

Maranatha Broadcasting Company, Inc.

WFMZ-TV, Allentown, PA
300 East Rock Road
Allentown, PA 18103
2023 3rd Quarter Programs / Issues List

WFMZ-TV takes its commitment to serve the local community seriously and provides many avenues for that service. WFMZ-TV produces 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: 07/05/23

Program: News 5:00 AM

Title: MI Treating Chronic Pain

Length: 0:26

A new procedure is treating chronic pain without opioids.

Issue: Health

Date: 07/13/23

Program: News 5:00 PM

Title: FDA Approves OTC Birth Control Pill

Length: 0:33

Federal health regulators have approved the first over-the-counter birth control pill.

Issue: Health

Date: 07/21/23

Program: News 5:30 PM

Title: Heat and Healthcare

Length: 0:26

A new study says hotter temperatures are driving up health care costs.

Issue: Health

Date: 08/01/23

Program: News 5:00PM

Title: Long Covid Brain Fog

Length: 0:31

The National Institutes of Health is launching research into long Covid treatments.

Issue: Health

Date: 08/14/23

Program: News 5:00AM

Title: Vaccine for Seniors

Length: 1:56

RSV is a respiratory virus that's often associated with babies and young children. But it can also be life-threatening for older people.

Issue: Health

Date: 08/23/23

Program: News 7:00AM

Title: Maternity Mistreatment

Length: 0:31

A new CDC study says one-in-five women reported mistreatment while receiving maternity care.

Issue: Health

Date: 09/06/23

Program: News 12:00PM

Title: Dealing with Heat

Length: 0:29

Many kids in the Reading School district are also being let out early this week while officials take care of their A/C problems.

Issue: Health

Date: 09/15/23

Program: News 5:00AM

Title: GenZ Mental Health Risks

Length: 0:31

A new study says that Gen-Z is 'thriving' less than Millennials at the same age. And are more likely to describe their mental health as not excellent.

Issue: Health

Date: 09/21/23

Program: News 4:30 PM

Title: LVHN-CHOP Affiliation Agreement

Length: 0:27

Lehigh Valley Health Network and CHOP are partnering up. The affiliation between the local hospital system and Children's Hospital of Philadelphia was announced today.

Issue: Crime/Public Safety

Date: 07/03/23

Program: News 4:00 PM

Title: Catalytic Converter Thefts

Length: 0:24

Police say someone stole a bunch of catalytic converters in Lehigh County.

Issue: Crime/Public Safety

Date: 07/13/23

Program: News 5:00 PM

Title: Pittsburgh Synagogue Shooter Verdict

Length: 0:35

The man who gunned down nearly a dozen people at a Pittsburgh synagogue five years ago is eligible for the death penalty.

Issue: Crime/Public Safety

Date: 07/21/23

Program: News 9:00 AM

Title: Lower Makefield Murder Suicide

Length: 0:23

Police in Bucks County have an apparent murder-suicide on their hands.

Issue: Crime/Public Safety

Date: 08/01/23

Program: News 5:00 AM

Title: Chester County DNA Tests

Length: 0:25

Chester County officials have some new DNA technology they say will change the game.

Issue: Crime/Public Safety

Date: 08/15/23

Program: News 10:30 PM

Title: Reading Locust Street Shooting

Length: 2:27

Tonight, the Berks County D-A says investigators will look at every angle possible as they try to get to the bottom of a mystifying crime. They say a 14-year-old boy shot and killed his father in Reading.

Issue: Crime/Public Safety

Date: 08/24/23

Program: News 10:00 PM

Title: Poconos Unsolved Murder

Length: 0:40

Authorities in the Poconos are shining the spotlight on a nearly two-decade-old homicide case.

Issue: Crime/Public Safety

Date: 09/02/23

Program: News 6:00 PM

Title: Poconos Cold Case Info Sought

Length: 0:49

Authorities in the Poconos are putting a more than decade old missing person case back in the spotlight.

Issue: Crime/Public Safety

Date: 09/15/23

Program: News 6:00 PM

Title: North Catty Double Homicide

Length: 2:02

Many questions remain about the circumstances surrounding a double homicide in Northampton County.

Issue: Crime/Public Safety

Date: 09/21/23

Program: News 10:00 PM

Title: Swatting Calls

Length: 0:50

Perkiomen Valley wasn't the only district to get hit with a threat today. Several districts in Bucks and Montgomery counties were among schools across the country to receive bomb threats in so-called swatting emails or calls.

Issue: Education

Date: 07/01/23

Program: News 8:00 AM

Title: NJ Budget

Length: 0:23

The Democrat-led New Jersey state Legislature has passed a 54.3 billion dollar budget that boosts spending seven-percent over last year.... There's also increased spending for education, and programs like property tax relief for seniors.

Issue: Education

Date: 07/14/23

Program: News 5:30 AM

Title: Student Loan Shift

Length: 0:30

The White House is making major changes to the federal student loan system.

Issue: Education

Date: 07/21/23

Program: News 6:00 AM

Title: PASSHE Freezes Tuition

Length: 0:40

Tuition rates at Kutztown University will stay the same next year.

Issue: Education

Date: 08/01/23

Program: News 5:30 PM

Title: PA House Dems Tour School

Length: 0:35

Pennsylvania state House Democrats toured schools in Berks County today. They also held a rally at Reading High School. They say the purpose of the visit is to raise awareness about issues threatening education.

Issue: Education

Date: 08/11/23

Program: News 6:30 AM

Title: Berks and Alvernia

Length: 0:21

Berks County is partnering with Alvernia University to make higher education more affordable for county employees.

Issue: Education

Date: 08/23/23

Program: News 5:00 PM

Title: Teacher Shortage

Length: 2:00

Children are starting to head back to school this week. And the new school year begins as the nation continues to grapple with a shortage of teachers.

Issue: Education

Date: 09/05/23

Program: News 4:00 PM

Title: Student Loan Scams

Length: 0:36

The U.S. attorney general is encouraging borrowers to be vigilant... as millions of Americans are set to resume their student loan payments next month.

Issue: Education

Date: 09/14/23

Program: News 4:00 PM

Title: Trump Vows to End Education Dept

Length: 0:28

Former President Donald Trump wants to put an end to the Department of Education.

Issue: Education

Date: 09/21/23

Program: News 8:30 AM

Title: Biden Cancels Debt

Length: 0:28

The Biden Administration is canceling nearly 37-million-dollars of federal student loan debt.

Issue: Government

Date: 07/03/23

Program: News 12:00 PM

Title: U.S Passport Delays Ruining Plans

Length: 0:33

The federal government is running behind on issuing passports.

Issue: Government

Date: 07/14/23

Program: News 7:30 AM

Title: Biden Admin on China Hack

Length: 0:54

The Biden Administration is theorizing about the motive hackers from China had when they breached computer systems at the State Department in May.

Issue: Government

Date: 07/21/23

Program: News 7:30 AM

Title: RFK Jr. House Testimony

Length: 0:49

Presidential Candidate Robert F. Kennedy Junior testified before a House subcommittee yesterday.

Issue: Government

Date: 08/01/23

Program: News 6:00 PM

Title: Trump Indictment January 6

Length: 0:54

In the last half hour, the U.S. Justice Department announced the new charges against the former president. He's been indicted on four counts including conspiracy to defraud the United States.

Issue: Government

Date: 08/16/23

Program: News 10:30 PM

Title: McCarthy Stopgap

Length: 0:27

House Speaker Kevin McCarthy is talking about a potential stop-gap funding package to avoid a government shutdown in October.

Issue: Government

Date: 08/23/23

Program: News 5:00 PM

Title: 1st GOP Debate

Length: 0:31

The first debate for the 2024 Republican presidential candidates is tonight.

Issue: Government

Date: 09/01/23

Program: News 5:00 AM

Title: Lehigh County Budget Proposal

Length: 0:28

Lehigh County's proposed budget for next year won't raise property taxes for homeowners.

Issue: Government

Date: 09/07/23

Program: News 4:00 PM

Title: Chinese Phone Investigation

Length: 0:27

The U.S. government is investigating a new smartphone that may utilize technology that could potentially lead to cyberattacks or spying from the Chinese government.

Issue: Government

Date: 09/14/23

Program: News 6:00PM

Title: President Biden Economic Speech

Length: 0:24

President Biden is taking to the road to promote his administration's economic record. He's also upping his criticism of Republican economic ideas.

Issue: Elderly/Children

Date: 07/03/23

Program: News 4:00 PM

Title: Allentown Library Free Lunch Program

Length: 0:25

Lunch is served for children 18 and under in Allentown and the city's surrounding areas.

Issue: Elderly/Children

Date: 07/17/23

Program: News 10:30 PM

Title: Code Orange Air

Length: 0:28

Officials say the alert means young children, the elderly, and anyone with respiratory problems should limit their time outside.

Issue: Elderly/Children

Date: 07/21/23

Program: News 6:00 PM

Title: Search for Missing Children

Length: 0:44

Crews continued searching today for two missing children swept away in flooding in Bucks County over the weekend.

Issue: Elderly/Children

Date: 08/01/23

Program: News 5:30PM

Title: PA Budget Non-Profit

Length: 0:37

The budget stalemate is keeping funding from being distributed to groups like non-profit organizations. The Berks Area Agency on Aging is one of the groups waiting for state funding.

Issue: Elderly/Children

Date: 08/11/23

Program: News 10:30 PM

Title: Shapiro Listening Session

Length: 0:38

Shapiro is going to make another visit to the county soon. The Governor announced he's having a listening tour across the state. He'll be making stops at all 67 counties in Pennsylvania. They'll focus on the state's Master Plan for older adults.

Issue: Elderly/Children

Date: 08/26/23

Program: News 6:00 PM

Title: CMN Donations

Length: 0:35

A national car wash chain is helping raise funds for the Children's Miracle Network Hospitals.

Issue: Elderly/Children

Date: 09/04/23

Program: News 5:00AM

Title: Chronic Pain in Kids

Length: 3:55

Studies show more than 30-percent of children experience chronic pain. And the cause isn't always a physical ailment.

Issue: Elderly/Children

Date: 09/12/23

Program: News 10:30PM

Title: Child Poverty Rate

Length: 0:19

A new report suggests the child poverty rate more than doubled last year.

Issue: Elderly/Children

Date: 09/21/23

Program: News 10:30PM

Title: Alvernia Fall Coalition

Length: 0:29

The Berks County Falls Free Coalition wants to make sure people stay safe this fall. The group hosted an event at Alvernia University in Reading ahead of National Falls Prevention Day. The goal is to help seniors be proactive against falling.

30 Minute Locally Produced Programming:

BUSINESS MATTERS

Issue: Health & Education
Date: 09/18/23
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Kids Are the Future, Let's Treat Them Well.

Issue: Artificial Intelligence
Date: 09/25/23
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Artificial Intelligence, Should We Be Worried?

TALK WITH YOUR DOCTOR

Issue: Health
Date: 09/18/23
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Hernias

Issue: Health
Date: 09/25/23
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Chiropractic Care