

Program: News 5:00 PM

Title: Tamper Proof Pill

Length: 1:58

The opioid crisis continues in this country. Users often get prescription pain pills and crush them or liquefy them to get them into their systems faster. But a new type of pill aims to stop that.

Issue: Crime/Public Safety

Date: 10/18/17

Program: News 10:00 PM

Title: Allentown Gang Murder

Length: 2:00

First at ten, an arrest months after the fact, in a double shooting that left an Allentown teenager dead.

Issue: Crime/Public Safety

Date: 10/26/17

Program: News 12:00 PM

Title: Bethlehem Shooting

Length: 3:30

First at Noon - new details about an early-morning shooting in Bethlehem.

Issue: Crime/Public Safety

Date: 11/06/17

Program: News 10:00 PM

Title: Credit Card Skimmer

Length: 2:17

Now a cautionary tale for everyone who buys gasoline.

Issue: Crime/Public Safety

Date: 11/16/17

Program: News 10:30 PM

Title: Leesport Boil Water Advisory

Length: 0:18

A boil water advisory is in effect for 35 homes in Leesport due to construction on a water main.

Issue: Crime/Public Safety

Date: 11/28/17

Program: News 6:00 PM

Title: Body Found

Length: 0:45

Reading police are waiting on the autopsy results after a man's body was found in an alley. First responders found Luis Torres' body last night near the 500 block of Cedar Street.

Issue: Crime/Public Safety

Date: 12/02/17

Program: News 6:00 PM

Title: Robbery Suspect Arrest

Length: 0:28

A man attempted to rob the Express Food Mart in Bethlehem last night but what he didn't know was police were watching him. And now he's behind bars.

Issue: Crime/Public Safety

Date: 12/07/17

Program: News 6:00 AM

Title: Tips to Protect Yourself from Ransomware

Length: 2:01

It can happen to anyone at any time. Your files are locked on your computer and you can't open them.

Issue: Crime/Public Safety

Date: 12/15/17

Program: News 5:00 AM

Title: Reading Deadly Shooting

Length: 1:44

A Reading family is mourning the loss of a young father who died at the hospital after being shot on Pear Street late Wednesday night.

Issue: Education

Date: 10/05/17

Program: News 5:00 PM

Title: Lehigh Dorms and Apartments

Length: 0:24

Lehigh University is moving forward with two projects to house its students.

Issue: Education

Date: 10/13/17

Program: News 8:30 AM

Title: Google Education Grant

Length: 0:27

Over the next five years Google says it will spend one-billion dollars on nonprofit organizations. The company wants to help to raise education levels around the world and commit its employees to a million hours of volunteer work doing the same.

Issue: Education

Date: 10/26/17

Program: News 10:30 PM

Title: Wolf Still Want Severance Tax

Length: 0:39

Governor Wolf is once again calling on lawmakers to pass a severance tax on natural gas drilling. Wolf says the tax is the simplest solution to solving the state's budget troubles. He says he wants money from the tax to go toward education which he says helps Pennsylvanians and gas companies.

Issue: Education

Date: 11/02/17

Program: News 4:30 PM

Title: Gender Inequality Report

Length: 0:25

Despite years of progress gender inequality is getting worse not better. Researchers looked at imbalances in education, politics, health, and in the workplace. Out of 144 countries studied the U-S landed in 49th place.

Issue: Education

Date: 11/06/17

Program: News 10:30 PM

Title: Screenagers Panel

Length: 0:23

Parents took part in a panel discussion about kids and technology at Schuylkill Valley High School. The school hosted an education night to talk about the pros and cons of kids growing up with phones and tablets right at their fingertips.

Issue: Education

Date: 11/18/17

Program: News 10:00 PM

Title: Toy Run

Length: 0:37

Ole Saint Nick was seen on a motorcycle as he drove to the Children's Center of Allentown. He was there for the 34th annual Toy Run organized by the Alliance of Bikers Aimed Toward Education.

Issue: Education

Date: 12/02/17

Program: News 8:30 AM

Title: Spirit of Giving

Length: 4:00

Every Saturday this December, as part of our Spirit of Giving series, we're highlighting local charitable groups that need some help from the community. Gress Mountain Ranch

is a non-profit public charity that operates both a sanctuary for domestic and exotic animals and programs for therapy, education and volunteerism that provide meaningful ways for people to benefit from interacting with animals.

Issue: Education

Date: 12/06/17

Program: News 10:30 PM

Title: Wolf PSSA Changes

Length: 0:47

Governor Tom Wolf is making more changes to the state's standardized testing system.

Issue: Education

Date: 12/07/17

Program: News 10:30 PM

Title: Kutztown Tax Rally

Length: 0:21

Faculty members at Kutztown University held a rally to protest the tax plan going through Congress. They said they are worried the measure will lead to increased taxes for students and colleges.

Issue: Government

Date: 10/3/17

Program: News 12:00 PM

Title: U.S. Cuba Diplomats Latest

Length: 0:31

U.S. officials say the Trump administration plans to ask Cuba to withdraw 60-percent of its diplomats from Washington.

Issue: Government

Date: 10/12/17

Program: News 10:30 PM

Title: State Budget Another Loan

Length: 0:25

The state government is taking out another loan to help pay its bills. Treasurer Joe Torsella says he authorized a five-day, 700-million dollar credit line which must be paid back by October 20th.

Issue: Government

Date: 10/20/17

Program: News 10:30 PM

Title: Budget Deficit 666 Billion

Length: 0:28

The federal budget deficit has hit a four-year high of 666 billion dollars.

Issue: Government

Date: 11/6/17

Program: News 5:00 PM

Title: Toomey on Tax Reform

Length: 0:38

Pennsylvania Senator Pat Toomey is weighing in on the debate over the GOP tax overhaul plan.

Issue: Government

Date: 11/15/17

Program: News 10:00 PM

Title: Late Addition to Tax Bill

Length: 0:28

Now that President Trump is back in Washington tax reform is at the top of the agenda .

Issue: Government

Date: 11/21/17

Program: News 6:00 PM

Title: Trump Full Travel Ban

Length: 0:29

The Trump administration has asked the nation's highest court to allow the full version of the latest travel ban to go into effect.

Issue: Government

Date: 12/02/17

Program: News 6:00 PM

Title: Senate Passes Tax Bill

Length: 2:10

After hours of debate, last-minute changes and one Republican holdout.. the U-S Senate passed its version of a major tax overhaul.

Issue: Government

Date: 12/08/17

Program: News 5:30 PM

Title: Monthly Jobs Report

Length: 0:18

It's a strong jobs report for last month. The government says employers added 228-thousand jobs and the unemployment rate is down to 4-point-1 percent. That's the lowest rate in 17 years.

Issue: Government

Date: 12/15/17

Program: News 5:30 AM

Title: Net Neutrality Repeal

Length: 0:47

Attorneys general from several states, including Pennsylvania, are threatening lawsuits against the federal government and its repeal of net neutrality rules.

Issue: Children

Date: 10/2/17

Program: News 12:00 PM

Title: Northampton County School Bus Crash

Length: 0:22

Also new at Noon, a school bus crash in Northampton County has sent at least one person to the hospital.

Issue: Children

Date: 10/10/17

Program: News 6:00 PM

Title: Joe Biden in Warminster

Length: 0:25

Former Vice President Joe Biden was in Bucks County to announce a major partnership in an effort to prevent child sex abuse.

Issue: Children

Date: 10/20/17

Program: News 6:00 AM

Title: Keeping Your Kids Safe Around Water

Length: 1:52

It's not the time of year we think of swimming but health experts say for parents, it should be.

Issue: Children

Date: 11/4/17

Program: News 10:00 PM

Title: National Adoption Month

Length: 1:49

November is National Adoption Month. Today families gathered at ArtsQuest in Bethlehem to celebrate children and raise awareness for children who are still waiting for a loving home to call their own.

Issue: Children

Date: 11/7/17

Program: News 4:30PM

Title: Olivet Kids Receive Free Eye Care

Length: 0:40

Local kids are seeing a little bit more clearly. Kids at Olivet Boys and Girls Club are having their eyes checked and some are even receiving free glasses.

Issue: Children

Date: 11/21/17

Program: News 4:30PM

Title: IKEA Relaunches Dresser Recall

Length: 0:38

Ikea is trying to get the word out about a recall... after a piece of its furniture killed an eighth child.

Issue: Children

Date: 12/5/17

Program: News 10:30 PM

Title: Cabela Kids Hunting Trip

Length: 1:57

A teenage boy from Lebanon County stopped by Cabela's in Tilden Township to prepare for a special trip.

Issue: Children

Date: 12/9/17

Program: News 10:00 PM

Title: LVIA Santa Flight

Length: 2:27

Lehigh Valley International Airport continues a holiday tradition. Today youngsters who have been battling cancer and their families took to the sky on the North Pole Express.

Issue: Children

Date: 12/14/17

Program: News 10:30 PM

Title: Shop with a Cop

Length: 2:03

Some kids got to spend time with Santa, and the Phillie Phanatic this evening.

The kids also got to go on a shopping spree with police officers, as part of Crime Alerts "Shop with a Cop" program.

30 Minute Locally Produced Programming Examples:

Issue: Opioid Addiction

Date: 09/04/17

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Life After Tragedy – A Conversation with John Cramsey and Ruth Ann Velez

Issue: Health and Well-being

Date: 09/11/17

Time: 6:30 PM

Program: Health Now

Length: 30 Minutes

Topic: Structural Heart Program

Issue: Community Safety

Date: 09/11/17

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: We Ask Four District Attorneys – How Do We Keep Our Communities Safe?

Issue: Business

Date: 09/18/17

Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: One on One with J.B. Reilly – Allentown's Revival

Issue: Health
Date: 09/25/17
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Tick-Borne Diseases

Issue: Business
Date: 09/25/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: New Downtown Entrepreneur

Issue: Health
Date: 10/02/17
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Physical Therapy Technology

Issue: Government
Date: 10/02/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Trump – Menace or Miracle Worker?

Issue: Health
Date: 10/09/17
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Baby and Me Support Center

Issue: Politics
Date: 10/09/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Which Lehigh County Executive Candidate will Get Your Vote?

Issue: Health

Date: 10/16/17
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Men's Health

Issue: Racial Relations
Date: 10/16/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Getting Real About Race

Issue: Health
Date: 10/23/17
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Breast Cancer: What You Need To Know

Issue: Gun Control
Date: 10/23/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Gun Rights vs. Gun Control

Issue: Health
Date: 10/30/17
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Childhood Development

Issue: Health
Date: 10/30/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Do You Have One Day For Your Health Status?

Issue: Health
Date: 11/6/17
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Benign Pulmonary Diseases

Issue: Religion
Date: 11/6/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Do We Need More Religion in Today's Society?

Issue: Health
Date: 11/13/17
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Gynecologic Cancer Prevention and Screening

Issue: Government
Date: 11/13/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Senator Toomey Talks Legislation Affecting You.

Issue: Health
Date: 11/20/17
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Low Back Pain

Issue: Politics and the Media
Date: 11/20/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Is It Fake News or the Truth

Issue: Health
Date: 11/27/17
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Neuro News: Life Changing Brain and Spine Surgery

Issue: Government
Date: 11/27/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Trump – Menace or Miracle Worker?

Issue: Health
Date: 12/4/17
Time: 6:30 PM
Program: Wisdom Coalition
Length: 30 Minutes
Topic: Assertive vs. Aggressive: What's the Difference Between the Two?

Issue: Gun Control
Date: 12/4/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Gun Rights vs. Gun Control

Issue: Health & Well-Being
Date: 12/11/17
Time: 6:30 PM
Program: Wisdom Coalition
Length: 30 Minutes
Topic: What is the Wisdom Coalition All About?

Issue: Business
Date: 12/11/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Keep Them Up or Tear Them Down?

Issue: Health & Well-Being
Date: 12/18/17
Time: 6:30 PM
Program: Wisdom Coalition
Length: 30 Minutes
Topic: Body Image: The Struggle to Understand to Embrace Ourselves.

Issue: Business
Date: 12/18/17
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Time To Have Some Fun!