

Maranatha Broadcasting Company, Inc.

WFMZ-TV, Allentown, PA
300 East Rock Road
Allentown, PA 18103
2020 4th Quarter Programs / Issues List

WFMZ-TV takes its commitment to serve the local community seriously and provides many avenues for that service. WFMZ-TV produces 93 live half-hours of original local news each week that air on WFMZ-TV 69.1. This totals over 604 hours of local news, weather, traffic, and sports during each three-month period.

To serve the growing Hispanic community, WFMZ-TV employs a full Hispanic news department, which produces a Spanish-language newscast each weeknight at 11:00PM on 69.1 and 6:30PM on our sister station WDPN-TV channel 2.5 and on another full power TV station.

In addition to our local newscasts on WFMZ-TV, we also provide the local community with news and information on wfmz.com and our Smartphone apps. News is continuously updated throughout the day to serve the needs of the community.

WFMZ-TV programs a 24/7 AccuWeather Channel on our digital channel 69.2. This channel is the go-to place for up-to-the-minute weather forecasts and information. In addition to live traffic/weather cameras and radar maps, every 15 minutes our local meteorologists provide the latest weather information to keep the community informed of changing weather conditions. This channel also has a continuously updated news crawl at the bottom of the screen so viewers can be aware of important national news or breaking local news events that may affect the community.

In addition to extensive daily programming serving the community, WFMZ-TV also provides prime-time exposure for locally-produced programs. One such program, Business Matters, uses the resources of the local 5,000-member Chamber of Commerce to address a wide variety of issues faced by the local community. This weekly 30-minute prime time program has been host to governors, congressional representatives, school board members and other community leaders both inside and outside of government.

Talk With Your Doctor is another 30-minute program that provides medical information to the community. Doctors discuss various physical disorders and take phone calls from viewers with questions. Talk With Your Doctor has been broadcast by WFMZ-TV for over thirty years and is a tremendous asset to local residents needing medical information.

These are just a few of the on-going local programs that address important community issues. WFMZ-TV also airs syndicated programs that also provide viewers with valuable information.

During the most-recent three-month period, WFMZ-TV also aired over 3 hours of programming each week designed to meet the educational and instructional needs of children. More information regarding these programs may be found in our annual Children's Programming Report (FCC Form 398), available at www.fcc.gov.

WFMZ-TV provides substantial support to many local charities and fundraisers through

promotional messages and public service announcements. The promotion WFMZ-TV provides is invaluable to many non-profit organizations in raising much-needed funds for their service to the community. Members of the WFMZ-TV staff serve on many non-profit volunteer boards and organizations throughout the region. WFMZ-TV uses these many connections to understand and better assess the important issues facing the community and serve those needs on an ongoing basis via our news coverage, special programs, documentaries, or promotional support.

Attached is a list of topics that WFMZ-TV has identified as important issues facing the community. These issues were address in local produced news segments as well as in locally-produced 30-minute programs broadcast by WFMZ-TV.

This list is merely representative of a few issues identified by WFMZ-TV as important to the community and the station's typical and illustrative responsive programming. It is not meant to be an all-inclusive list of issues treated in WFMZ-TV's programming or of programs broadcast in response to each issue.

News Programming Examples:

Issue: Health

Date: 10/05/20

Program: News 5:00 AM

Title: Trump Latest

Length: 2:00

This morning President Trump remains hospitalized at Walter Reed Medical Center in Bethesda battling COVID-19.

Issue: Health

Date: 10/15/20

Program: News 8:30 AM

Title: California Deadly Smoke

Length: 0:41

Smoke from California wildfires is proving to be incredibly deadly.

Issue: Health

Date: 10/30/20

Program: News 10:30 PM

Title: Americans Get Less Sleep

Length: 0:25

Finally, tonight, a new survey says Americans' have changed their day-to-day habits in ways that could have serious health implications.

Issue: Health

Date: 11/02/20

Program: News 8:00 AM

Title: New Knee Replacement Surgery

Length: 3:05

For the millions living with the pain and stiffness of osteoarthritis in their knees, there are few effective options short of major joint replacement surgery, which often takes months of recovery.

Issue: Health

Date: 11/18/20

Program: News 5:30 AM

Title: FDA Home Test

Length: 0:45

The FDA is allowing the use of emergency rapid coronavirus tests that can be done at home.

Issue: Health

Date: 11/26/20

Program: News 8:30 AM

Title: PA Covid Alerts

Length: 0:40

If you got a COVID-19 alert on your cell phone yesterday, you're not alone.

Issue: Health

Date: 12/02/20

Program: News 10:00PM

Title: Woman Beats Covid

Length: 1:45

Lehigh Valley Health Network is reflecting on 2020 and it's a year no one in the healthcare industry will soon forget.

Issue: Health

Date: 12/10/20

Program: News 6:00 PM

Title: Pfizer Vaccine Approval

Length: 1:40

An FDA advisory panel has endorsed Pfizer's COVID-19 vaccine.

Issue: Health

Date: 12/16/20

Program: News 4:00 PM

Title: PA NJ Cases

Length: 0:30

Pennsylvania moved back over the 10-thousand mark for new coronavirus cases today.

Issue: Crime/Public Safety

Date: 10/01/20

Program: News 6:00 PM

Title: Saucon Park Shooting Update

Length: 0:26

Meantime three teenagers are now in custody in connection with the shooting on Tuesday that killed a Whitehall High School athlete.

Issue: Crime/Public Safety

Date: 10/07/20

Program: News 12:00 PM

Title: Operation Triple Beam Arrets

Length: 0:25

Reading police have arrested nearly four dozen people accused of violent crimes, including a gang member.

Issue: Crime/Public Safety

Date: 10/27/20

Program: News 10:00 PM
Title: Unrest in Philadelphia
Length: 2:57

The racial unrest continues for a *second night* in Philadelphia following the police shooting death of a black man with a knife.

Issue: Crime/Public Safety
Date: 11/03/20
Program: News 5:00 AM
Title: Reading Homicide
Length: 0:34

The investigation continues into a homicide in Reading we first told you about yesterday.

Issue: Crime/Public Safety
Date: 11/16/20
Program: News 10:00 PM
Title: Hate Crime Spikes
Length: 0:33

Hate crimes across the U-S have risen to the highest level in more than a decade.

Issue: Crime/Public Safety
Date: 11/23/20
Program: News 6:00 AM
Title: Polk Twsp Incident
Length: 0:50

Video from last night shows a car with what appears to be at least two bullet holes in it.

Issue: Crime/Public Safety
Date: 12/01/20
Program: News 8:00 AM
Title: Cosby Hearing Today
Length: 0:43

It was back in 2018 that the disgraced comedian was found guilty of three sex crimes as he defended himself against Andrea Constand.

Issue: Crime/Public Safety
Date: 12/09/20
Program: News 6:00 PM
Title: Porch Pirate Protection
Length: 1:57

With the pandemic deterring many shoppers from heading to the stores to buy presents, turning to online shopping can be a more suitable option.

Issue: Crime/Public Safety
Date: 12/16/20
Program: News 8:00 AM
Title: Jacobs Holmes Convicted
Length: 1:02

It took more than 10 years, but a Northampton County jury convicted an Easton man for killing another man in a revenge murder.

Issue: Education

Date: 10/02/20

Program: News 6:00 AM

Title: COVID Classroom

Length: 2:21

Last year, more than seven million kids or 14 percent of all public school students were being treated for a learning disability.

Issue: Education

Date: 10/21/20

Program: News 5:30 AM

Title: Parkland Superintendent Retires

Length: 0:41

After a 37-year career in public education, Parkland Superintendent Richard Sniscak is retiring.

Issue: Education

Date: 10/29/20

Program: News 8:30 AM

Title: Reading School District Plans

Length: 1:44

The Reading School District is continuing remote learning for the foreseeable future, making it official at a school board meeting.

Issue: Education

Date: 11/01/20

Program: News 6:00PM

Title: Penn State Expansion

Length: 0:27

Penn State Lehigh Valley is about halfway through a major 14 million dollar expansion in Lehigh County and we got a look at the progress.

Issue: Education

Date: 11/16/20

Program: News 5:30PM

Title: School Funding

Length: 0:30

Schools in Berks County are getting more than 175,000 dollars in grants so they can prevent and reduce violent incidents.

Issue: Education

Date: 11/24/20

Program: News 5:00PM

Title: Jim Thorpe Goes Virtual

Length: 0:25

Another school district is going virtual after Thanksgiving.

Issue: Education

Date: 12/01/20

Program: News 6:00 PM

Title: Montco Schools

Length: 0:28

The order for all virtual instruction in Montgomery County schools will expire Monday, December 7th.

Issue: Education

Date: 12/07/20

Program: News 7:00 AM

Title: NJ Teacher Gets New Car

Length: 0:40

A middle school shop teacher from New Jersey is getting a new car as a way to honor him for helping make thousands of masks.

Issue: Education

Date: 12/11/20

Program: News 5:00 PM

Title: Adopt a Senior

Length: 1:40

It isn't an easy year to be a high school senior. But a group in Easton is hoping to make things a little more cheerful for the class of 2021.

Issue: Government

Date: 10/01/20

Program: News 10:00 PM

Title: DOJ Bolton Lawsuit

Length: 0:32

A judge has ruled that the Trump administration can move forward with a lawsuit against former national security adviser John Bolton over his tell-all book.

Issue: Government

Date: 10/21/20

Program: News 10:00 PM

Title: Voter Intimidation Emails

Length: 2:13

A stunning turn of events concerning voter security in America.

Issue: Government

Date: 10/28/20

Program: News 4:00 PM

Title: German Lockdown

Length: 0:22

Europe is getting blamed for the global surge as numbers have skyrocketed there.

Issue: Government

Date: 11/04/20

Program: News 5:00 PM

Title: Election Impact on Stock Market

Length: 1:34

Despite so much uncertainty surrounding the presidential election the stock market rallied for a third day in a row.

Issue: Government

Date: 11/17/20

Program: News 4:00 PM

Title: Toomey Casey Nursing Home Bill

Length: 0:35

Pennsylvania's Senators are teaming up to try to help struggling nursing homes.

Issue: Government

Date: 11/26/20

Program: News 8:30 AM

Title: Biden Thanksgiving Address

Length: 0:40

President-elect Joe Biden called on Americans to set aside their political differences this holiday season.

Issue: Government

Date: 12/01/20

Program: News 10:00PM

Title: Biden Economic Team

Length: 0:35

Meanwhile, Joe Biden is introducing top advisors he says will help his administration rebuild the economy.

Issue: Government

Date: 12/08/20

Program: News 5:00PM

Title: Safe Harbor Deadline

Length: 0:23

Today is the deadline for states to lock in their U-S presidential election results with Congress.

Issue: Government

Date: 12/14/20

Program: News 10:00PM

Title: Biden Addresses Nation

Length: 0:44

President-elect Biden addressed the nation after the Electoral College affirmed his win.

Issue: Elderly/Children

Date: 10/03/20

Program: News 10:00PM

Title: Parade for 7 Year Old

Length: 0:27

A Berks County community came out and to show their love for a little 7 year old girl.

Issue: Elderly/Children

Date: 10/15/20

Program: News 6:30 AM

Title: Cedarbrook Visitors

Length: 0:19

Lehigh County's Cedarbrook nursing home is also closed to visitors.

Issue: Elderly/Children

Date: 10/21/20

Program: News 10:30 PM

Title: COVID Impact Kid Athletes

Length: 2:08

The Berks County Commissioners are urging caution and common sense following a recent uptick in COVID-19 cases.

Issue: Elderly/Children

Date: 11/02/20

Program: News 8:00AM

Title: Eastern PA Toy Run

Length: :30

The rain on Sunday couldn't stop some folks already in the Christmas spirit.

Issue: Elderly/Children

Date: 11/16/20

Program: News 10:00 PM

Title: Gracedale Nurse

Length: 1:57

In these difficult times it's easy to get caught in everyday stress, but some people have a lot more on their plate.

Issue: Elderly/Children

Date: 11/26/20

Program: News 5:30 PM

Title: You Tube Kids Junk Food

Length: 0:35

Parents have worried about how TV commercials influence their kids' eating habits. Now, experts say parents should take a closer look at YouTube.

Issue: Elderly/Children

Date: 12/01/20

Program: News 10:00 PM

Title: Panel to Decide Vaccine Distribution

Length: 0:38

Health care workers and residents of long-term care facilities will be the first to get the COVID-19 vaccine when it goes public.

Issue: Elderly/Children

Date: 12/11/20

Program: News 5:30PM

Title: Exeter Toy Giveaway

Length: 0:23

Local organizations teamed up to hand out toys to hundreds of kids.

Issue: Elderly/Children

Date: 12/15/20

Program: News 6:30 PM

Title: Lanc Deadly Horse Buggy

Length: 1:04

Three kids are dead and four others are hurt after a dump truck collided with a horse and buggy.

30 Minute Locally Produced Programming Examples:

BUSINESS MATTERS:

Issue: Politics
Date: 09/07/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: One-on-One with Donald Trump Jr.

Issue: Politics
Date: 09/14/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: One-on-One with Joe Biden

Issue: Racial Justice
Date: 09/21/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Black Lives Matter

Issue: Politics
Date: 09/28/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: One-on-One with US Senator Pat Toomey

Issue: Politics
Date: 10/05/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: 7th Congressional Race – Susan Wild & Lisa Scheller Debate - Part 1

Issue: Politics
Date: 10/05/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: 7th Congressional Race – Susan Wild & Lisa Scheller Debate - Part 2

Issue: Politics
Date: 10/19/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Election Day 2020

Issue: Health
Date: 10/26/20

Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: COVID-19: Where are we headed?

Issue: Economy
Date: 11/02/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Restaurants. Will They Survive?

Issue: Racial Relations
Date: 11/09/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Deconstructing Bigotry

Issue: Politics
Date: 11/16/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Election Day is Over...Now What?

Issue: Gun Control
Date: 11/23/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Saving our Downtowns

Issue: Economy
Date: 11/30/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: The Popularity of Guns

Issue: Covid and Economy
Date: 12/07/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: COVID-19 Update: Hospitals and Stimulus

Issue: Gun Control
Date: 12/14/20
Time: 7:30 PM
Program: Business Matters

Length: 30 Minutes
Topic: The Popularity of Guns

Issue: Politics
Date: 12/28/20
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Five Members of Congress – Part 1

TALK WITH YOUR DOCTOR:

Issue: Health
Date: 09/14/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: School, Sports and Covid

Issue: Health
Date: 09/21/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Obstetric and Neonatal Services at St. Luke's Anderson Campus

Issue: Health
Date: 09/28/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Breast Cancer

Issue: Health
Date: 10/05/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Pediatric Surgery

Issue: Health
Date: 10/12/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: TAVR for Heart Valve Problems

Issue: Health
Date: 10/19/20
Time: 6:30 PM
Program: Talk with Your Doctor

Length: 30 Minutes
Topic: Women's Skin Health

Issue: Health
Date: 11/02/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Depression

Issue: Health
Date: 11/09/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Orthopedic Trauma

Issue: Health
Date: 11/16/20
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Covid Update