

Maranatha Broadcasting Company, Inc.

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

1st Quarter 2008, Programs / Issues List

WFMZ-TV takes its commitment to serve the local community seriously and provides many avenues for that service. WFMZ-TV produces 74 live half-hours of original local news each week that air on WFMZ-TV 69.1. This totals over 481 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 live 11PM Spanish-language newscast each weeknight. In addition to our local newscasts on WFMZ-TV, we also provide the local community with news and information on [wfmz.com](http://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 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](http://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 primetime 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 current three-month period 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: 1/02/08

Program: News 5:00 PM

Title: New Website to Quit Smoking

Length: :32

Speaking of smoking, the Pennsylvania Department of Health has created a new website to help smokers kick the habit. *Determined-to-quit-dot-com* provides a virtual community that gives smokers a way to update and monitor their smoking habits as they attempt to quit.

Issue: Health

Date: 1/15/08

Program: News 10:00 PM

Title: Rendell's Healthcare Push

Length: 2:03

Nearly 800-thousand adults in Pennsylvania don't have health insurance.... and with that in mind, Governor Ed Rendell is pushing his "Cover All Pennsylvanians" proposal.

Issue: Health

Date: 1/25/08

Program: News 5:30 PM

Title: Co-Pay Leading to Less Mammograms

Length: :21

A new study finds that co-pays are leading to many women skipping mammograms. The New England Journal of Medicine reports that screening rates were more than eight percent lower among women required to pay a co-payment - or a percentage of the cost - compared to those with full coverage.

Issue: Health

Date: 2/06/08

Program: News 5:00 PM

Title: Preventing Obesity in Children

Length: 1:49

For kids and adults, the prospect of losing weight can seem daunting. But a new pediatric study says it really isn't as difficult as you may think.

Issue: Health

Date: 2/07/08

Program: News 6:00 PM

Title: Study: Flu Widespread in PA

Length: 1:47

Flu cases are popping up all over Pennsylvania. Health officials say the virus is widespread through the Keystone State. But doctors say it's not too late to shield yourself from the sickness.

Issue: Health

Date: 2/22/08

Program: News 12:00 PM

Title: Study: Even Light Exercise Can Reduce Risk of Stroke

Length: :24

Researchers are adding one more health benefit to the list of ways exercise helps you. Doctors say being even moderately active can reduce the risk of stroke.

Issue: Health

Date: 3/01/08

Program: News 10:00 PM

Title: Sealant Saturday at St. Luke's

Length: :27

There might be less cavities in Bucks County now. It was "Sealant Saturday" at Saint Luke's Quakertown Hospital. Dentists applied sealants to kids' teeth at no charge.

Issue: Health

Date: 3/11/08

Program: News 10:00 PM

Title: 1 in 4 Teen Girls Have STD

Length: :28

In health news tonight.. a new study finds at least one in four teenage girls in this country has a sexually transmitted disease.

Issue: Health

Date: 3/31/08

Program: News 5:00 PM

Title: Cholesterol Drug Study

Length: :25

A new study on cholesterol medication is being reviewed by Congress. The study found Vytorin and related drug Zetia may not help prevent heart disease after all.

Issue: Crime/Public Safety

Date: 1/02/08

Program: News 6:00 PM

Title: Priest Charged

Length: :28

A grand jury investigating Mount Airy Casino Resort owner Louis DeNaples has filed charges against a Roman Catholic priest. The Reverend Joseph Sica was arrested outside his home in Scranton this morning.... Authorities say he lied about his relationship with a late organized crime boss.

Issue: Crime/Public Safety

Date: 1/14/08

Program: News 5:00 PM

Title: New Allentown Crime Stats

Length: 2:07

The city of Allentown appears to be taking a bite out of crime. New crime statistics from the FBI and State Police are backing up the claim.

Issue: Crime/Public Safety

Date: 1/25/08

Program: News 8:00 AM

Title: Kutztown Crime Watch Meeting

Length: :22

A community watch group that formed in the aftermath of Quinn's murder is looking for new members. The group is known as KUBok - or Kutztown University and the Borough of Kutztown crime watch.

Issue: Crime/Public Safety

Date: 2/05/08

Program: News 6:00 PM

Title: Teacher Charged

Length: :17

A teacher from Allentown under suspicion for having sex with an underage student is now charged with the crime. Joshua Uhrich is charged with statutory sexual assault and other offenses.

Issue: Crime/Public Safety

Date: 2/11/08

Program: News 10:30 PM

Title: Bank Robbery in Muhlenberg Twsp

Length: :33

Police are looking for the bundled up bandit who held up a bank in Muhlenberg Township this morning.

Issue: Crime/Public Safety

Date: 2/23/08

Program: News 10:00 PM

Title: Guns Found on Campuses

Length: :35

Two students on different area college campuses were suspended this week for having guns on campus.

Issue: Crime/Public Safety

Date: 3/03/08

Program: News 6:00 PM

Title: NJ Lawmakers Targeting Teen Smoking

Length: :21

Lawmakers in the Garden State are also looking to target teen smoking. An Assembly health committee has advanced a bill that would prohibit those under the age of 19 from using or having tobacco products.

Issue: Crime/Public Safety

Date: 3/17/08

Program: News 5:30 PM

Title: Funding Approved for Security Cameras

Length: 2:18

It's been an idea since the first time Bill Heim was Police Chief in Reading. Nearly a decade later and thanks to a federal grant, Heim is finally getting surveillance cameras to watch over Reading.

Issue: Crime/Public Safety

Date: 3/30/08

Program: News 10:00 PM

Title: Double Stabbing at Nightclub

Length: :46

A night out at a club turns violent when a huge fight breaks out at a popular night spot in Berks County. Police say there were hundreds of people inside the Silo in Bern Township when a fight broke out on the second floor of the club. It was just after 2 this morning.

Issue: Education

Date: 1/03/08

Program: News 10:30PM

Title: State School Presidents Getting a Bump

Length: :24

11 presidents at Pennsylvania's 14 state owned schools are getting raises. The State System of Higher Education says the raises range from about one to three percent.

Issue: Education

Date: 1/15/08

Program: News 6:00 PM

Title: A Look Inside the Adult Literacy Center

Length: 1:29

Learning a language can be difficult... especially if you're in a classroom where students speak a dozen different languages. But it's a challenge many face every day at Allentown's Adult Literacy Center.

Issue: Education

Date: 1/28/08

Program: News 10:00 PM

Title: Archdiocese High School Shuffle

Length: 2:09

The Archdiocese of Philadelphia is moving forward with its plan to build two new high schools. They'll replace three older schools in the area.

Issue: Education

Date: 2/05/08

Program: News 10:00 PM

Title: Rendell Unveils New Budget

Length: :49

Pennsylvania Governor Ed Rendell's new budget proposal includes a huge increase in funding for education.

Issue: Education

Date: 2/11/08

Program: News 10:00 PM

Title: BASD Drug Testing Policy

Length: 1:15

Nearly a year after a Bethlehem school principal was busted in his office with the drug crystal meth., the district is considering a policy change. Administrators are thinking about giving drug tests to prospective employees.

Issue: Education

Date: 2/27/08

Program: News 10:30 PM

Title: PHEAA Freezes New College Loans

Length: :44

The Pennsylvania Higher Education Assistance Agency -- PHEAA -- says it will suspend all new student loans beginning March seventh. That means hundreds of college students in our area will be looking for new lending partners.

Issue: Education

Date: 3/04/08

Program: News 5:30 AM

Title: State Budget and Education

Length: :22

Governor Ed Rendell's proposal to increase funding to school districts in need was taken to task in Harrisburg yesterday. State Education Secretary Gerald Zahorchak was questioned by State House Republicans about the plan.

Issue: Education

Date: 3/14/08

Program: News 10:00 PM

Title: Lehigh University Offers Free Tuition

Length: 1:45

Lehigh University says it wants to make a college education more affordable. The school is completely overhauling its financial aid program to help ease the burden for some low income students.

Issue: Education

Date: 3/25/08

Program: News 10:30 PM

Title: School Officials Discuss No Child Left Behind

Length: 2:20

It's a federal mandate for education. But the one-size-fits-all approach of the No Child Left Behind law has been challenged and it's been stretched since it was enacted in 2002. Tonight, education leaders discussed Pennsylvania's attempt to find a better fit for schools.

Issue: Government

Date: 1/01/08

Program: News 6:00 AM

Title: Freedom of Information Act

Length: :39

The last bill of the year to be signed into law will give the public more access to information about what the government is doing. President Bush signed a bill yesterday that strengthens the Freedom of Information Act.

Issue: Government

Date: 1/16/08

Program: News 7:00 AM

Title: New Berks Commissioners Abandon Project

Length: :59

The County commissioners say they are considering pulling the plug on the money needed to build the River Place Amphitheater. The project needs money from both the county and the City of Reading to qualify for a state grant.

Issue: Government

Date: 1/30/08

Program: News 5:30 PM

Title: RoboCalls Bill Passes Committee

Length: :20

Under a bill approved unanimously by the Senate State Government Committee... automated telephone calls, or "robocalls," from political candidates, organizations and parties will be prohibited to people who specify that they don't want 'em.



Issue: Government

Date: 2/07/08

Program: News 10:00 PM

Title: Merck Settles with Government

Length: :27

Drug-maker Merck will pay 671-million dollars to settle a case over rebates and marketing. The case involves the New Jersey-based company's two biggest drugs, Vioxx and Zocor.

Issue: Government

Date: 2/12/08

Program: News 10:30 PM

Title: Open Records Law Clears Senate

Length: :19

Governor Rendell says he'll sign a measure that seriously revamps the state's open records law. The Senate OK'd changing the law today.

Issue: Government

Date: 2/25/08

Program: News 12:00 PM

Title: Governors Meeting with President Bush

Length: :50

U-S Governors are demanding funds for the country's roads, bridges, and water systems. It's the last day of the National Governor's Association winter session.

Issue: Government

Date: 3/05/08

Program: News 5:30 AM

Title: FDA Drug Approval Investigated

Length: :27

The Government Accountability Office is looking into whether a pair of drugs were approved too quickly. The investigation involves the diabetes pill Avandia and the cholesterol drug Vytarin.

Issue: Government

Date: Date: 3/11/08

Program: News 5:00 PM

Title: Primary Showdown

Length: 1:57

Suddenly Pennsylvania's the place to be for the Democrats who want to be president. And here's the \*proof\*---Both candidates were in the area today. And it looks like we're going to be seeing a lot of them in the weeks to come.

Issue: Government

Date: 3/25/08

Program: News 5:00 PM

Title: Social Security, Medicare Annual Assessment

Length: :21

Speaking of money concerns... the future security of America's young people is at stake. The trustees watching over our government benefit programs released a grim forecast today.

Issue: Elderly

Date: 1/09/08

Program: News 5:00 PM

Title: Voter ID in Illinois

Length: :24

The Supreme Court is taking up an Indiana law today that requires voters to produce a photo I-D before they can cast a ballot.....Opponents say the law disproportionately affects poor, minority and elderly voters.

Issue: Elderly

Date: 1/14/08

Program: News 5:00 PM

Title: Elderly Woman Killed in Accident

Length: :24

An elderly woman is killed when 3 vehicles collide in Lehigh County. The accident happened this afternoon right in front the entrance to Dorney Park on Hamilton Boulevard.

Issue: Elderly

Date: 1/22/08

Program: News 12:00 PM

Title: Deadly Fire in Berks Cty

Length: :21

An elderly woman is killed in a house fire near the Berks -Lancaster County border.

Issue: Elderly

Date: 2/06/08

Program: News 10:30 AM

Title: Senate Blocks Addition to Economic Stimulus

Length: :29

An attempt to add 40- billion dollars to an economic stimulus package has been blocked in the Senate.... Specifically: the elderly, disabled veterans and the unemployed.

Issue: Elderly

Date: 2/11/08

Program: News 6:00 PM

Title: Northampton County Man Charged

Length: :35

An elderly man remains hospitalized a day after police say his caretaker lit his house on fire.

Issue: Elderly

Date: 2/21/08

Program: News 10:30 PM

Title: Elderly Woman Assaulted

Length: :48

Authorities are looking for the guy who, they say, assaulted an elderly woman and stole her purse in broad daylight.

Issue: Elderly

Date: 3/14/08

Program: News 5:00 PM

Title: 90 Year Old Line Dancer

Length: :35

We now want to introduce you to Harry Trevana of Allentown, the coolest 90-year-old you'll ever meet. Harry and his posse line dance at the "The Mixx Nightclub" in Allentown each Wednesday.

Issue: Elderly

Date: 3/18/08

Program: News 12:00 PM

Title: Man Accused of Raping Elderly Woman

Length: :19

A new report says 10-million baby boomers will get Alzheimers in their lifetime. The study is being released by the Alzheimer's Association.

Issue: Elderly

Date: 3/24/08

Program: News 5:00 PM

Title: Grant for YWCA Adult Services

Length: :31

A local YWCA gets a grant to continue its services for the elderly. State Senator Pat Browne presented the YWCA of Bethlehem's Adult Day Services Center a check for \$10,000 dollars today.

### **30 Minute Locally Produced Programming Examples:**

Issue: Government

Date: 1/07/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Puffin in Public: Should PA Ban Smoking in Public Places?

Issue: Government

Date: 1/21/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: One-on-One with Attorney General Tom Corbett

Issue: Health

Date: 1/28/08

Time: 6:30 PM

Program: Talk With Your Doctor

Length: 30 Minutes

Topic: General Health

Issue: Economy

Date: 1/28/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Turning Allentown Around

Issue: Health

Date: 2/04/08

Time: 6:30 PM

Program: Talk With Your Doctor

Length: 30 Minutes

Topic: Orthopedics/Winter Injuries

Issue: Business

Date: 2/04/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Sentencing Prisoner to Death – Good Business Decision or Waste of Taxpayer Money?

Issue: Health  
Date: 2/11/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Women and Heart Disease

Issue: Government  
Date: 2/11/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Iraq: Should We Stay or Go?

Issue: Health  
Date: 2/18/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Digestive Disorders

Issue: Government/Economy  
Date: 2/18/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Tolling I-80 or Leasing the Turnpike-How Will We Pay to Fix Our Roads and Bridges?

Issue: Health  
Date: 2/25/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Emerging Infections

Issue: Government/Economy  
Date: 2/25/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Affirmative Action: Good or Bad for Lehigh Valley Businesses?

Issue: Health  
Date: 3/03/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Lung Cancer

Issue: Government  
Date: 3/03/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: One-on-One with Senator Bob Casey

Issue: Health  
Date: 3/10/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Autism

Issue: Government  
Date: 3/10/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Electronic Voting Machines: The Next Step or a Great Threat?

Issue: Health  
Date: 3/17/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Stroke

Issue: Government  
Date: 3/17/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Sentencing Prisoner to Death – Good Business Decision or Waste of Taxpayer Money?

Issue: Health  
Date: 3/24/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Cancer Surgery

Issue: Government  
Date: 3/24/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Blogging in the Lehigh Valley

Issue: Health  
Date: 3/31/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Stroke

Issue: Business/Economy  
Date: 3/31/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Passenger Rail in the Lehigh Valley-Good Business Sense or will Taxpayers be Railroaded?

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**News Programming Examples:**

Issue: Health

Date: 4/03/08

Program: News 5:00 PM

Title: New Warnings Added to Flu Drug's Label

Length: :22

A flu-fighter is coming with a new warning label on the bottle. Users of the drug Relenza will now be told about possible side effects that include seizures, hallucinations and delirium.

Issue: Health

Date: 4/09/08

Program: News 12:00 PM

Title: Blood Thinner Linked to Deaths

Length: :24

The Food and Drug Administration says deaths linked to a tainted blood thinning drug have tripled. Health officials say at least 62 deaths have been tied to Heparin.

Issue: Health

Date: 4/18/08

Program: News 7:00 AM

Title: Mold Controversy in Elementary School

Length: 1:08

A town hall meeting was held last night to discuss the discovery of mold at George Wolf Elementary School last week. The district says the EPA has done numerous air quality tests at the school...but found nothing until now.

Issue: Health

Date: 5/01/08

Program: News 6:00 AM

Title: Rendell's Prescription Plan for PA

Length: :23

Pennsylvania Governor Ed Rendell is also talking about health care in the Lehigh Valley. He will be at Sacred Heart Hospital in Allentown this afternoon to help kick off Cover the Uninsured Week.

Issue: Health

Date: 5/14/08

Program: News 12:00 PM

Title: Prescription Pill Use

Length: :19

A new study says more Americans are popping pills than ever before. The survey by Medco Health Solutions says more than half of all insured Americans are taking prescription medications for chronic health problems.

Issue: Health

Date: 5/28/08

Program: News 5:00 PM

Title: Child Obesity Epidemic Over?

Length: :22

The battle of the bulge may have hit a critical crossroads in kids. New figures show America's childhood obesity problem may be bottoming out.

Issue: Health

Date: 6/02/08

Program: News 5:00 PM

Title: Childhood Cancer

Length: :27

A new study says childhood cancer cases in the U-S are most common in the Northeast. The pediatric cancer rate in the area is 179 cases per million children.

Issue: Health

Date: 6/10/08

Program: News 5:00 PM

Title: Study: Exercise Helps Ward Off Addiction

Length: :23

Hitting the gym may help you kick a bad habit. A new study finds that working out may help prevent drug or alcohol addiction.

Issue: Health

Date: 6/19/08

Program: News 6:00 PM

Title: Tainted Tomatoes

Length: :24

State Health officials say two people in our area came down with cases of salmonella from tainted tomatoes.

Issue: Crime/Public Safety

Date: 4/01/08

Program: News 6:00 AM

Title: Teenager Shot Near Reading Murder Scene

Length: :32

A teenager is sent to the hospital after being shot in Reading ... just a few blocks away from the scene of another gun crime. Police say Luis Rivera is recovering from gunshot wounds to his arm and leg after police say 2 men with masks opened fire on him and a group of people he was with.

Issue: Crime/Public Safety

Date: 4/15/08

Program: News 5:30 PM

Title: Air Quality Monitoring Website

Length: :37

People in Berks County now have a way to check on the air quality around them. Officials from the Pennsylvania Institute on Children's Environmental Health stopped by the County Commissioners workshop this morning.

Issue: Crime/Public Safety

Date: 4/28/08

Program: News 10:00 PM

Title: Allentown Surveillance Cameras

Length: :20

Allentown now has more eyes in the sky. Seven new crime cameras are watching over the city's Transportation Center. The new additions bring the city's number of cameras to 25 with plans to expand to 100 by summer's end.

Issue: Crime/Public Safety

Date: 5/01/08

Program: News 10:30 PM

Title: Authorities Make Arrest in Double Murder

Length: 2:24

Police say it was a stormy relationship that ended with a woman and her young daughter dead. Tonight more than a year later the ex-boyfriend is behind bars charged with those murders.

Issue: Crime/Public Safety

Date: 5/19/08

Program: News 10:00 PM

Title: Easton Guardian Angels Graduation

Length: :23

Crime-fighting community members in Easton have now completed their training. The city's Guardian Angels made their chapter official tonight. 15 members of the group graduated tonight at Easton's Community Center.

Issue: Crime/Public Safety

Date: 5/27/08

Program: News 6:00 PM

Title: Two Allentown Murders Connected

Length: 1:56

Allentown Police say two recent murder cases are connected. Just a few hours ago.. police and the district attorney announced the arrests of three people in the death of 22-year-old Jimmy Ortiz.

Issue: Crime/Public Safety

Date: 6/03/08

Program: News 5:30 PM

Title: Crime Numbers Up in Reading

Length: :51

Crime was the topic of a meeting in Reading last night. Police Chief Bill Heim updated City Council on 2008 crime statistics.

Issue: Crime/Public Safety

Date: 6/17/08

Program: News 12:00 PM

Title: Easton Summer Nights Begins

Length: :45

The temporary restriction on kids over 14 at two of Easton's parks didn't apply at Centennial Park Monday night.... Summer nights is part of the city's weed and seed program designed to keep kids away from drugs and crime.

Issue: Crime/Public Safety

Date: 6/30/08

Program: News 5:30 PM

Title: Crime of the Week: Bank Robbery

Length: :22

This week's Crime Alert Crime of the Week is a bank robbery in Muhlenberg Township. Police say a masked man robbed the Fleetwood Bank in the 44-hundred block of Kutztown Road one week ago.

Issue: Education

Date: 4/01/08

Program: News 10:00 PM

Title: New Charter School

Length: :52

New doors to learning will soon be open in Lehigh County. The Thomas Paine Charter School is coming to Catasauqua. The school will be based on the Core Knowledge curriculum.

Issue: Education

Date: 4/10/08

Program: News 10:00 PM

Title: Number of International Students on the Rise

Length: 2:06

Studying abroad. A popular choice for many college students. A growing number of international students are giving an American education a passing grade

Issue: Education

Date: 4/26/08

Program: News 6:00 PM

Title: Bush Calling for College Loan Relief

Length: :46

President Bush is promising to help students who cannot get college loans because of the credit crunch.

Issue: Education

Date: 5/07/08

Program: News 5:30 PM

Title: Play and Learn Center Opens in Reading

Length: :18

Kids were having a good time with their folks today in Reading, all in the name of education. It's part of the Play and Learn program at the Christ Lutheran Church.

Issue: Education

Date: 5/13/08

Program: News 10:00 PM

Title: PA Dept of Education Makes Transferring Easier

Length: :33

A new web site is making the school switch a little easier for college students in Pennsylvania. The Department of Ed says students can use the Pennsylvania Transfer and Articulation Center to search for transferable courses.

Issue: Education

Date: 5/29/08

Program: News 10:30 PM

Title: Governor New School Funding Plan

Length: :54

Governor Rendell is asking the state legislature to approve his proposed school funding bill....Rendell's plan would provide school districts with 2.6 billion dollars in resources over six years.

Issue: Education

Date: 6/01/08

Program: News 6:00 PM

Title: Education Rally

Length: :31

Pennsylvania homeowners who are tired of school property taxes are heading to Harrisburg tomorrow. Supporters of the Pennsylvania Taxpayers Cyber Coalition- also known as PTCC- are boarding buses in the morning and plan to rally at the rotunda from 11 to noon.

Issue: Education

Date: 6/10/08

Program: News 10:00 PM

Title: School Officials Endorse Rendell's Plan

Length: :45

Local school and elected officials gave a push for long-term education funding in Harrisburg today. They're in support of a plan to pump 2-point-6 billion dollars into Pennsylvania schools. That money would shift to needy schools across the state.

Issue: Education

Date: 6/26/08

Program: News 5:00 PM

Title: Math Teachers Poorly Prepared

Length: :30

Turns out your child's teacher may need some tutoring in the math department. A new study from the National Council on Teacher Quality says elementary-school teachers are poorly prepared in the subject.

Issue: Government

Date: 4/01/08

Program: News 5:30 PM

Title: Congress Grills Big Oil in D.C.

Length: :43

The rising cost of gas has some Americans scratching their heads and others clenching their wallets. But today the government stepped in and threw Big Oil on the hot seat.

Issue: Government

Date: 4/21/08

Program: News 10:00 PM

Title: Bush Chooses SBA Administrator

Length: :42

Democrats are singing the praises of President Bush's new pick to head the federal housing agency. Mr. Bush has chosen Steven Preston to take over the Department of Housing and Urban Development.

Issue: Government

Date: 4/29/08

Program: News 5:00 PM

Title: Pres Bush on the Economy

Length: 1:30

President Bush is calling on Congress to do more to aid the ailing economy. But some congressional Democrats say the President is out of touch.

Issue: Government

Date: 5/02/08

Program: News 5:30 PM

Title: Job Figures

Length: :25

According to a government report, job losses aren't as bad as we may have thought. The U.S. Labor Department says there was a net loss of 20,000 jobs in April.

Issue: Government

Date: 5/15/08

Program: News 5:30 AM

Title: Oil Bill Passes in Congress

Length: :33

The president will have a new bill in his in box to look over when he gets back to Washington. Congress has passed a measure directing him to call a temporary halt to oil shipments into the government's emergency reserve.

Issue: Government

Date: 5/31/08

Program: News 6:00 PM

Title: US Govt Criticizing Myanmar

Length: :31

The Myanmar government is falling under harsh criticism this week following that devastating cyclone. Defense Secretary Robert Gates is condemning military officials there.

Issue: Government

Date: 6/03/08

Program: News 7:00 AM

Title: McCain Town Meeting

Length: :30

The man waiting for the winner of the Democratic race is ready to officially kick off his presidential campaign.

Issue: Government

Date: 6/16/08

Program: News 6:00 PM

Title: NJ Budget Deal Reached

Length: :21

Legislative leaders say they have reached a budget agreement with the governor. The deal means there will be no shutdown of state government like the one back in 2006.



Issue: Government

Date: 6/26/08

Program: News 6:00 AM

Title: E-mail Scam Warning

Length: :28

Pennsylvania's top law enforcement official says there's a new e-mail scam involving economic stimulus checks from the government.

Issue: Elderly

Date: 4/01/08

Program: News 5:30 AM

Title: Hillary Clinton in Harrisburg

Length: 1:41

Obama's competition is also working hard to reach the voters of the Keystone State. Hillary Clinton continued her "Solutions for America" tour with a stop in Harrisburg yesterday..... Clinton promised 100 billion dollars in middle class tax relief per year. Including everything from student aid, health and elderly care to saving for retirement.

Issue: Elderly

Date: 4/07/08

Program: News 6:00 AM

Title: Elderly Couple Killed in Accident

Length: :24

An elderly couple is dead after an accident in Hunterdon County, New Jersey and police are looking for witnesses.

Issue: Elderly

Date: 4/24/08

Program: News 10:00 PM

Title: Nursing Home Worker Faces Charges

Length: :29

An attendant at a local nursing home is facing charges after police say he assaulted an elderly resident. Police say James Brown, Junior got into a verbal confrontation with the 92-year-old man at the county-run Gracedale Nursing Home in Northampton County.

Issue: Elderly

Date: 5/02/08

Program: News 10:00 PM

Title: Woman Dies After Being Kidnapped by Son

Length: 1:50

An elderly woman has died just days after police say she was kidnapped by her own son. They say her son took her against her will from her nursing home in Schuylkill County.

Issue: Elderly

Date: 5/28/08

Program: News 5:00 PM

Title: Seniors Break Sweat for Fitness

Length: :19

Local seniors are breaking a sweat. Country Meadows in Bethlehem and Phoebe Terrace in Allentown observed the 15th Annual Senior Health and Fitness Day.

Issue: Elderly

Date: 5/28/08

Program: News 5:30 PM

Title: Senior Health Fitness Day

Length: :24

As one gets up there in age it's always a good idea to try and stay active. That was the main message at the 13th annual Senior Health and Fitness Day at Gring's Mill today. Berks Encore sponsors the day.

Issue: Elderly

Date: 6/02/08

Program: News 10:00 PM

Title: Rendell Wants to Expand Seniors' Drug Prescription Coverage

Length: :28

A caregiver is charged with neglecting an elderly woman in Warren County, New Jersey. Police in Belvidere arrested 46-year-old Gwendolyn Chambers of Elizabeth, New Jersey Friday. They took her into custody after a verbal dispute between Chambers and the 86-year-old woman she was taking care of.

Issue: Elderly

Date: 6/13/08

Program: News 10:00 PM

Title: 85-Year-Old Woman Graduates from High School

Length: 1:44

A Warren County, New Jersey great-grandmother walked across the stage and got her high school diploma... almost 70 years after she was in school.

Issue: Elderly

Date: 6/27/08

Program: News 5:00 PM

Title: Seniors World Series

Length: :40

Senior citizens in Allentown got a chance to play ball today. Residents of the "Phoebe Home Nursing and Rehab" took part in a mock game. With "Ferrous," the Iron Pigs mascot by their side, the residents hit the bat while junior volunteers ran bases for them.

### **30 Minute Locally Produced Programming Examples:**

Issue: Health  
Date: 4/07/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Advanced Directives

Issue: Business  
Date: 4/07/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: How Much is Electricity Worth to You?

Issue: Health  
Date: 4/14/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Overactive Bladder

Issue: Government  
Date: 4/14/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Electronic Voting Machines and America Democracy: The Next Step or a Great Threat?

Issue: Health  
Date: 4/21/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Arthritis

Issue: Government/Democrat  
Date: 4/21/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: One-on-One with Presidential Candidate Hillary Clinton

Issue: Government  
Date: 4/22/08  
Time: 9:00 PM  
Program: 69 News Election Central  
Length: 2 to 3 Hours  
Topic: Election Results and Wrap-up of the Winners and Losers

Issue: Health  
Date: 4/28/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: High Risk Pregnancy

Issue: Economy  
Date: 4/28/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Our Turbulent Economy

Issue: Health  
Date: 5/05/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Common Eye Problems

Issue: Economy  
Date: 5/05/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Bridging PA and NJ...It's More than Steel.

Issue: Government  
Date: 5/12/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Electronic Voting Machines and America Democracy: The Next Step or a Great Threat?

Issue: Government/Economy  
Date: 5/19/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Should the Private Sector Control PA Liquor Sales?

Issue: Government/Economy  
Date: 5/26/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Freight Rail-Is Government Intervention the Answer to Getting You Your Goods?

Issue: Economy  
Date: 6/02/08 & 06/23/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Affordable Housing in the Lehigh Valley and Beyond: Fact or Fiction?

Issue: Economy  
Date: 6/09/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: What Chance Does Your #1 Issue Have at Being Resolved in Harrisburg?

Issue: Gun Control  
Date: 06/16/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Gun Control: Good for Society or Government Intrusion?

Issue: Education/Government  
Date: 06/30/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Should English be America's Official Language?

Maranatha Broadcasting Company, Inc.

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

3rd Quarter 2008, Programs / Issues List

WFMZ-TV takes its commitment to serve the local community seriously and provides many avenues for that service. WFMZ-TV produces 74 live half-hours of original local news each week that air on WFMZ-TV 69.1. This totals over 481 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 live 11PM Spanish-language newscast each weeknight. In addition to our local newscasts on WFMZ-TV, we also provide the local community with news and information on [wfmz.com](http://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 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](http://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 primetime 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 current three-month period 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: 7/01/08

Program: News 8:00 AM

Title: Cell Phones and Cancer

Length: 2:08

It's common to see teenagers glued to their cell phones. But can staying connected too long cause health problem for growing children? WFMZ's Nancy Werteen takes a closer look in today's Connect with Kids.

Issue: Health

Date: 7/08/08

Program: News 7:00 AM

Title: Murphy on Post Traumatic Stress Disorder

Length: :40

A Congressman from our area is trying to help Iraq war veterans deal with post traumatic stress disorder.

Issue: Health

Date: 7/23/08

Program: News 12:00 PM

Title: First Human Case of West Nile

Length: :24

State health officials say a woman in Montgomery County is recovering from a case of West Nile Virus. They say the 27-year-old is out of the hospital, and is expected to recover.

Issue: Health

Date: 8/02/08

Program: News 10:00 PM

Title: AIDS

Length: :33

According to a new report officials have been underestimating the number of new H-I-V infections in the United States.

Issue: Health

Date: 8/12/08

Program: News 5:00 PM

Title: Running Slows Aging

Length: :20

If weight can't really tell us everything about health, how about running? New research from Stanford suggests that regular running slows the effects of aging.



Issue: Health

Date: 8/28/08

Program: News 5:00 PM

Title: Aging Skin

Length: :55

Sunbathing may give you a nice summer glow. But it could put a wrinkle in your plans to keep your skin looking young.

Issue: Health

Date: 9/04/08

Program: News 5:00 PM

Title: Dirty Air

Length: 1:03

The heat of the summer combined with dirty air can have a significant impact on children. In this week's Health Beat WFMZ's John Derr has some advice on how to help your kids breathe easier.

Issue: Health

Date: 9/11/08

Program: News 5:00 PM

Title: Vocal Cords

Length: 1:13

The muscles in your arms and legs may need a good stretch after a work-out. Turns out your vocal muscles may also need some attention.

Issue: Health

Date: 9/25/08

Program: News 5:00 PM

Title: Interval Walking

Length: 1:11

Boredom can derail even the most determined dieters. But something as simple as walking with a twist can get you back on track.

Issue: Crime/Public Safety

Date: 7/02/08

Program: News 10:00 PM

Title: New Community Relations Office Added

Length: :26

Allentown City Council made a call for change tonight in police department staffing. Council members moved to take away a lieutenant position from the force and replace it with a captain.

Issue: Crime/Public Safety

Date: 7/15/08

Program: News 10:00 PM

Title: Murders Prompt Monroe County Crime Watch

Length: 1:21

Steven Santillo's murder and another murder several months ago on the same road are moving a community into action. People in Chestnuthill Township want to be the new watchdogs.

Issue: Crime/Public Safety

Date: 7/25/08

Program: News 6:00 AM

Title: Customer Shot During Armed Robbery

Length: 1:35

A shooting at a Berks County Pizza shop sends one man to the hospital, and the men police say are responsible are still on the loose.

Issue: Crime/Public Safety

Date: 8/05/08

Program: News 5:30 PM

Title: National Night Out

Length: :28

Police across the country work tirelessly everyday to fight crime. Tonight they're pausing for a few minutes to meet the people they serve.

Issue: Crime/Public Safety

Date: 8/15/08

Program: News 12:00 PM

Title: Lehigh Valley Crime Center Plans Computer Network to Fight Crime

Length: :42

Police across the Lehigh Valley may one day fight crime without worrying about boundary issues. The Lehigh Valley Crime Center is a proposed computer network that would pool intelligence information among law enforcement agencies in Lehigh and Northampton Counties.

Issue: Crime/Public Safety

Date: 8/27/08

Program: News 10:00 PM

Title: Easton Prostitution Crackdown

Length: 1:54

Easton's Mayor Sal Panto is taking his "Clean and Safe" campaign to another level. In an undercover prostitution sting - Easton collected nine "john's" and their cars, in the past two weeks.

Issue: Crime/Public Safety

Date: 9/02/08

Program: News 5:00 PM

Title: Northampton County Drug Busts

Length: :36

They say crime doesn't pay but apparently it can help the community in some way Today Northampton County District Attorney John Morganelli announced the latest numbers from the county's Drug Forfeitures Program. It takes away money and property from drug dealers and puts them back in the community.

Issue: Crime/Public Safety

Date: 9/15/08

Program: News 5:00 PM

Title: Allentown Police Release Surveillance Photos

Length: :22

Police in Allentown want to find out more about this man. They say he robbed a gas station in the city last week.

Issue: Crime/Public Safety

Date: 9/30/08

Program: News 10:00 PM

Title: Rendell Calls for New Parole Guidelines

Length: :24

And that has prompted an order by Governor Ed Rendell freezing paroles in Pennsylvania. Rendell says he's not allowing the early release of state prison inmates until the parole system is reviewed.

Issue: Education

Date: 7/01/08

Program: News 5:30 AM

Title: Bush Signs War Funding Bill

Length: :49

A bill that will provide enough money to carry out military operations beyond President Bush's tenure is signed sealed and delivered. .... The bill also provides education benefits for veterans.

Issue: Education

Date: 7/14/08

Program: News 7:00 AM

Title: Obama Gets Teachers Endorsement

Length: :42

The nation's second largest teachers union gives high marks to the presumed Democratic presidential nominee. Barack Obama picked up the endorsement of the American Federation of Teachers this weekend.

Issue: Education

Date: 7/18/08

Program: News 12:00 PM

Title: Tuition Hike at State Universities

Length: :24

Parents and students look out. The cost of higher education at some Pennsylvania schools just went up.

Issue: Education

Date: 8/07/08

Program: News 5:30 PM

Title: Online Learning

Length: 2:31

In just a few weeks college kids will be moving back to the dorms ready to start a new semester. But part of the population will take college classes without ever leaving home.

Issue: Education

Date: 8/12/08

Program: News 6:00 PM

Title: State Takes Closer Look at Graduation Exams

Length: :20

Pennsylvania education officials are taking a closer look at high school graduation exams. They want to know whether tests given by school districts adequately measure students' readiness for college and the work force.

Issue: Education

Date: 8/27/08

Program: News 7:00 AM

Title: Reading School District Growth

Length: 1:48

Students of Reading's newest school will still have to wait a few weeks to break in the new digs ... but improvements to Milmont Elementary are going smoothly.

Issue: Education

Date: 9/01/08

Program: News 10:00 PM

Title: Souderton Teachers Possible Strike

Length: 2:25

Teachers in Souderton, Montgomery County are preparing to hit the picket lines tomorrow morning.

Issue: Education

Date: 9/09/08

Program: News 7:00 AM

Title: Teaching Youngsters About Money Management

Length: 1:53

Some students in Berks County are getting real-life financial lessons... inside their school.

Issue: Education

Date: 9/26/08

Program: News 5:00 PM

Title: Whitehall High School Expansion Project

Length: :23

The Whitehall School District is showing off part of its 40-million dollar expansion project. Last night.. the high school dedicated its new gym and other facilities.

Issue: Government

Date: 7/04/08

Program: News 10:00 PM

Title: Governor Rendell Signs State Budget

Length: :55

While lots of folks picnicked and partied - state lawmakers were hard at work in Harrisburg today. They've passed the state budget... and Governor Rendell proceeded to sign it.

Issue: Government

Date: 7/08/08

Program: News 12:00 PM

Title: New Government Crash Tests

Length: :26

The Federal government is expected to unveil improvements to its auto crash test program. The safety ratings currently grade on a scale of 5 stars.

Issue: Government

Date: 7/26/08

Program: News 6:00 PM

Title: Housing Bill Passes Senate

Length: :26

He may have some reservations.. but President Bush is set to sign off on the latest housing rescue bill.

Issue: Government

Date: 8/01/08

Program: News 6:00 AM

Title: Economy Still Doing Okay

Length: :35

The government says economic stimulus checks sent out earlier this year have helped boost the economy in the second quarter.

Issue: Government

Date: 8/15/08

Program: News 6:00 PM

Title: Steep Fines Possible

Length: :54

This week marks the 5th anniversary of the massive power outage in the Northeast. But, there's now a law in place to reduce the chances of it happening again..... So, last year, the federal government started enforcing a law that requires power companies to trim trees near transmission lines.

Issue: Government

Date: 8/26/08

Program: News 5:30 AM

Title: Cindy McCain Heading to Georgia

Length: :26

While Barack Obama's wife took the spotlight in Denver, John McCain's wife got on a plane and headed overseas. Cindy McCain traveled to the former Soviet republic of Georgia yesterday.

Issue: Government

Date: 9/01/08

Program: News 8:00 AM

Title: Bush on Gustav Preps

Length: :50

Officials in Washington are determined to avoid a repeat of the disaster of Hurricane Katrina. President Bush and Vice President Cheney both cancelled their scheduled appearances at the Republican National Convention in Minnesota to focus on overseeing the relief efforts along the Gulf Coast.

Issue: Government

Date: 9/08/08

Program: News 10:00 PM

Title: Feds Take Over Fannie Mae and Freddie Mac

Length: :26

The government is hoping its takeover of two mortgage giants will help dissolve the housing crisis. Federal officials took control of Fannie Mae and Freddie Mac over the weekend.

Issue: Government

Date: 9/17/08

Program: News 5:00 PM

Title: Treasury to Auction Debt for Fed

Length: :18

The Federal Reserve is also getting some help with its debt. The US Treasury Department will begin selling bonds for the central bank.

Issue: Elderly

Date: 7/02/08

Program: News 5:00 PM

Title: Buskirk Sentencing

Length: :24

A man who pleaded guilty to raping and robbing an elderly woman in Bethlehem will spend the next 10 to 20 years in state prison.

Issue: Elderly

Date: 7/16/08

Program: News 5:30 AM

Title: Congress Overrides Bush Veto of Medicare

Length: :29

Lawmakers in Congress have voted to override a veto of a bill protecting doctors from a pay cut for treatment of Medicare patients.... He says the bill will lead to reduced spending on private health plans that serve the elderly and the disabled.

Issue: Elderly

Date: 7/23/08

Program: News 10:00 PM

Title: Nursing Home Evacuation

Length: :31

Residents at two Northampton County nursing homes had to be evacuated today. Two separate incidents. First, a fire broke out shortly before 10:30 at the Manor Care Nursing Home in Bethlehem Township.

Issue: Elderly

Date: 8/08/08

Program: News 5:00 PM

Title: Woman Celebrates 107<sup>th</sup> Birthday

Length: :30

Talk about the big one, when it comes to birthday celebrations they don't get much bigger. Sallie Ebert of Allentown turned 107 years old today.

Issue: Elderly

Date: 8/18/08

Program: News 6:00 PM

Title: Judge Accepts Confession

Length: :17

A judge in New Jersey will accept confessions from two men accused of murdering an elderly woman.

Issue: Elderly

Date: 8/26/08

Program: News 5:30 PM

Title: Meals on Wheels Honor Volunteers

Length: :26

Every weekday, one-hundred-80 elderly and disabled people in Montgomery County eat two meals courtesy of the Meals on Wheels program.

Issue: Elderly

Date: 9/09/08

Program: News 500 PM

Title: Insurance Agent Accused of Scamming Senior Citizens

Length: :38

The State Attorney General says a Lehigh County man scammed senior citizens out of thousands of dollars. Today, authorities arrested 54 year old Thomas Serfass. He's accused of robbing 25 seniors of a combined 676-thousand dollars.

Issue: Elderly

Date: 9/09/08

Program: News 10:00 PM

Title: Senior Citizens and Scams

Length: 1:40

So what can senior citizens do to prevent this from happening to them?..... 76-year-old Annetta Oswald bakes apple pies in her kitchen - these desserts are now her bread and butter. She recently lost close to 50-thousand dollars, part of Thomas Serfass's scam to rip off elderly clients using false investment plans.

Issue: Elderly

Date: 9/12/08

Program: News 6:00 PM

Title: Former Pastor Accused

Length: 2:17

Investigators say former pastor Paul Marmon of South Whitehall Township targeted a teenager from Montgomery County by pretending to be someone he wasn't online.... Reportedly using the screen name "Allentownhotguy" the 62-year-old is accused of posing as a 19-year-old and using the Internet to contact and sexually proposition a 15-year-old Montgomery County girl.



### **30 Minute Locally Produced Programming Examples:**

Issue: Education

Date: 07/07/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: School Vouchers: Does Your Child Deserve the Choice?

Issue: Government

Date: 07/14/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: One-on-one with Pat Toomey

Issue: Gay Rights

Date: 07/21/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Gay Marriage: Civil Rights or Social Threat

Issue: Economy

Date: 07/28/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: How is the LVEDC Making a Difference in Your Lehigh Valley?

Issue: Education

Date: 08/11/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: One-on-One with PA Education Secretary Zahorchak

Issue: Government/Economy

Date: 08/18/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: The State of our Cities: An In-Depth Look at our Urban Cores

Issue: Government  
Date: 08/25/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Should the Private Sector Control PA Liquor Stores?

Issue: Economy  
Date: 09/01/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Our Turbulent Economy

Issue: Gun Control  
Date: 09/08/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Gun Control: Good for Society or Government Intrusion?

Issue: Health  
Date: 09/15/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Heart Attacks: Predictable or Preventable?

Issue: Government  
Date: 09/15/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Electronic Voting Machines and American Democracy: The Next Step or a Great Threat?

Issue: Health  
Date: 09/22/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Prostate Cancer

Issue: Economy

Date: 09/22/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Affirmative Action: Good or Bad for Lehigh Valley Businesses?

Issue: Health

Date: 09/29/08

Time: 6:30 PM

Program: Talk With Your Doctor

Length: 30 Minutes

Topic: Obesity

Maranatha Broadcasting Company, Inc.

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

4th Quarter 2008, Programs / Issues List

WFMZ-TV takes its commitment to serve the local community seriously and provides many avenues for that service. WFMZ-TV produces 74 live half-hours of original local news each week that air on WFMZ-TV 69.1. This totals over 481 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 live 11PM Spanish-language newscast each weeknight. In addition to our local newscasts on WFMZ-TV, we also provide the local community with news and information on [wfmz.com](http://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 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](http://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 primetime 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 current three-month period 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: 10/02/08

Program: News 5:00 PM

Title: Skin Infection Cases Reported at Local High School

Length: :42

A potentially deadly skin infection has popped up at a high school in Northampton County. The infection is known as MRSA.

Issue: Health

Date: 10/15/08

Program: News 5:00 PM

Title: Bottled Water Contaminants

Length: :26

A new study says bottled water may not be much better than plain 'ol tap water. An environmental advocacy group says tests on leading brands of bottled water have turned up a variety of contaminants.

Issue: Health

Date: 10/24/08

Program: News 7:00 AM

Title: Pocono Medical Center Announces New Trauma Center

Length: 2:04

Trauma patients in the Poconos in need of quick attention will no longer have to be flown to Lehigh Valley Hospital.

Issue: Health

Date: 11/06/08

Program: News 6:00 AM

Title: Allentown Flu Shots Today

Length: :19

Allentown welcomes you to roll up your sleeves to help fight the flu. The Health Bureau is offering free flu shots to everyone 4 years old and up today.

Issue: Health

Date: 11/12/08

Program: News 5:00 PM

Title: Medicare Open Enrollment Begins this Week

Length: :26

Medicare users: It's time to make sure your prescription drug plan is the right fit. Open enrollment for prescription drug coverage begins this weekend.

Issue: Health

Date: 11/27/08

Program: News 5:00 PM

Title: Jaundice Treatment

Length: 1:09

A condition that affects a lot of newborns may not be as harmless as first thought. WFMZ's John Derr explains in this week's Health Beat.

Issue: Health

Date: 12/01/08

Program: News 5:30 PM

Title: Events Mark World AIDS Day

Length: 2:00

Magic Johnson made the epidemic real for many when he announced 17 years ago that he was HIV positive. Today, there are treatments and ways to combat the virus and AIDS but even with all of the education efforts some of the same questions linger.

Issue: Health

Date: 12/17/08

Program: News 10:00 PM

Title: New High Tech Healthcare

Length: :49

Tonight Lehigh County got a hands-on sneak peak at high-tech healthcare. Lehigh Valley Hospital and Health Network held its annual expo this evening.

Community members came out to see what's new for the new year ahead.

They tried their skills at robotic surgery and took a look at the network's new logo.

Issue: Health

Date: 12/31/08

Program: News 10:00 PM

Title: New CDC Study/Secondhand Smoke

Length: :27

A new government study suggests secondhand smoke is even more of a public health threat than previously thought.

Issue: Crime/Public Safety

Date: 10/03/08

Program: News 6:00 AM

Title: Allentown Gun Ordinance

Length: 2:06

An effort to get the guns off the streets of Allentown is being met with resistance.

A new ordinance passed by city council this week requires gun owners to report lost or stolen guns in a timely manner ... but some officials in the area say it's unconstitutional and should not be enforced.

Issue: Crime/Public Safety

Date: 10/17/08

Program: News 6:00 AM

Title: Rape Charges Dropped Against Reading Man

Length: :18

Officials in Monroe County have dropped rape charges against a Reading man. They say Juan Pagan is free of those charges because of inaccurate evidence.

Issue: Crime/Public Safety

Date: 10/30/08

Program: News 5:30 PM

Title: Tires Slashed in Cumru, Spring Twsp

Length: 2:16

Just a few hours after one of the best moments of their lives, dozens of Phillies fans in Berks County woke up to the sound of police knocking at their doors. They were then informed vandals slashed tires on hundreds of cars overnight and even now residents are still coping with the aftermath.

Issue: Crime/Public Safety

Date: 11/03/08

Program: News 6:00 AM

Title: Quinn Case Goes to Trial

Length: :33

Jury selection is expected to get going today in the trial of 2 men accused of participating in the beating death of a Berks County college student.

Issue: Crime/Public Safety

Date: 11/17/08

Program: News 5:30 PM

Title: Crime of the Week: Reading Burglary

Length: :21

This week's crime of the week is a case of burglary and arson in Reading. City police say that on the morning of October 18th someone broke into the Fana Grocery Store in the 300 block of South Eighth Street.

Issue: Crime/Public Safety

Date: 11/25/08

Program: News 12:00 PM

Title: Allentown Crime Statistics

Length: :44

A new report says Allentown is making progress in the fight against crime. The Congressional Quarterly Press study ranks Allentown number 89 on the list of America's most dangerous cities.



Issue: Crime/Public Safety

Date: 12/02/08

Program: News 6:00 AM

Title: Lead Testing in North Whitehall

Length: :49

It seems one Lehigh County community was right to be concerned about its drinking water.

Issue: Crime/Public Safety

Date: 12/15/08

Program: News 7:00 AM

Title: North Whitehall Neighborhood Watch

Length: :53

A crime watch meeting in Lehigh County gets interrupted by news of an attempted burglary. Members of a North Whitehall Township community gathered for a 2nd neighborhood crime watch meeting last night.

Issue: Crime/Public Safety

Date: 12/29/08

Program: News 10:00 PM

Title: Arson Arrest in Carbon County

Length: :51

A Carbon County man who once served as a volunteer firefighter is behind bars tonight charged with a string of arsons.

Issue: Education

Date: 10/01/08

Program: News 7:00 AM

Title: Effect of Economy on College Funding

Length: 1:55

The investment terrain is pretty rocky these days ... and for parents hoping to help fund their children's college education, the clock is ticking.

Issue: Education

Date: 10/16/08

Program: News 6:00 PM

Title: Palisades Teachers Reach Deal

Length: :20

A strike is off the table for teachers in one Bucks County school district. An official with the Pennsylvania State Education Association says the Palisades School District and teachers union have reached a deal.

Issue: Education

Date: 10/23/08

Program: News 6:00 AM

Title: State Schools Budget

Length: :27

Pennsylvania Governor Ed Rendell wants state-owned universities to get in line with state budget cuts.

Issue: Education

Date: 11/07/08

Program: News 5:30 AM

Title: Trump Tower Designer at PSU Berks

Length: 2:12

He comes from Berks County, but it's his work in the Big Apple that makes him world famous. Last night, Der Scutt stopped by the Reading Museum to reminisce.

Issue: Education

Date: 11/18/08

Program: News 6:00 AM

Title: School Redistricting in Easton

Length: 1:41

Parents of students in the Easton Area School district are gathering tonight for the second of 2 meetings on a new plan that could shuffle hundreds of students around.

Issue: Education

Date: 11/20/08

Program: News 10:00 PM

Title: Culinary School Looks to Relocate in Allentown

Length: :43

Some future chefs could soon be crafting Italian concoctions in the Queen City. Today, members of the Genoa Culinary School in Italy checked out a historic mansion on 7th Street in Allentown.

Issue: Education

Date: 12/01/08

Program: News 10:00 PM

Title: NCC Offering Free Education

Length: 1:47

The economic turmoil is especially bitter for people who've lost their jobs in the past year. Now Northampton Community College is offering something valuable to help the job-seekers: up to 12 free credits for one semester.

Issue: Education

Date: 12/22/08

Program: News 5:00 PM

Title: Online Tutoring

Length: 2:28

The benefits of using a school tutor may seem priceless. But the fact is those services do come with a price sometimes, a pretty hefty one. In tonight's Connect with Kids Nancy Werteen explores a new option that's saving families big bucks.

Issue: Education

Date: 12/29/08

Program: News 5:30 PM

Title: Programs Help Families Pay for College

Length: 2:10

As we count down the days left in 2008, time is running out on parents who are looking for ways to save on college.

Issue: Government

Date: 10/01/08

Program: News 5:00 PM

Title: House Bickering

Length: 2:04

There's a lot of fear that the credit crunch will get worse if the government doesn't do something soon.

Issue: Government

Date: 10/10/08

Program: News 10:00 PM

Title: Bush Tries to Calm Nation in Crisis

Length: :57

President Bush is urging Americans to be confident in the government's plans in this time of crisis. Mr. Bush says there is a possibility that the government will buy stakes in some banks to thaw frozen credit markets.

Issue: Government

Date: 10/27/08

Program: News 12:00 PM

Title: Fort Dix Trial

Length: :23

An informant that recorded the suspects in the alleged plot on Fort Dix is expected to take the stand in the trial this week. The government says the infiltration of the informant was the key to the arrest.

Issue: Government  
Date: 11/03/08  
Program: News 6:00 AM  
Title: McCain in Scranton  
Length: :59

The presidential candidates are filling every minute of the last day before the election to talk to as many voters...Before that, his campaign continued the push for Pennsylvania with a visit to Bucks County on Saturday ... and appearances in Delaware County and Scranton yesterday.

Issue: Government  
Date: 11/03/08  
Program: News 6:00 AM  
Title: Obama in Ohio  
Length: :57

Pennsylvania isn't the only battle ground state that's getting a lot of attention. Barack Obama is dropping by 3 different states along the East Coast today.

Issue: Government  
Date: 11/23/08  
Program: News 10:00 PM  
Title: CitiGroup Rescue Plan  
Length: :19

Another bank may need a bailout. The government is weighing a plan to rescue Citigroup Inc.

Issue: Government  
Date: 12/03/08  
Program: News 12:00 PM  
Title: GAO Wants Audit for Bailout Package  
Length: :28

A government audit says the Treasury Department needs to keep a close eye on what banks are doing with their bailout money.

Issue: Government  
Date: 12/16/08  
Program: News 5:00 PM  
Title: Obama Names Pick for Secretary of Education  
Length: :15

It sure beats an apple for the teacher: Barack Obama has asked Arne Duncan to be his education secretary.

Issue: Government

Date: 12/29/08

Program: News 7:00 AM

Title: NJ Budget

Length: :25

Residents in New Jersey could soon get updates on government spending from the comfort of their personal computer. Lawmakers are considering a new bill that will create a user friendly web site to allow residents to see the state's revenues and expenses.

Issue: Elderly

Date: 10/10/08

Program: News 6:00 PM

Title: Woman Pleads Guilty

Length: :25

A woman admits to sparking a fire in Allentown that left 30 people homeless and an elderly man dead.

Issue: Elderly

Date: 10/22/08

Program: News 10:00 PM

Title: Man Rescues Woman for Burning Home

Length: 1:58

An elderly woman is safe tonight thanks to two quick-thinking pizza shop workers. She was inside this home in the 3-hundred block of West Brookdale Street when it burst into flames just after 5:30 PM.

Issue: Elderly

Date: 10/23/08

Program: News 5:00 PM

Title: Man Charged with Investment Fraud

Length: :27

A Lehigh County man charged with bilking the elderly out of big bucks is heading to trial.

Issue: Elderly

Date: 11/04/08

Program: News 5:00 PM

Title: Long-Term Care in Senate Health Bill

Length: :23

Police are investigating a crash that killed an elderly man in Lehigh County. Investigators say 77-year-old Murrill Wisser of Emmaus was driving a car that rear-ended another car hit a concrete barrier and then flipped over.

Issue: Elderly

Date: 11/20/08

Program: News 10:00 PM

Title: Police Shoot Elderly Man in Monroe Cty

Length: 2:04

Police in Monroe County say they were called to a home in Hamilton Township... only to find a shotgun barrel pointed their way. They say they had no choice but to shoot at a troubled elderly man who posed a threat.

Issue: Elderly

Date: 11/26/08

Program: News 10:30 PM

Title: Green Hills Retirement Community

Length: 2;20

From retail to residences now a brand new retirement community is getting ready to open its doors in Cumru Township. But along with a state of the art facility, they're also boasting a boost to the local economy.

Issue: Elderly

Date: 12/08/08

Program: News 5:30 PM

Title: Home Invasion

Length: :50

Police in Berks County are looking for clues in a home invasion robbery that left an elderly woman in the hospital.

Issue: Elderly

Date: 12/10/08

Program: News 5:30 PM

Title: Elderly Couple Scammed

Length: :28

Boyertown Police say an elderly couple have fallen victim to a phone scam... and they've been duped out of nearly ten- thousand dollars.

Issue: Elderly

Date: 12/31/08

Program: News 6:00 AM

Title: Elderly Couple Killed in Berks Crash

Length: :20

An elderly couple is killed when their car collides with a van in Berks County. It happened yesterday afternoon at the intersection of Routes 61 and 662 in Shoemakersville.

### **30 Minute Locally Produced Programming Examples:**

Issue: Health  
Date: 10/06/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: New Cancer Therapies

Issue: Government  
Date: 10/06/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: One-on-one with State Auditor General Jack Wagner

Issue: Health  
Date: 10/13/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Your Body After Baby-Keeping Your Pelvic Health

Issue: Government  
Date: 10/13/08 & 10/20/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Debate between candidates Siobhan Bennett and Charles Dent

Issue: Health  
Date: 10/20/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Breast Cancer

Issue: Health  
Date: 10/27/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Household Emergencies

Issue: Government  
Date: 10/27/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Who Will Get Your Vote in the 136<sup>th</sup> District?

Issue: Health  
Date: 11/03/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Heart Surgery

Issue: Government  
Date: 11/03/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: The Race for PA Attorney General

Issue: Government  
Date: 11/04/08  
Time: 9:00 PM  
Program: 69 News Election Central  
Length: 2 to 3 Hours  
Topic: Election Results and Wrap-up of the Winners and Losers

Issue: Health  
Date: 11/10/08  
Time: 6:30 PM  
Program: Talk With Your Doctor  
Length: 30 Minutes  
Topic: Back Pain

Issue: Government  
Date: 11/10/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: No More Work for PA Legislature in 2008-What's Accomplished?



Issue: Education  
Date: 11/17/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: The Future of Education

Issue: Education  
Date: 11/24/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Is Quality of Education Determined by the Dollars Spent?

Issue: Government  
Date: 12/01/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Will Your Right to a Secret Ballot be Taken from You? Part I

Issue: Government  
Date: 12/08/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Will Your Right to a Secret Ballot be Taken from You? Part II

Issue: Economy  
Date: 12/15/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: What Really Happened to the Real Estate Market and Who's at Fault?

Issue: Economy  
Date: 12/22/08  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: The Economy: How Bad will it Get?

Issue: Government

Date: 12/29/08

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Barack Obama: The Change We Need?