

Maranatha Broadcasting Company, Inc.

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

2014 3rd 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 83 live half-hours of original local news each week that air on WFMZ-TV 69.1. This totals over 539 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.

The late newscasts are repeated on our RTV 69.4 digital channel as well overnight on 69.1 for more convenient viewer access. 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 September 30, 2014 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: 7/01/14

Program: News 5 AM

Title: SCOTUS Ruling on Healthcare Issues

Length: 0:36

A sharply divided U-S Supreme Court ruled certain companies cannot be forced to provide birth control coverage under the new health care law.

Issue: Health

Date: 7/15/14

Program: News 7:30 AM

Title: Health Minute: Pitcher Injuries

Length: 1:33

It's a big week for baseball as the all-star festivities are in full swing. Although many seem to think the sport looks harmless baseball players suffer from a lot of injuries, especially pitchers.

Issue: Health

Date: 7/30/14

Program: News 5 AM

Title: Surgeon General: Stop Tanning!

Length: 0:21

The acting U.S. Surgeon General says skin cancer is a major public health problem. He says nearly five million people in the U.S. are treated for skin cancer each year.

Issue: Health

Date: 8/04/14

Program: News 5 PM

Title: Lung Cancer Screening Guidelines

Length: 1:54

Each year lung cancer kills half of those who are diagnosed with it. But there's been no medical agreement on screening and early detection until now.

Issue: Health

Date: 8/14/14

Program: News 5 AM

Title: Health Minute: Hand Sanitizers

Length: 1:14

Schools are one of the biggest places where germs spread, and scientists wanted to figure out if sanitizing could help. They added hand sanitizer to some classrooms and waited to see if fewer kids missed school because of an illness.

Issue: Health

Date: 8/29/14

Program: News 5 PM

Title: WHO: More Than 500 Cases of Ebola Recorded In Past Week

Length: 0:23

The Ebola virus has extended its reach again in West Africa. Senegal is confirming its first case of Ebola.

Issue: Health

Date: 9/03/14

Program: News 5:30 PM

Title: CVS Stops Selling Tobacco Products Early

Length: 0:25

Cigarettes and other tobacco products came off store shelves today. That's nearly a month ahead of the previously targeted date of October first.

Issue: Health

Date: Date: 9/10/14

Program: News 10:30 PM

Title: CDC: Many Hospitals Use Too Many Antibiotics

Length: 0:28

The CDC says doctors in many hospitals are unnecessarily prescribing multiple antibiotics when just one would do the job.

Issue: Health

Date: Date: 09/22/14

Program: News 5 PM

Title: Hope for Metastatic Prostate Cancer

Length: 1:57

Prostate cancer is the second most common cancer in men. If not caught in time, it can be deadly. A new approach to treatment could be saving lives.

Issue: Crime/Public Safety

Date: 7/01/14

Program: News 5 AM

Title: Phone Scams

Length: 1:27

UGI is warning its customers about scam artists using the telephone to steal your cash.

Issue: Crime/Public Safety

Date: 7/14/14

Program: News 5:00 PM

Title: Parking Lot Thefts

Length: 1:46

Upper Macungie Township Police are looking for who's responsible for several car break-ins at hotels.

Issue: Crime/Public Safety

Date: 7/23/14

Program: News 6 PM

Title: Residents Fed Up with Violence

Length: 2:16

A shooting in broad day light is the last straw for one Northampton County community. And some Wilson residents say they know who's to blame for the uptick in crime.

Issue: Crime/Public Safety

Date: 8/04/14

Program: News 5:30PM

Title: Crime of the Week

Length: 0:25

Police in Brecknock Township are searching for the thief who broke into a home. and stole jewelry.

Issue: Crime/Public Safety

Date: 8/15/14

Program: News 6 PM

Title: Prosecutors Say Hands Tied When Busting Gang Members

Length: 1:58

What happens when prosecutors have to drop charges because the victim won't testify?

Issue: Crime/Public Safety

Date: 8/29/14

Program: News 5 PM

Title: Senator Toomey Wants Tougher Background Checks

Length: 1:57

U.S. Senator Pat Toomey says there are gaps in background checks done by local school districts. Toomey says a new bill would close those gaps and do a better job of keeping pedophiles out of our schools.

Issue: Crime/Public Safety

Date: 9/03/14

Program: News 10:30 PM

Title: Police Still Looking for Exeter Arsonist

Length: 0:23

Police are still looking for tips as they continue an arson investigation at Exeter Township High School.

Issue: Crime/Public Safety

Date: 9/08/14

Program: News 12 PM

Title: Fatal Shooting in Reading

Length: 1:59

It has been a violent 12 hours in the city of Reading. This afternoon police are investigating a homicide that left one man dead and another man is fighting for his life in a separate double shooting.

Issue: Crime/Public Safety

Date: 9/13/14

Program: News 10 PM

Title: State Police Shooting Update

Length: 1:11

Now to the latest on a deadly police shooting in the Poconos. Police say whoever killed a trooper, and critically injured another in Pike County Friday night is still on the loose.

Issue: Education

Date: 7/01/14

Program: News 5:30 PM

Title: Governor Yet to Sign PA Budget Bill

Length: 0:26

Governor Tom Corbett didn't sign the state budget before the midnight deadline because of concerns about rising pension costs. It holds the line on basic education funding but has increases for special education and school construction.

Issue: Education

Date: 7/16/14

Program: News 10:30 PM

Title: Parents Protest Oley School Board Meeting

Length: 2:31

Some parents are outraged tonight after the Oley Valley School Board voted to move up the first day of school.

Issue: Education

Date: 7/25/14

Program: News 12 PM

Title: Education Funding Commission

Length: 0:33

A new commission has been created to make recommendations about education funding in Pennsylvania.

Issue: Education

Date: 8/07/14

Program: News 5:30 PM

Title: Department of Education tries to Make it Easier for Students

Length: 0:26

The Department of Education is trying to make it easier for students with credit problems to get college loans.

Issue: Education

Date: 8/14/14

Program: News 6 PM

Title: Charter School Has Plan to Avoid Squeezing out Students

Length: 2:01

While Bethlehem's Dual Language Charter School awaits word on whether it can use a second building to avoid overcrowding, officials say they have a plan to keep students from being squeezed out.

Issue: Education

Date: 8/28/14

Program: News 10:30 P M

Title: BCIU to Oversee Reading's Alternative Education

Length: 2:17

Big changes are coming to the Reading School District. The district is changing the company it employs to educate students with social and emotional disorders.

Issue: Education

Date: 9/05/14

Program: News 5 PM

Title: Professional Careers Institute One Step Closer

Length: 0:28

A new speciality high school is one step closer to becoming a reality in the Allentown School District.

Issue: Education

Date: 9/10/14

Program: News 8:30 AM

Title: School Funding Discussed by Lawmakers

Length: 0:28

Pennsylvania lawmakers made a stop in the Lehigh Valley to discuss a funding formula that would fit all of the state's school districts.

Issue: Education

Date: 9/18/14

Program: News 12 PM

Title: School Administrator Suing District

Length: 0:35

A former school administrator has filed a federal law suit against the Allentown School district.

Issue: Government

Date: 7/02/14

Program: News 12 PM

Title: Still No Budget in PA

Length: 0:32

Pennsylvania lawmakers are back to work this morning to try to hammer out the budget.

Issue: Government

Date: 7/15/14

Program: News 6:30 AM

Title: Obama to Press Congress

Length: 1:40

The government is approaching another financial deadline that could lead to less funding for state highway and bridge projects.

Issue: Government

Date: 7/25/14

Program: News 8:30 AM

Title: Governor Ramps Up Air Waves War

Length: 1:43

It may be summertime but that's not keeping political attack ads off the airwaves.

Issue: Government

Date: 8/02/14

Program: News 10 PM

Title: How to Beat Inflation

Length: 1:32

Every month the government announces the Consumer Price Index which measures how inflation is affecting a broad range of consumer goods and services.

Issue: Government

Date: 8/13/14

Program: News 8:30 AM

Title: Deadline to Clear Up Health Laws Eligibility

Length: 0:22

Hundreds of thousands of people will be getting letters warning them to resolve issues affecting their health care coverage under the new law.

Issue: Government

Date: 8/28/14

Program: News 8:30 AM

Title: U.S Checking into 2nd American Killed in Syria

Length: 0:23

Government officials say they are looking into reports that a second American was killed fighting alongside Islamic militants in Syria.

Issue: Government

Date: 9/04/14

Program: News 12 PM

Title: Department of Justice to Investigate Ferguson Police Department

Length: 0:51

The federal government says it is planning to launch a civil investigation into the actions of the Ferguson, Missouri police department.

Issue: Government

Date: 6/19/14

Program: News 7 AM

Title: Some Consumer Risk Losing Health Law Tax Credits

Length: 0:22

The Obama administration says some people might lose financial aid for their health insurance premiums.

Issue: Government

Date: 9/23/14

Program: News 7 AM

Title: Healthcare Government Report

Length: 0:25

A report is out on the security of the HealthCare.gov website and the results are mixed.

Issue: Elderly

Date: 7/02/14

Program: News 6 PM

Title: Homicide Investigation Underway

Length: 1:53

Investigators say an elderly Montgomery County man has been found dead his body wrapped in a tarp.

Issue: Elderly

Date: 7/17/14

Program: News 5 PM

Title: Drug to Prevent Alzheimers

Length: 2:22

Right now dozens of research sites across the country are testing an experimental drug to see if it might prevent memory loss associated with Alzheimer's.

Issue: Elderly

Date: 7/24/14

Program: News 6 PM

Title: Nursing Home Closer to Being Sold

Length: 0:33

A nursing home in Warren County, New Jersey could be one step closer to being sold.

Issue: Elderly

Date: 8/04/14

Program: News 10 PM

Title: More Charges Filed Against St. Onge

Length: 1:14

Authorities say it was St. Onge who hit his 88-year-old father in the back of the head with a flashlight when the elderly man threatened to kick St. Onge out of their home in Plymouth Township.

Issue: Elderly

Date: 8/18/14

Program: News 5 AM

Title: Woman Killed at the Ritz

Length: 1:48

One woman is dead this morning and three others are injured after police say an elderly driver accidentally slammed into a popular restaurant in Allentown.

Issue: Elderly

Date: 8/23/14

Program: News 7 AM

Title: Cedarbrook Infirmary Talks

Length: 1:00

What should be done with Cedarbrook Nursing home? It's a question Lehigh County leaders are grappling with.

Issue: Elderly

Date: 9/01/14

Program: News 5:30 AM

Title: Beware of Scammers

Length: 1:35

Police in Warren County, New Jersey are warning people to be on the lookout for some scammers who are trying to take advantage of neighbors.

Issue: Elderly

Date: 9/11/14

Program: News 5 PM

Title: Proof Positive: Senior Surgery

Length: 1:43

Statistics show more senior citizens are opting to lift, tuck and tighten.

Issue: Elderly

Date: 9/15/14

Program: News 6PM

Title: Proposals Being Accepted in Sale of Nursing Home

Length: 0:22

A nursing home in Schuylkill County is now officially up for grabs, to the highest bidder.

30 Minute Locally Produced Programming Examples:

Issue: Drugs

Date: 7/07/2014

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Talking Marijuana-Should PA Follow Colorado's Lead?

Issue: Business

Date: 7/14/2014

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Paycheck Protection or Paycheck Deception.

Issue: Drugs

Date: 7/21/2014

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: The Lehigh Valley's War On Drugs - Are We Winning or Losing?

Issue: Business

Date: 7/28/2014

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Where is the Lehigh Valley Headed? What's Standing in Our Way?

Issue: Health

Date: 8/04/2014

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: One-on-One with St. Luke's President & CEO Rick Anderson

Issue: Education

Date: 8/11/2014

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Charter Schools – Helping or Hurting Lehigh Valley Students?

Issue: Race Relations
Date: 8/18/2014
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Should Racial Preferences Continue to be Used in PA?

Issue: Business
Date: 8/25/2014
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: The Future of Small Business in America – Optimistic or Ominous?

Issue: Education
Date: 9/01/2014
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Are Schools Safe Enough?

Issue: Race Relations
Date: 9/08/2014
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: What Does it Mean to be an African American in the Lehigh Valley?

Issue: Health
Date: 9/15/2014
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Palliative Care and Hospice

Issue: Government
Date: 9/15/2014
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Tony Talks to PA & NJ Congressmen Barletta, Cartwright, Dent and Lance (Part 1)

Issue: Health
Date: 9/22/2014
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Prostate Cancer Treatment and Long-Term Challenges

Issue: Government
Date: 9/22/2014
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Tony Talks to PA & NJ Congressmen Barletta, Cartwright, Dent and Lance (Part 2)

Issue: Health
Date: 9/29/2014
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Brain and Spine Tumors

Issue: National Security
Date: 9/29/2014
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Is ISIS a US Crisis?