

## **Maranatha Broadcasting Company, Inc.**

WFMZ-TV, Allentown, PA  
300 East Rock Road  
Allentown, PA 18103  
2023 1st 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](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.

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](http://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: 01/03/23

Program: News 4:00 PM

Title: Mediterranean Diet

Length: 0:45

The Mediterranean Diet has come in at number one for the 6th year in a row.

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Issue: Health

Date: 01/19/23

Program: News 5:00 AM

Title: Berks Covid Pilot Test

Length: 0:43

A pilot testing and treatment program for Covid-19 is now open for enrollment to people who live in Berks County.

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Issue: Health

Date: 01/23/23

Program: News 8:30 AM

Title: Reading Wellness Clinic

Length: 0:40

The LGBT Center of Greater Reading is teaming up with Berks Community Health Center for a wellness clinic today.

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Issue: Health

Date: 02/02/23

Program: News 10:00PM

Title: Kick Start Your Heart

Length: 1:50

February is heart health month. Heart disease is the leading cause of death for both men and women.

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Issue: Health

Date: 02/16/23

Program: News 10:30PM

Title: Lonnie Walker – RSD Kids

Length: 0:49

Reading basketball star Lonnie Walker is giving a boost to some kids from his hometown. Organizers are calling this the Give and Grow Experience - combining basketball with mental health.

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Issue: Health

Date: 02/21/23

Program: News 5:30PM

Title: Train Derailment Impact

Length: 1:55

There are a lot of questions and concerns about the environment in the wake of the crash.

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Issue: Health

Date: 03/03/23

Program: News 5:00PM

Title: CDC on Breast Pump Deaths

Length: 0:30

The CDC is warning parents of newborns to sterilize baby-feeding equipment following the death of a baby.

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Issue: Health

Date: 03/8/23

Program: News 5:00PM

Title: Eat for MS Symptoms

Length: 2:13

As many as one-million American adults are living with Multiple Sclerosis.

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Issue: Health

Date: 03/13/23

Program: News 5:00 PM

Title: Study on SUID and Race

Length: 0:27

Sudden, unexpected deaths are on the rise among Black babies.

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Issue: Crime/Public Safety

Date: 01/02/23

Program: News 4:00 PM

Title: Reading Shooting

Length: 0:25

A man was shot in downtown Reading this morning.

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Issue: Crime/Public Safety

Date: 01/10/23

Program: News 4:00 PM

Title: Weisselberg Sentenced

Length: 0:24

New at 4, a longtime executive for Donald Trump's business empire is heading to jail.

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Issue: Crime/Public Safety

Date: 01/27/23  
Program: News 6:30 AM  
Title: NorCo Major Crimes Task Force  
Length: 0:25  
Northampton County is stepping up its response to violent crime with a new task force.

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Issue: Crime/Public Safety  
Date: 02/02/23  
Program: News 4:00PM  
Title: Federal Gun Crime Report  
Length: 0:50  
The federal government has released its most sweeping gun report in more than two decades and it paints an alarming picture.

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Issue: Crime/Public Safety  
Date: 02/15/23  
Program: News 5:00AM  
Title: Murdaugh Could Testify  
Length: 0:44  
A former South Carolina attorney accused of killing his wife and son could take the stand in his own defense.

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Issue: Crime/Public Safety  
Date: 02/23/23  
Program: News 7:30AM  
Title: Colorado Club Q Shooting Hearing  
Length: 0:48  
A judge is examining charges for the suspected gunman in the deadly Club-Q shooting in Colorado.

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Issue: Crime/Public Safety  
Date: 03/01/23  
Program: News 4:00PM  
Title: Murdaugh Murder Trial  
Length: 1:06  
The judge allowed them to see the area around the dog kennels where Murdaugh's wife and son were killed.

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Issue: Crime/Public Safety  
Date: 03/06/23  
Program: News 5:30 PM  
Title: Vandalism at Churches  
Length: 0:34  
A lawmaker from Berks is among those trying to increase the penalties for vandalizing places of worship.

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Issue: Crime/Public Safety  
Date: 03/13/23  
Program: News 5:00 PM  
Title: Alvernia Gun Violence  
Length: 0:35

Senators Katie Muth, Judy Schwank, and Art Haywood will be at Alvernia University's CollegeTowne Campus on Wednesday at 11. They want to have an open discussion with students about how to address gun violence and crime.

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Issue: Education

Date: 01/04/23

Program: News 5:00 PM

Title: LVHN Acquires Venel Institute

Length: 1:50

Lehigh Valley Health Network is making 2023 the year it's expanding its educational offerings.

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Issue: Education

Date: 01/10/23

Program: News 8:30 AM

Title: Mumin Pa Education Secretary

Length: 0:43

Former superintendent Khalid Mumin has been nominated for secretary of education in Governor-elect Josh Shapiro's administration.

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Issue: Education

Date: 01/27/23

Program: News 5:30 PM

Title: Holocaust Remembrance Education

Length: 0:36

A bipartisan group of House members introduced the Holocaust Education and Anti-Semitism Lessons Act.

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Issue: Education

Date: 02/01/23

Program: News 5:00AM

Title: Fentanyl Awareness Campaign

Length: 0:46

A new outreach campaign in Northampton County is teaching young people about the dangers of fentanyl.

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Issue: Education

Date: 02/11/23

Program: News 7:30AM

Title: PA School Funding Legislator Newser

Length: 0:30

A few days after the landmark education funding ruling. School districts, lawmakers, and residents are still unclear about what comes next.

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Issue: Education

Date: 02/22/23

Program: News 5:30PM

Title: African American Studies Review

Length: 0:34

Virginia Governor Glenn Youngkin is ordering the state's education secretary to review the college board's new advance placement course on African American studies.

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Issue: Education

Date: 03/01/23

Program: News 5:00AM

Title: New Jersey Murphy Budget Address

Length: 0:24

New Jersey Governor Phil Murphy is calling for a new budget of just over 53 billion dollars which would be a record for the state. It also increases education spending and the child tax credit and continues a program that freezes property tax increases for eligible seniors.

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Issue: Education

Date: 03/06/23

Program: News 5:00PM

Title: Easton Superintendent Retiring

Length: 0:26

The Easton Area School District will soon be looking for a new leader.

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Issue: Education

Date: 03/13/20

Program: News 10:00 PM

Title: Centenary University Scholarships

Length: 1:35

Students pursuing a career in race relations can get a full ride to Centenary University in Hackettstown, New Jersey.

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Issue: Government

Date: 01/11/23

Program: News 5:30 AM

Title: Southwest Meltdown Payment

Length: 0:46

The federal government says Southwest Airlines has 60 days to issue refunds related to its holiday meltdown.

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Issue: Government

Date: 01/16/23

Program: News 8:30 AM

Title: Puerto Rico Privatizing Power

Length: 0:52

Puerto Rico has announced plans to privatize its electricity generation.

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Issue: Government

Date: 01/26/23

Program: News 5:30 PM

Title: NSA U.S. Agencies Hacked

Length: 0:29

Scammers hacked employees of at least two U.S. agencies last year.

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Issue: Government

Date: 02/01/23

Program: News 5:30AM

Title: Pandemic Emergency Folo

Length: 0:42

President Joe Biden plans to end Covid national and public health emergencies May 11th.

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Issue: Government  
Date: 02/16/23  
Program: News 5:00PM  
Title: China Response to Balloon Measure  
Length: 0:31  
President Biden says he plans to speak with Chinese President Xi Jinping about the controversy over the so-called spy balloon.

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Issue: Government  
Date: 02/23/23  
Program: News 12:00PM  
Title: Buttegieg in Ohio  
Length: 0:39  
Transportation Secretary Pete Buttigieg was in Ohio this morning... checking out the site of the train derailment in East Palestine.

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Issue: Government  
Date: 03/01/23  
Program: News 6:00PM  
Title: Pa Families Tax Relief Act  
Length: 2:05  
Ahead of Governor Shapiro's first budget address next week... one of the Lehigh Valley's Republican State House members introduced a sweeping package of bills to cut taxes.

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Issue: Government  
Date: 03/06/23  
Program: News 6:00PM  
Title: Sex Trafficking Task Force  
Length: 1:57  
In Northampton County the district attorney has launched an effort to fight child exploitation and human trafficking creating a task force, with help from the federal government.

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Issue: Government  
Date: 03/12/23  
Program: News 6:00PM  
Title: Silicon Valley Bank Folo  
Length: 0:25  
The U.S. government announced Silicon Valley Bank employees will receive 45 days of employment and one and a half times their salary.

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Issue: Elderly/Children  
Date: 01/05/23  
Program: News 5:00AM  
Title: UT Eight Dead in Shooting  
Length: 0:41  
Authorities say eight people were found shot to death inside a home. Five of the victims are children.

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Issue: Elderly/Children  
Date: 01/12/23  
Program: News 4:30PM  
Title: WTT Teens and Online Porn

Length: 1:55

A new study shows most children have stumbled upon pornography online by the time they're 12 years old.

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Issue: Elderly/Children

Date: 01/26/23

Program: News 10:30PM

Title: COVID Hospitals Data

Length: 0:47

Health officials are seeing more COVID hospitalizations for very young children and seniors.

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Issue: Elderly/Children

Date: 02/04/23

Program: News 10:00PM

Title: US School Lunches Study

Length: 0:33

U-S Agriculture officials proposed new nutrition standards for school meals. They include limits on added sugars.

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Issue: Elderly/Children

Date: 02/15/23

Program: News 5:30PM

Title: Russia Ukrainian Children

Length: 0:30

A new report says Russia is operating a network of camps where it's holding thousands of Ukrainian children.

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Issue: Elderly/Children

Date: 02/21/23

Program: News 12:00PM

Title: Alligator Kills Florida Woman

Length: 0:27

A tragic story of out Florida where authorities say an alligator killed an elderly woman while she was walking her dog near a canal.

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Issue: Elderly/Children

Date: 03/02/23

Program: News 4:00PM

Title: When to Exercise

Length: 0:57

It seems like anyone looking to live longer should try a midday workout.... Men, and the elderly got the most benefit from afternoon exercise.

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Issue: Elderly/Children

Date: 03/11/23

Program: News 6:00PM

Title: Promise Neighborhoods

Length: 2:17

The group is for children and teenagers between the ages of 10 and 16. Promise Neighborhoods says it's geared to prepare young people for the future.

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Issue: Elderly/Children



Date: 03/14/21

Program: News 6:00PM

Title: HerStory Esther Lee

Length: 2:42

We're continuing our conversations with local history-makers.. as part of our observance of Women's History Month.

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

#### **BUSINESS MATTERS**

Issue: Economy

Date: 01/23/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Doing Business in the 21<sup>st</sup> Century

Issue: Economy/Politics

Date: 01/30/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Stepping Up to Lead in the 21<sup>st</sup> Century

Issue: Local Economy

Date: 02/06/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Where to Have Fun in 2023-LV Attractions

Issue: Crime

Date: 02/13/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Crime in the Lehigh Valley-Will 2023 Be Better?

Issue: Public Safety

Date: 02/20/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: A Conversation with L.V. First Responders

Issue: Religion

Date: 02/27/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes  
Topic: Religion-Is it Still Relevant?

Issue: Education  
Date: 03/06/23  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: A Conversation with Carol D. Birks-ASD Superintendent

Issue: Local Economy  
Date: 03/13/23  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: What's Driving Development in the Lehigh Valley?

Issue: Local Economy  
Date: 03/20/23  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: Your Preview of the 2023 LV Auto Show

Issue: Government  
Date: 03/27/23  
Time: 7:30 PM  
Program: Business Matters  
Length: 30 Minutes  
Topic: To Protect and Conserve

### **TALK WITH YOUR DOCTOR**

Issue: Health  
Date: 01/23/23  
Time: 6:30 PM  
Program: Talk with Your Doctor  
Length: 30 Minutes  
Topic: Palliative Care

Issue: Health  
Date: 01/30/23  
Time: 6:30 PM  
Program: Talk with Your Doctor  
Length: 30 Minutes  
Topic: Sports Performance

Issue: Health  
Date: 02/06/23  
Time: 6:30 PM  
Program: Talk with Your Doctor  
Length: 30 Minutes

Topic: Occupational Therapy

Issue: Health

Date: 02/13/23

Time: 6:30 PM

Program: Talk with Your Doctor

Length: 30 Minutes

Topic: Knee Problems

Issue: Health

Date: 02/20/23

Time: 6:30 PM

Program: Talk with Your Doctor

Length: 30 Minutes

Topic: Mitral Valve Disease

Issue: Health

Date: 02/27/23

Time: 6:30 PM

Program: Talk with Your Doctor

Length: 30 Minutes

Topic: OB/GYN

Issue: Health

Date: 03/06/23

Time: 6:30 PM

Program: Talk with Your Doctor

Length: 30 Minutes

Topic: Vascular Disease

Issue: Health

Date: 03/13/23

Time: 6:30 PM

Program: Talk with Your Doctor

Length: 30 Minutes

Topic: Advances in Orthopedics

Issue: Health

Date: 03/20/23

Time: 6:30 PM

Program: Talk with Your Doctor

Length: 30 Minutes

Topic: Things That Take Your Breath Away

Issue: Health

Date: 03/27/28

Time: 6:30 PM

Program: Talk with Your Doctor

Length: 30 Minutes

Topic: Pediatric Allergies

